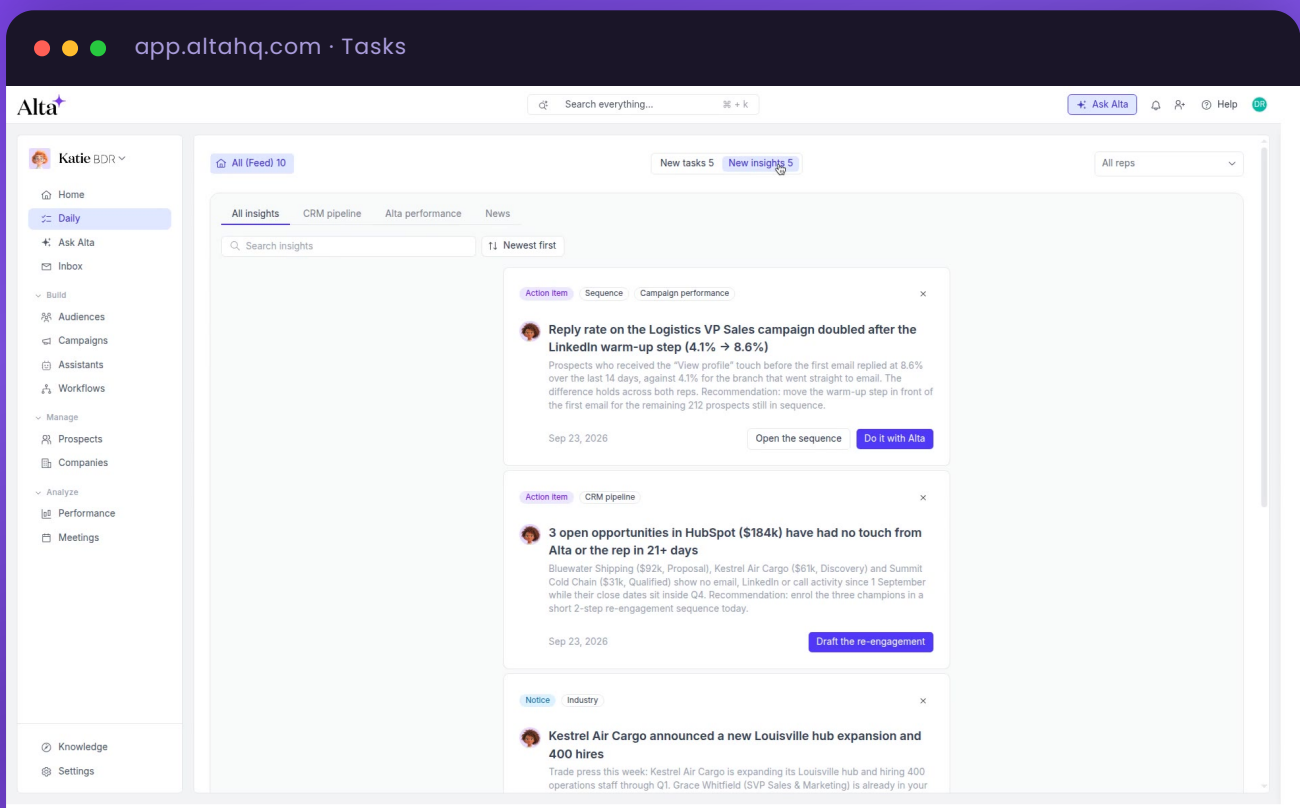


WHAT'S NEW AT ALTA · AUGUST AND SEPTEMBER 2026

Alta now does the work with you

Ask Alta builds a sequence from a sentence. Tasks tells you what to do this morning. Salesforce can start a workflow. Five more CRMs connect natively, and the product is in Spanish, German and French.



In this issue

Everything here is live for every account. Each update has a short clip.

Ask Alta builds it. Sequences and audiences from a sentence.

Tasks. What to do this morning.

People. Everyone you know, and how to open the page.

Workflows. Salesforce can start a flow.

CRM. Five more, connected like HubSpot.

Reply rates. Human replies, counted apart.

Katie runs outbound. Alex takes inbound and calls. Luna is analytics. Ask Alta is the assistant inside the product.

The Alta team

Say what you want. Ask Alta builds it.

Type the sequence you have in mind. The steps land in the tree, checked the same way as steps you build by hand.

The screenshot shows the 'Campaign builder · Touch Points · Ask Alta' interface. On the left, a chat window with an assistant named Katie shows a user's request to build a 4-step sequence: view LinkedIn profile, send a connection request, email two days later, and a follow-up email three days after. The assistant responds with the sequence steps and a workflow tree. The tree on the right visualizes the sequence: Step 1 (Send View LinkedIn Profile), Step 2 (Wait for 1 day, then LinkedIn Connection Request), a decision point (Has valid Email?), and subsequent steps (Cold-Chain Playbook Email, Follow-Up Email) based on the 'Yes' or 'No' outcome.

Describe the sequence. The steps land in the tree.

[Open the clip \(0:24\) →](#)

It builds audiences and workflows the same way.

- Describe the people and it fills the search.
- It keeps the thread, and it can be shared.
- On a phone, Ask Alta is the app.

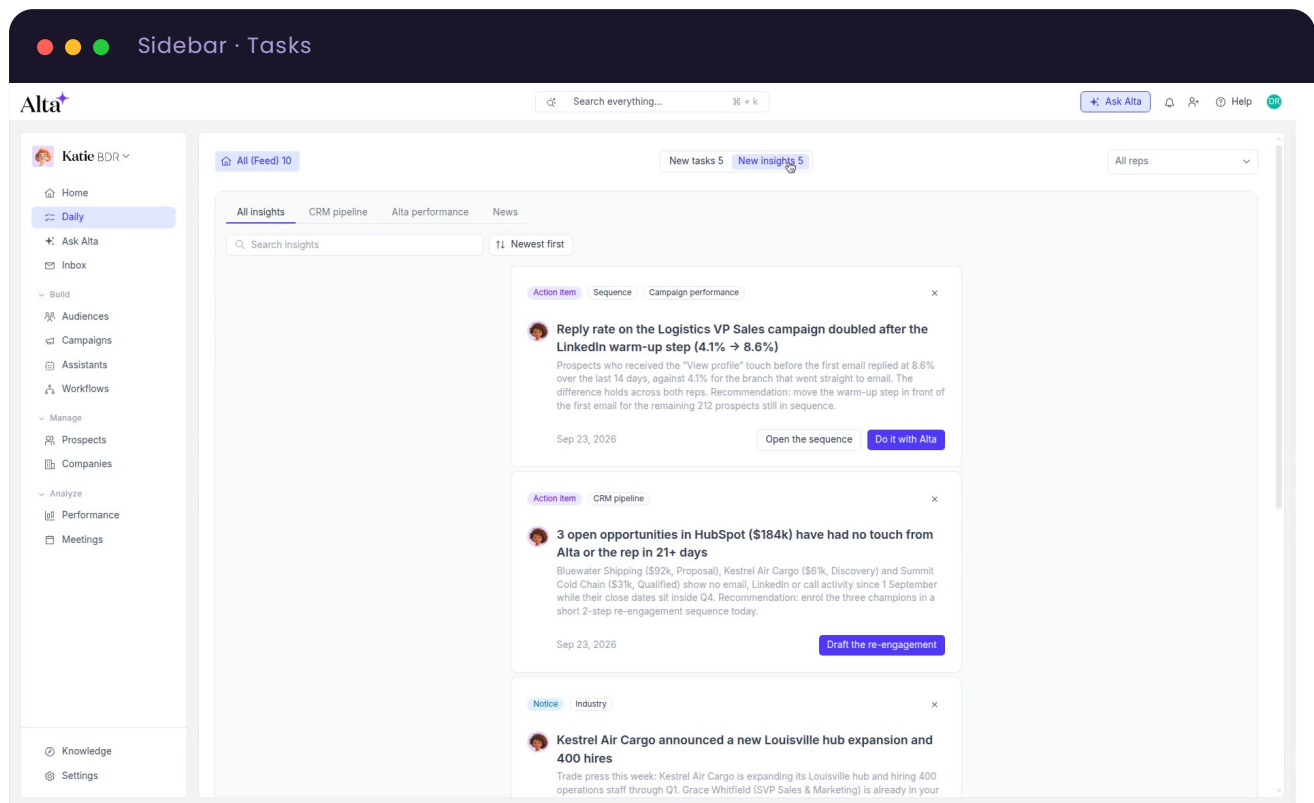
Try it Monday. Open a draft campaign, type the sequence, and read the tree before you send it.

[Getting started with Ask Alta →](#)

TASKS · LIVE SINCE SEPTEMBER 2

Your tasks for this morning

One page lists what the team should do today, and why.



Open Tasks. Work the queue, then read what Ask Alta found overnight.

[Open the clip \(0:14\) →](#)

Start with the tasks that need a person.

- Approve replies in bulk, and mark manual steps done.
- Each note shows the numbers and one action.
- Open it from Tasks in the sidebar.

Try it Monday. Start from Tasks instead of the inbox.

[Working through manual tasks →](#)

Everyone you know, on one page

People lists every person Alta knows in the account. Search, choose your columns, and open a person to see campaigns and company.

Audiences · People

Alta+ Search everything... 96 + k Ask Alta Help

Katie BDR

- Home
- Ask Alta
- Inbox
- Build
 - Audiences **Beta**
 - Campaigns
 - Assistants
 - Workflows
- Manage
 - Prospects
 - Companies
- Analyze
 - Performance

Audiences

All people

Search

Columns 7 / 26

Name	Job Title	Company	Signals	LinkedIn	Email	Phone Number
Maya Okonkwo	VP Sales	Northgate Logistics			maya.okonkwo@northgatelogist	
Daniel Brecht	Head of Business ...	Northgate Logistics			daniel.brecht@northgatelogistic	
Priya Raman	Chief Revenue Offi...	Bluewater Shipping			priya.raman@bluewatershipping	
Tomás Ferreira	Director of Operati...	Bluewater Shipping			tomas.ferreira@bluewatershippi	
Hannah Lindqvist	VP Growth	Summit Cold Chain			hannah.lindqvist@summitcoldc	
Marcus Bellamy	Head of Sales, West	Summit Cold Chain			marcus.bellamy@summitcoldch	
Aisha Kamara	Chief Commercial ...	Ironwood Transport			aisha.kamara@ironwoodtranspc	
Jonas Weber	Sales Enablement ...	Ironwood Transport			jonas.weber@ironwoodtranspor	
Elena Moretti	Co-founder & CEO	Lumen Fleet Services			elena.moretti@lumenfleet.com	
Samuel Adeyemi	VP Partnerships	Lumen Fleet Services			samuel.adeyemi@lumenfleet.co	
Grace Whitfield	SVP Sales & Marke...	Kestrel Air Cargo			grace.whitfield@kestrelaircar	
Rafael Dominguez	Regional Sales Dir...	Kestrel Air Cargo			rafael.dominguez@kestrelaircar	

Page Size: 50 1 to 12 of 12 Page 1 of 1

Everyone Alta knows in the account

Open Audiences, click People, then search and open a person.

Open the clip (0:14) →

Lists can refill themselves, and you can filter them.

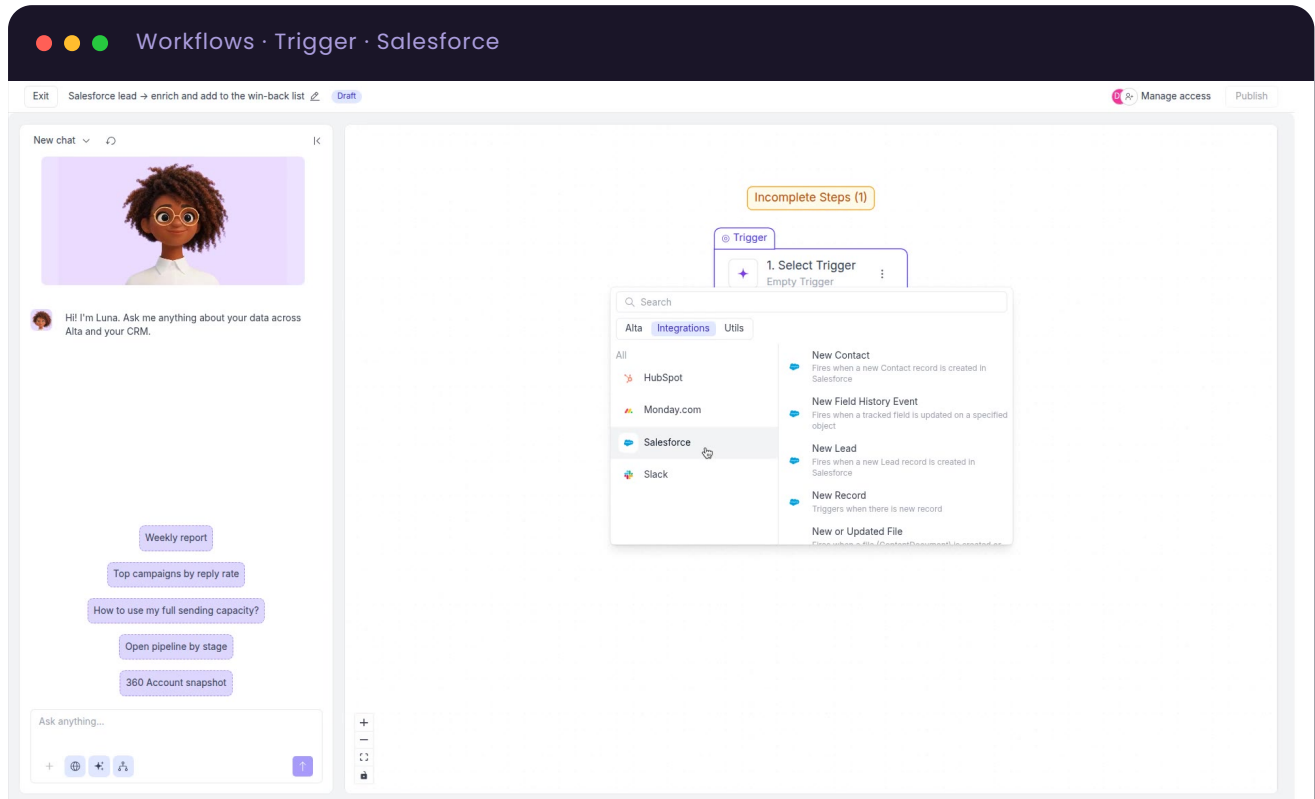
- To get there, open Audiences in the sidebar and click People.
- Trigger Events and Web Search are on for every account.
- Web Search adds people back as campaigns use the list.

Try it Monday. Build a list from Web Search. Check it on Friday. It should still be full.

[Audience lists →](#) · [Trigger Events →](#) · [Web Search →](#)

Workflows hear Salesforce

Six Salesforce triggers, and four actions that run on a person, not only on a prospect.



Pick a Salesforce trigger, then add the person actions.

[Open the clip \(0:24\) →](#)

Salesforce or Slack can start a flow.

- New Lead, Contact, Record, or a file change. Add a SOQL filter if you need one.
- Then enrich, set a field, add to a list, or sync to the CRM.
- There is also a trigger for when a person unsubscribes.

Try it Monday. On Closed Lost in Salesforce, enrich the champion, add them to a win-back list, and tell the rep in Slack.

[Triggering a flow from Alta events →](#) · [The Sync Person step →](#) · [ChiliPiper in flows →](#)

Five more CRMs, natively

Bullhorn, OnePageCRM, ActiveCampaign, Vtiger and ActiveDEMAND connect the same way HubSpot and Salesforce do.

Settings · Integrations · CRM

Alta

Search everything...

Ask Alta

Help

Katie BDR

Overview

Enrichment Usage

Integrations

Notifications

CRM Settings

Email Settings

Calls Settings

Settings > Integrations

Integrations

Connect the tools you use, so you can get the most out of your data.

All Connected CRM Train Data Telephony Calendar Notifications Agents MCP Other

Search integrations

ActiveCampaign CRM

Sync your ActiveCampaign contacts and accounts with Alta.

Connect

ActiveDEMAND CRM

Sync your ActiveDEMAND contacts and activities with Alta.

Connect

Attio CRM

Sync your Attio CRM data with Alta.

Connect

Bullhorn CRM

Sync your Bullhorn ATS/CRM data with Alta.

Connect

Copper CRM

Sync your Copper CRM data with Alta.

Connect

Freshworks CRM CRM

Sync your Freshworks CRM data with Alta.

Connect

GoHighLevel CRM

Sync your GoHighLevel CRM data with Alta.

Connect

HubSpot CRM

Sync your HubSpot data with Alta.

Connect

Membrain CRM

Sync your Membrain CRM data with Alta.

Connect

Microsoft Dynamics 365 CRM

Sync your Dynamics 365 data with Alta.

Connect

NetSuite CRM

Sync your NetSuite CRM data with Alta.

Connect

Nutshell CRM

Sync your Nutshell CRM data with Alta.

Connect

Bullhorn, OnePageCRM, ActiveCampaign, Vtiger, ActiveDEMAND.

Open the clip (0:11) →

You can sync a person from People, from a list, or from the slide-over.

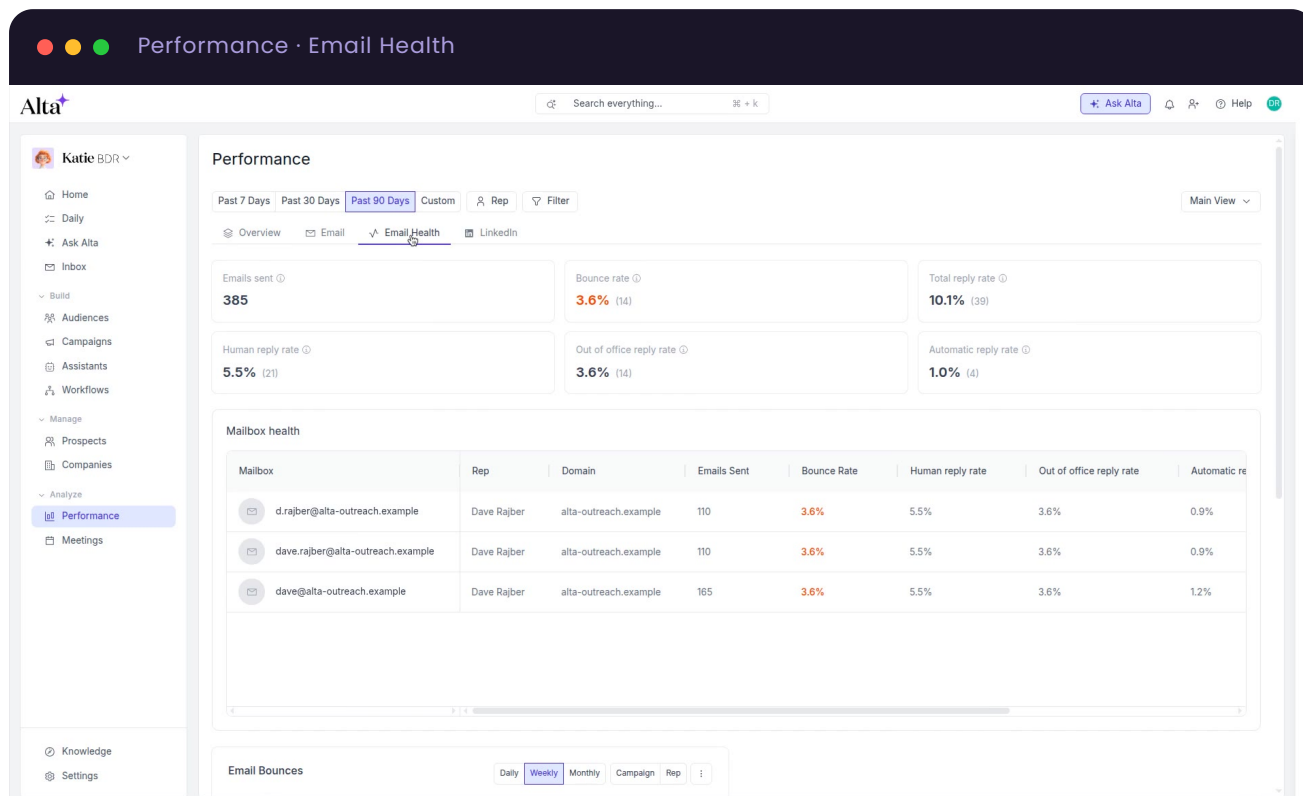
- Fields, dedup, do-not-contact, sourcing and activity go both ways.
- Map related-record fields, and opt out on any CRM field.
- A staffing team on Bullhorn can run Katie without middleware.

Try it Monday. Connect Bullhorn and push one person from the People page.

[Connecting your CRM to Alta →](#) · [Deduplication, push and permissions →](#)

Reply rates that count humans

Email Health splits human replies, out-of-office and automatic replies, per mailbox.



Human, out-of-office and automatic replies, per mailbox.

[Open the clip \(0:11\) →](#)

The same filters as the rest of Performance.

- A phone is checked before a call step dials it.
- Voicemail is detected in any language.
- Company Performance bars are clickable, and you can filter by rep.

Try it Monday. Pull the human reply rate and the accounts behind it.

[How Alta protects email deliverability →](#) · [The Performance dashboard →](#)

ALSO SINCE AUGUST 1

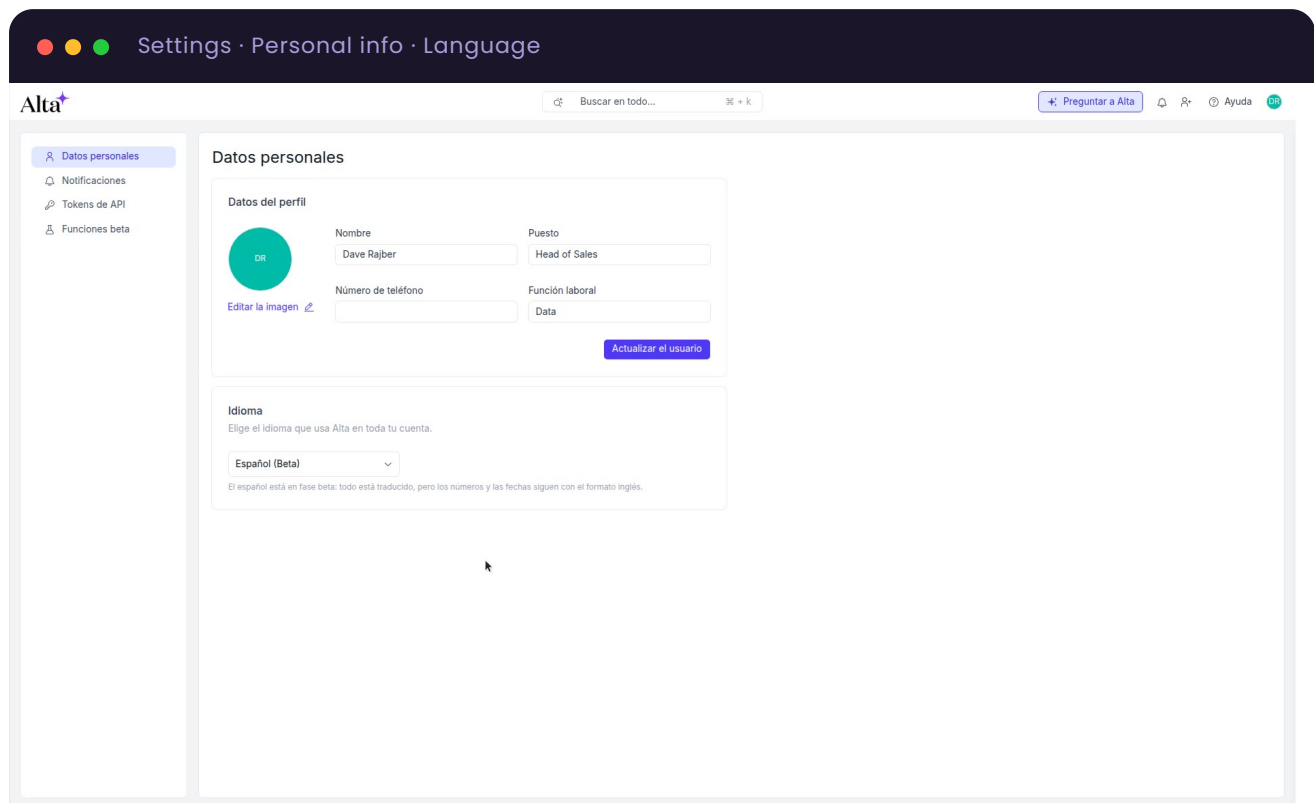
The rest

- **Reply Assistant.** Sends knowledge-base files on request, extracts custom fields from the conversation, shows when it stops, checks CRM DNC first. [Guide](#)
- **Alex, linked.** Link a call step to an assistant so one edit updates every campaign. Mid-call SMS can send a link. [SMS tool](#)
- **Inbox.** Forward emails, jump to any remaining step, send photos on LinkedIn, filter by SMS and WhatsApp.
- **Campaigns.** Duplicate onto a different audience, and edit any condition in place. [Guide](#)
- **Enrichment.** Freshness windows for paid re-runs, verified phone numbers, an Enrichment Usage page. [Guide](#)
- **Integrations.** ChiliPiper, GoHighLevel field filters, company-level do-not-contact for Pipedrive, and related-record fields in CRM mapping.
- **API and MCP.** Knowledge-base search over /v1, plus MCP tools for audiences, prospects, tasks, timelines and pausing campaigns. [Alta MCP](#)
- **Ask Alta, small things.** Remembers where you were, previews attached images, suggests replies on Home and Inbox.
- **Mobile.** Ask Alta as the phone app, and inbox fixes on small screens.

LANGUAGES · LIVE SINCE SEPTEMBER 2

Alta en español, auf Deutsch, en français

Every page and button, in Spanish, German and French.



Pick a language. The whole product switches.

Open the clip (0:12) →

Pick a language and the whole product switches.

- Spanish, German and French, in personal settings.
- Numbers and dates still format in English.
- Outreach languages were never limited.

Try it Monday: onboard a LatAm or DACH team in their own language.

[Languages Alta supports for outreach →](#)

Want to see any of this on your own data?

Twenty minutes on your CRM and your ICP. We will walk the flow you actually run.

[Book a demo](#)

[Or email us](#)

Alta is the AI platform for go-to-market teams: agents that find prospects, qualify leads and book meetings. SOC 2 Type II and ISO 27001 certified.

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Alta AI Inc.