

# PROJECT MANAGEMENT

## From Legacy CRM to Lead Pipeline: Driving SaaS Procurement Alignment

Industry: Project Management Software (USA)

### Client Overview:

A growing project management software provider headquartered in Seattle, this mid-sized company employs 200–450 professionals and records annual revenues of \$180 million.

### Objective:

The client needed accurate and segmented email lists targeting IT project managers and SaaS procurement leads in the USA. Additionally, they required data appending services to enhance the quality of their legacy CRM system.

### Objective:

Existing campaigns suffered from low conversion rates due to overly broad and non-personalized outreach.

They faced difficulty in pinpointing mid-sized construction firms still reliant on outdated project management tools.

### Solution:

Infodepots delivered niche-targeted mailing lists focused on IT and procurement decision-makers, refined by company size and tech stack. Appended and enriched their CRM data with verified, up-to-date contact records to boost personalization.

### Results:

- Achieved a notable lift in email engagement and response rates due to improved targeting.
- Enabled the sales team to focus on high-probability prospects, resulting in a stronger qualified lead pipeline.

### Client Feedback:

"The accuracy of Infodepots' data helped sharpen our targeting and drive real engagement. It made a clear difference in our campaign results."

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