

MetaRouter Improves Marketing Response Rates 2X With Alium

Product, Competitor and Customer Intel Delivers Major Lift

MetaRouter offers real-time data collection and integration to marketers. The fast-growing startup delivers an innovative solution that doesn't neatly fit into any established martech vendor categories, which can make it difficult to perform competitive analysis, communicate use case value and reach the right stakeholder.

As one of only two people on the start-up's marketing team, Michelle Niedberding needs to work smart, finding tools and partners that deliver outsized value and growth. When Alium's team showed Michele the buyer insights she could access through the platform, she immediately saw the possibilities across her organization to gain insight, relevance and save time.



Michelle Niedberding
Director of Product Marketing
MetaRouter

"Getting weekly updates on the new interviews and getting the recap of what those people care about is super helpful. The relationship we have with the Alium team continues to drive value for us. Sometimes things are "out of sight out of mind" and this is really a forcing function to keep the tool top of mind. It gets other people on the team excited for the insights available. From a partnership and support perspective is huge, they respond right away and we have a great relationship."

"Alium's insights are a goldmine for us, giving us access to the voice of the customer, product insights, and competitive intelligence that we can't get elsewhere. The fact that its AI enabled makes it easy to use and incredibly effective."

Allium delivers for MetaRouter against three major use cases:

alium

1. COMPETITIVE INTELLIGENCE

Not covered by conventional martech research, MetaRouter's competition was hard to analyse. With Alium, Michele can search specific vendors and drill down to precise use cases that are relevant to her work. Understanding how other vendors are used at a granular level allows Michele and her team to compare their offering against specific competitive capabilities with confidence.

2. SALES TIMING AND RELEVANCE

Determining which brands were in market for a better solution, understanding pain points, what they're looking for used to feel like a black hole that could never be filled. Now Michelle can understand all of those things with a few simple searches on Alium. She searched "RFP" and can see if someone is in an RFP for a certain tool or just finished one. She can also check which vendor they chose or what their specific pain points and needs are. These insights show MetaRouter where they fit into that marketer's unique tech stack and how they can solve specific needs. Their outreach is better timed and more relevant. One recent outreach focused on the vendors MetaRouter is already integrated with to illustrate how easy it would be to get up and running.

3. EXPLORING TRENDS AND THEMES

Michelle noted that Alium's AI features are very accurate and useful, surfacing information across different brands or about specific topics that delivers incremental insights. Michelle uses the tool to ask about "pros and cons" of a specific solution, and gets instant examples and links to the transcripts in case she wants to read more.

"As a product marketer, I appreciate when a product actually works. Comparing Alium to a ChatGPT, Alium's approach is much better than what I can get from pasting a transcript in ChatGPT. It's not just the time saving and helping sales, it's literally the AI within the tool which is better than what I could get otherwise."



Better Insights, Better Outreach - And Faster

MetaRouter relies heavily on outbound marketing, so prospect intelligence is particularly valuable. Alium gives MetaRouter competitive insight, an understanding of prospect needs and better timing - information that feeds directly into better outreach to prospects and customers.

Alium also saves Michele and her team time and validates what were previously educated guesses. When it comes to competitive analysis, Alium's easily searchable buyer interviews take a week off of Michele's plate. Michele was doing a lot of execution and content creation but didn't have the details of their tech stack, timing or challenges they were actually having. Alium validates for Michele and gives her real life details that can be woven into marketing and sales outreach.

"We are measuring responses to outbound. We're already seeing a 2X improvement in response rates and many of the sales team members could be doing even more with Alium. There is a lot of room to improve even further."



"We don't fit into a clear category and we solve a lot of different marketer problems, which is almost a detriment because we want to make sure we are talking about solving the right problems for the right marketer. Going after the same people that every tech company is going after, we now have the refined insight to make the outreach actually get a response thanks to Alium."

Alium is delivering value for MetaRouter now and will in the future.

In the future, Michele plans to evaluate changes to the sales cycle to reduce how long it takes to close a new deal. Now she knows where to start and do the discovery ahead of time, which means she gets to the meat of the conversation more quickly.

"Getting below twelve months would be a big victory and I'm confident we will with Alium."