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Problem: Vibes relied on traditional intent data and web-scraped signals that only suggested a company might be in a buying cycle without explaining why, leaving the team without actionable context to prioritize real opportunities. This limited their ability to generate qualified leads, tailor outreach, and move prospects efficiently into the pipeline.

Solution: By integrating Alium into its demand generation engine, Vibes gained direct, in-depth insights from buyer interviews that revealed true intent, dissatisfaction with current vendors, and specific solution needs. These insights were operationalized inside the CRM, enabling the team to identify high-value prospects, secure warm introductions, and drive predictable pipeline growth.

Why Alium Works for Vibes

True High-Intent Identification

Weekly interviews uncover prospects actively seeking solutions or unhappy with incumbents

Warm Strategic Introductions

Built-in intro program bypasses cold outreach and accelerates meetings with decision makers

Actionable CRM Integration

Insights are de-anonymized, logged in HubSpot, and routed to sales as qualified opportunities

Precise Sales Targeting

Granular pain-point intelligence enables tailored pitches and higher conversion rates

“It's so clear why we'd pay for this. Alium asks brands exact questions we need and we get in-depth answers. Questions about their current vendors, what they are looking for next and why. I am a big fan.”

Vibes replaced vague intent signals with Alium's buyer interviews to identify which companies were actively seeking solutions and why. By integrating these insights into their CRM and using warm introductions, they turned Alium into a reliable engine for qualified meetings and pipeline growth.



“I've never seen anything that goes to this level of detail. This is 300% better than web-scraped data. It's conversational rather than automated, providing the exact answers we need.”

- Jay Hinman, VP of Marketing, Vibes