

# Streamlining Procurement Intelligence for Retail Leaders Across the U.S.



## Industry: Retail & Consumer Goods

### Client Overview:

A Chicago-based retail analytics company specializing in data-driven insights for procurement and supply chain optimization. With \$650 million in revenue and a workforce of 450–800 employees, the company serves businesses leveraging Edge by Ascential for competitive intelligence.

### Objective:

The client required a highly targeted B2B email list of retail procurement managers and supply chain directors across the USA. Additionally, they sought real-time competitor pricing data integrated with Edge by Ascential to enhance market positioning.

### Challenges:

- B2B vs. B2C Targeting Issues: Difficulty distinguishing key retail decision-makers from general business contacts.
- Data Accuracy & Integration: Need for seamlessly integrated competitive pricing intelligence within Edge by Ascential.

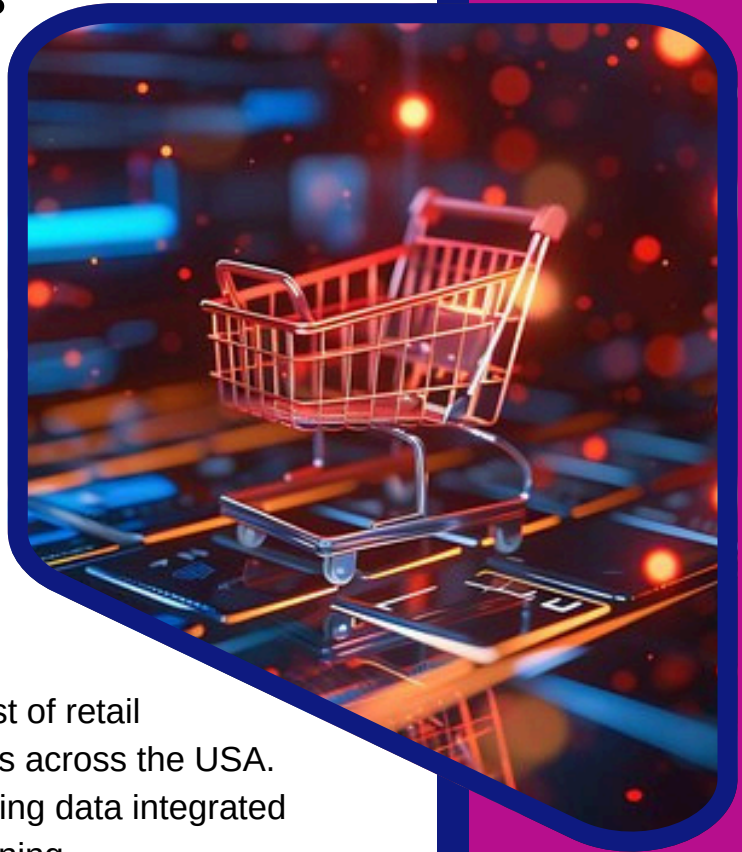
### Solution:

After discovering Infodepots through a website search, the client leveraged our solutions to obtain:

- Curated B2B Contact Lists: Verified procurement managers and supply chain directors segmented by the retail sector.
- Competitive Pricing Intelligence: Real-time market pricing insights customized for Edge by Ascential integration.

### Results:

- Optimized Market Positioning: Better identification of retail trends and competitor strategies.
- Streamlined Decision-Making: Integrated pricing insights enabled faster strategic adjustments.



## Client Feedback:

**"Infodepots provided the precise retail procurement data we needed, significantly improving our marketing outreach and competitive intelligence capabilities."**



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