



Maximizing Retail Pipeline Efficiency with Edge-Driven CRM Solutions

Industry: Retail & Consumer Goods (Edge by Ascential Users)

Client Overview:

A mid-sized retail analytics company based in Dallas, Texas, USA, generating \$480 million in annual revenue and employing 350–600 professionals. They specialize in enhancing retail decision-making using Edge by Ascential insights.

Objective:

The client sought accurate, segmented email lists targeting merchandising managers and supply chain directors across the USA. They also required seamless integration of competitor pricing intelligence from Edge by Ascential into their CRM platform.

Challenges:

- 50% bounce rate in email campaigns due to outdated or invalid contact records.
- Inability to differentiate B2B buyers from B2C departments in complex retail structures.

Solution:

- Delivered enriched, up-to-date B2B email lists segmented by role, department, and retail vertical.
- Integrated Edge by Ascential pricing data into CRM workflows, enabling real-time competitive analysis.

Results:

- Cut email bounce rates in half and increased engagement with relevant retail decision-makers.
- Improved sales pipeline visibility through CRM-integrated competitor insights.

Client Feedback:

"Infodepots streamlined our outreach with verified B2B contacts and made Edge data actionable inside our CRM. It was a game-changer for our sales and strategy teams."

