

# Redefining Outreach Accuracy Across Mining Zones and Legal Jurisdictions in South Africa

## Industry: Mining, Healthcare, Legal (South Africa)

### Client Overview:

A major player in South Africa's mining and industrial healthcare sectors, this Cape Town-based group operates with a workforce of 2,500–4,000 employees and generates \$700 million in annual revenue.

### Objective:

The client sought tailored data solutions to support ESG compliance and employee wellness initiatives. They prioritized obtaining accurate contact lists for mining procurement executives and legal compliance officers, along with healthcare provider records for internal wellness benefits.

### Challenges:

Over 60% of contact records from rural mining zones were outdated, reducing outreach effectiveness.

Difficulty separating contacts from public legal departments and private law practices for targeted communication.

### Solution:

Delivered curated mailing lists with verified ESG and procurement contacts from mining regions, ensuring up-to-date and role-specific information.

Developed a segmented legal contact list, differentiating public and private sector affiliations for precise targeting.

### Results:

Improved accuracy of outreach efforts, reducing bounce rates and increasing campaign success across compliance and procurement units.

Enhanced coordination of employee healthcare efforts through validated provider data in key South African territories.

### Client Feedback:

"Infodepots helped us overcome regional data limitations with high-precision targeting. Their lists enabled better stakeholder engagement across all departments."

