

# Tealium Drives \$3 Million Pipeline and Gains Customer and Product Insights With Alium

**Problem:** Tealium's go-to-market strategy depends on deep context, yet traditional third-party intent tools delivered surface-level signals that were noisy, non-actionable, and offered no real competitive advantage. The team lacked visibility into what was actually happening inside target accounts, including buyer priorities, technology usage, internal dynamics, and timing, making it difficult to qualify opportunities and tailor outreach effectively.

**Solution:** Alium provided a new layer of second-party intelligence that revealed authentic buyer perspectives in their own words, including needs, challenges, technology environments, and purchase readiness. Through its API, Alium transformed these qualitative insights into structured, CRM-ready data that could be combined with Tealium's internal sources to identify high-value accounts and optimize engagement.

## Key Value Drivers

### Deep Buyer Intelligence

Provided granular visibility into buyer priorities, pain points, technology stacks, personas, and perceptions of both Tealium and competitors.

### Operationalized Data via API

Converted qualitative insights into structured attributes that could be integrated into CRM systems and used across teams.

### Precision Targeting and Timing

Enabled Tealium to combine Alium insights with internal data to focus on the highest-value in-market accounts and engagement moments.

### Cross-Functional Business Insights

Informed messaging, product development, competitive positioning, customer support prioritization, and retention planning.

## Impact on Tealium's Business

Alium became a core component of Tealium's data strategy, directly contributing to more than \$3 million in pipeline. It also provided early visibility into customer sentiment and emerging needs, enabling more proactive engagement and stronger retention. The result was a more focused, insight-driven go-to-market approach with measurable business impact.



"Alium is one of the most valuable datasets we have because it shows how people are actually using technology."

- Andrew Ritchart,  
VP, GTM Operations  
Tealium