

Valasys Launches AI-Powered Account Intelligence in VAIS

New capability analyzes account-level intent signals, provides sales teams with contextual insights to support account prioritization and outreach decisions.

JERSEY CITY, NJ, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Valasys Media, a B2B marketing and sales intelligence company, today announced the launch of [AI-Powered Account Intelligence in VAIS](#), a new capability designed to help revenue teams interpret buyer-intent signals and develop evidence-based context around target accounts.

B2B sales teams increasingly have access to intent data that indicates when organizations may be researching specific topics. However, identifying an intent signal does not necessarily explain why interest is changing, whether multiple signals are related, which business priorities may be influencing the activity, or which stakeholders may be relevant.

So, How Does AI-Powered Account Intelligence Help Bridge This Interpretation Gap?

Starting with a company domain, VAIS analyzes available company-level intent activity, including topic-level signals and historical activity from Bombora. The platform evaluates changes in signal activity, groups related topics, and applies AI to generate an account intelligence brief based on the available evidence.

The brief can provide context related to buyer stage, signal confidence, deal momentum, potential strategic priorities, likely initiatives, business pressures, relevant stakeholder personas, possible “why now” factors and suggested outreach direction.



Mohammad Tareeq, MD & CEO, Valasys Media

“Revenue teams have made significant investments in data, technology and buyer signals, but the value of that information depends on how effectively it supports decision-making,” said Prachi Shah, CFO at Valasys Media. “Account Intelligence is designed to reduce the work required to interpret account activity and give teams additional context when prioritizing where sales resources should be focused.”

How Does VAIS Turn Intent Signals Into Account Context?

VAIS uses an evidence-first framework structured around four stages:

Signal □ Momentum □ Meaning □ Action

The platform first evaluates observable account research activity and changes in underlying intent signals. Topic movement can be classified as Surging, Rising, Stable, Cooling or Declining, providing additional context about how activity is changing over time.

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*Mohammad Tareequddin,
CEO of Valasys Media,*

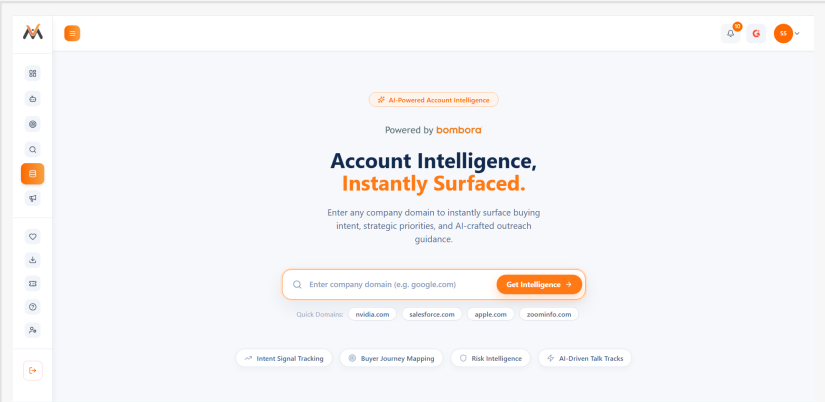
AI is then applied to the processed signals to generate hypotheses about possible business priorities, initiatives, pressures, buyer-stage context, stakeholder roles and potential next steps.

“Intent data can help a salesperson determine where to look, but the seller still needs context before deciding whether and how to engage,” said Rameshwar Thakur, Head of Sales at Valasys Media. “Account Intelligence gives representatives a structured starting point by bringing

relevant signals and account context together. Sellers can then validate those insights before engaging the account.”

How Does VAIS Balance AI-Assisted Insights With Human Judgment?

VAIS is designed to distinguish between observed signals and AI-generated interpretations. Confidence indicators reflect how strongly available evidence supports a particular interpretation. They are not intended to represent the probability that an account will make a



VAIS AI-Powered Account Intelligence instantly surfaces buying intent, strategic priorities, and AI-crafted outreach guidance.

VALASYS MEDIA™
Empowering marketers with powerful insights

Valasys Media: Empowering marketers with powerful insights through AI-driven B2B solutions.

purchase. AI-generated initiatives, business pressures and stakeholder recommendations are also presented as hypotheses for further investigation rather than verified facts about a prospect.

When sufficient underlying data is available, VAIS can generate an Account Intelligence brief in approximately three seconds. The platform can also suggest relevant personas, conversation themes, an opening message and an outreach approach. It does not automatically send emails or LinkedIn messages or initiate phone calls. Outreach decisions remain with the seller.

“AI should help salespeople understand available evidence without creating the impression that they know something about a buyer that has not been verified,” said Mohammad Tareequddin, CEO of Valasys Media. “Our approach is to use AI to organize signals, identify patterns and make uncertainty visible. The objective is to give sellers a stronger basis for investigation and decision-making while keeping human judgment at the center of the process.”

How Does AI-Powered Account Intelligence Expand the VAIS Revenue Intelligence Workflow?
AI-Powered Account Intelligence expands the VAIS workflow by connecting account prioritization with additional sales context. Within VAIS, Valasys AI Score can help teams evaluate accounts, intent-based account lists can identify organizations showing relevant activity, Account Intelligence can provide context around that activity, and prospect discovery capabilities can help users identify potentially relevant contacts.

The new capability is intended to help revenue teams move from identifying accounts showing activity to evaluating why an account may warrant attention, which stakeholders may be relevant and what sales teams should investigate before outreach.

VAIS AI-Powered Account Intelligence launched on August 21, 2026.

About Valasys Media

Valasys Media is a global B2B marketing and sales solutions company helping brands build predictable growth engines through services like Lead Generation, ABM, and Content Syndication.

Its proprietary VAIS platform powers data-driven prospecting by identifying ideal buyers, prioritizing accounts, and guiding outreach with actionable intelligence. Backed by data insights and a dedicated team of experts, Valasys enables clients to engage, convert, and retain the right prospects while maximizing ROI.

Recognized for its continued innovation and growth, Valasys Media has been featured on the Inc. 5000 list of America's fastest-growing private companies.

Compliance and Data Ethics

Valasys Media processes business-contact data only using permissioned and consent-aligned

signals. All outreach honors opt-outs and local regulations, including GDPR and CCPA/CPRA. SOC 2-aligned security and data protection practices, access management and operational safeguards are maintained across our processes. Data is verified for accuracy and recency, and suppression and do-not-contact lists are enforced across campaigns.

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