

Positive Acquires Humanlinker to Strengthen Its Sales Prospecting Offering

The acquisition adds AI-powered sales prospecting to Positive's portfolio, complementing noCRM and the group's marketing tools.

Lille and Paris, France - October 27, 2026 – [Positive](#) today announced the acquisition of Humanlinker, a French specialist in AI-powered sales prospecting. The deal strengthens Positive's range of solutions for B2B sales teams.

Covering the full sales cycle

The acquisition rests on a shared conviction: sales teams should spend their time selling and building relationships, not on busywork. Positive noCRM takes the complexity out of opportunity management that traditional CRMs are known for. Humanlinker uses AI to cut the time spent researching information, qualifying prospects and preparing outreach.

Together, they give Positive a presence across the entire sales cycle, from finding prospects to retaining customers. AI-powered personalized prospecting now joins the group's marketing, customer engagement and sales management tools, built for companies with 10 to 1,000 employees.

"With Humanlinker, we're strengthening a key capability for our customers: starting the right sales conversations. Its AI-powered prospecting complements noCRM's strength in opportunity management. Together, they deepen our sales offering and support our ambition to become a leading European player in marketing and sales software."

Mathieu Tarnus, Founder of Positive

A first integration, live today

As a first concrete step, Humanlinker and Positive noCRM are launching an integration between their platforms. noCRM's 8,000 users can now tap into Humanlinker's AI-powered prospecting features.

Each tool handles a different stage of the sales journey. Humanlinker helps teams identify, understand and engage the right prospects. noCRM then makes it easy to track those opportunities and turn them into customers. The result is a smoother sales experience, from first contact to closed deal.

To lead this next phase, Thibault Brioland and Régis Viarre, co-founders of Humanlinker, have been appointed Managing Directors of Positive's Sales division, which now brings together noCRM and Humanlinker.

Personalization at the heart of prospecting

Founded in France in late 2020 by Thibault Brioland and Régis Viarre, Humanlinker built its approach to B2B sales around understanding prospects and their needs. Its AI gives sales teams key insights into their contacts and target accounts, so they can personalize outreach, adapt their messaging and go into every meeting with the right context.

Humanlinker now serves more than 350 customers, including Pierre & Vacances-Center Parcs, Keyrus, Equancy, Kwanko, Weglot, Paragon and Eurecia, with users in over 100 countries. Since launch, the company has raised €3 million from two venture capital funds and 60 business angels.

"We founded Humanlinker on a simple belief: salespeople should spend their time selling and building relationships, not hunting for information or doing tasks technology can handle. noCRM was built on the same belief. Joining Positive brings two complementary approaches together with one goal: making sales teams' daily work easier, from prospecting to closing, so they can focus on what they do best — starting meaningful conversations and winning deals."

Thibault Brioland, CEO & Co-founder of Humanlinker and Managing Director of Positive's Sales division

The acquisition is part of Positive's strategy of bringing together complementary expertise to help businesses grow their visibility, engage their audiences and drive sales. Humanlinker customers will keep using their current solution, with the same level of support and service.

Financial terms were not disclosed. Raisers Partners acted as M&A advisor to Humanlinker.



About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements. For more information: www.positivegroup.com

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