

Driving Global Lead Generation with GDPR-Compliant Cloud Decision-Maker Data



Industry: Cloud Management Software

Client Overview:

A Frankfurt-based cloud solutions provider specializing in hybrid-cloud governance across EMEA, APAC, and ANZ. With a revenue of \$1.2 billion and a workforce of 2,000–3,500 employees, the company develops enterprise-grade cloud management software for global businesses.

Objective:

The client required GDPR-compliant mailing lists of CTOs and cloud architects in hybrid-cloud enterprises, specifically targeting Germany and Australia. Additionally, they sought high-quality lead generation for their multi-cloud governance platform.

Solution:

After discovering Infodepots through LinkedIn ads, the client leveraged our solutions to obtain:

Verified GDPR-Compliant B2B Contact Lists: Targeted CTOs and cloud architects in Germany and Australia with validated emails.

Reseller Market Intelligence: Identified key APAC partners for Snowflake and Databricks

Challenges:

Regulatory Compliance: Ensuring all collected data adhered to GDPR and international privacy laws.

Reseller Identification Issues: Difficulty in pinpointing APAC resellers of Snowflake and Databricks.

Results:

Stronger Compliance Framework: Ensured adherence to GDPR and data privacy best practices.

Improved Outreach Success: Higher engagement and response rates from verified cloud decision-makers.

Client Feedback:

"Infodepots delivered precise, GDPR-compliant contact data that transformed our lead generation efforts, driving stronger engagement across our target markets."

