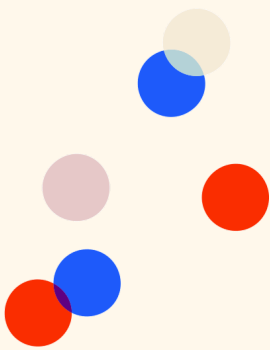


# Yotpo Drives ROI and Deeper Customer Insight with Alium

**Problem:** Yotpo operates a highly sophisticated, data-driven marketing organization where every tool is rigorously tested for ROI and impact. However, most marketing solutions fell short, either lacking actionable buyer insight or failing to directly influence revenue and relationships—making it difficult to confidently identify in-market buyers, understand their needs, and drive meaningful engagement.

**Solution:** Alium delivered both high-quality buyer introductions and deep, actionable intelligence, giving Yotpo direct access to in-market prospects along with the context needed to make each interaction relevant and productive. In addition, Alium provided objective, third-party insights into customer sentiment, enabling Yotpo to better understand both prospects and existing customers and apply those insights across marketing, sales, and product strategy.



## Impact on Yotpo's Business

Alium proved to be a high-impact partner, delivering measurable ROI through both qualified pipeline generation and strategic insight. By combining direct access to in-market buyers with rich, actionable intelligence, Yotpo was able to improve conversion rates, strengthen customer relationships, and uncover new opportunities for growth. Beyond performance, Alium became a trusted extension of the team—helping Yotpo operate with greater confidence, precision, and alignment across marketing, sales, and product functions.

"I know if a prospect is in-market and why, or if they are unhappy with their current partner. This deep insight is unlike anything else available on the market today."

### Qualified Buyer Introductions

Connected Yotpo with in-market prospects who were actively seeking solutions, ensuring more productive, win-win conversations.

### Objective Customer Insights

Supported both immediate pipeline generation and long-term relationship building, aligning with Yotpo's core success metrics.

### Actionable Buyer Intelligence

Provided deep insights into prospect pain points, motivations, and timing, improving targeting and outreach effectiveness.

### Revenue and Relationship Impact

Supported both immediate pipeline generation and long-term relationship building, aligning with Yotpo's core success metrics.



"Not only do we get measurable returns from our work together, the Alium team's service is exceptional. They are hustling and are actually partnering with us. It's a true partnership. I don't look at them as a SaaS vendor. I feel their team is an extension of my team. I can trust them."

- Tsvika Vishnievsky, CMO, Yotpo