

Cloud Growth Unlocked: Delivering Verified IT Decision-Maker Leads Across Global Regions

Industry: Cloud Management Software (EMEA, APAC, ANZ)

Client Overview:

A global provider of hybrid and multi-cloud infrastructure solutions, headquartered in Berlin, Germany, with a workforce of 1,800–2,500 and annual revenue nearing \$950 million. The company serves enterprise-level clients across EMEA, APAC, and ANZ regions.

Objective:

To acquire GDPR-compliant mailing lists targeting IT directors and cloud architects in hybrid-cloud companies across Germany, Singapore, and Australia. They also needed support with lead generation for resellers of Snowflake and Databricks platforms.

Challenges:

- Poor LinkedIn engagement due to reliance on unverified cloud decision-maker profiles.
- Difficulty differentiating regional compliance requirements between APAC and EMEA territories.

Solution:

- Supplied privacy-compliant and region-specific mailing lists segmented by cloud roles and geographic compliance standards.
- Provided verified leads and enriched profiles for Snowflake and Databricks reseller partners in key regions.

Results:

- Enhanced engagement through highly targeted and verified outreach to relevant cloud professionals.
- Strengthened regional sales strategy by tailoring outreach based on compliance variations across territories.

Client Feedback:

"Infodepots enabled our teams to navigate complex compliance requirements and reach real decision-makers. The regional accuracy and lead quality exceeded expectations."