

Listrak Builds Alium Into Their Sales Process

Problem: Listrak's sales team struggled to qualify complex opportunities because they lacked direct insight into each prospect's real situation, including contract status, vendor satisfaction, timing, and true deal value. Relying on analyst reports and scraped data left them guessing, wasting resources on poor-fit accounts, and missing high-value opportunities.

Solution: By integrating Alium into their sales process, Listrak gained direct, decision-maker insights through ongoing buyer interviews, enabling the team to prioritize the right accounts, accelerate sales velocity, and focus resources where they matter most. Alium also delivers warm introductions and customer intelligence, helping Listrak both win new business and strengthen retention.

Why Alium Works for Listrak

Voice-of-Buyer Intelligence

Direct interviews reveal real needs, timing, and decision drivers

Qualified Warm Introductions

Connects Listrak with enterprise buyers actively seeking solutions

Seamless Sales Integration

Insights flow into Salesforce for easy access and action

Full-Lifecycle Value

Supports both new sales and customer retention through ongoing insights

By providing a clear look into the entire book of business, Alium has moved Listrak from a state of uncertainty to a position of strategic clarity, enabling them to win new business and protect their existing base with confidence.



"Alium isn't just another tool in the stack; it is a strategic partner that understands that its own retention is tied to our success. They give us deep insights straight from the buyers, so we can prioritise our sales efforts with confidence,"

- Cory Whitfield, VP GTM at Listrak

