

Measured Gets To the Heart of Marketer Needs with Alium

Problem: Marketers struggle to justify measurement investments to CFOs, and because each organization sits at a different level of measurement maturity, generic sales approaches fail to resonate. Measured's GTM team needed deep insight into each prospect's internal dynamics, priorities, and past experiences to avoid misaligned conversations and lost credibility.

Solution: Alium provides granular, buyer-level intelligence through detailed interviews, enabling Measured to understand exactly where each marketer is on their measurement journey and tailor outreach accordingly. With this clarity, the team can engage prospects with the right level of education, relevance, and timing while also uncovering opportunities to deepen value with existing customers.

Why Alium Works for Measured

Maturity-Level Targeting

Reveals where each prospect sits on the measurement spectrum to tailor messaging precisely

High-Confidence Outreach

Provides a clear, timely reason to engage prospects based on real needs

Voice-of-Buyer Language

Shows the exact terminology, pain points, and pressures marketers express internally

Customer Expansion Insights

Surfaces candid feedback and new use cases to strengthen retention and growth

"We gain a major competitive advantage with Alium insights. Not only do we better understand prospect needs, we're able to connect with current clients and understand their needs even better through an unbiased and unfiltered view."



Alium enables Measured to meet each marketer exactly where they are, replacing guesswork with deep insight into needs, maturity, and internal pressures. This leads to more relevant conversations, timely opportunities, and stronger relationships with both prospects and existing customers.

"Alium delivers the details we can't get anywhere else. If we don't know where marketers are on the spectrum of measurement maturity, we can inadvertently overwhelm with complexity or risk losing time educating them on what they already know. With Alium, we can be confident that we're meeting marketers where they are."

- Will Post, VP GTM at Measured

