

Navigating Cloud Transitions in Finance: GDPR-Compliant IT Leader Targeting

Industry: Cloud Management Software (EMEA)

Client Overview:

CloudScale Solutions, headquartered in London, UK, is a prominent provider of cloud management platforms tailored for financial institutions. With a revenue of £150 million and a staff strength ranging from 300 to 500 employees, the company serves clients across the EMEA region, focusing on digital transformation and secure hybrid-cloud deployment.

Objective:

CloudScale required GDPR-compliant contact lists of IT directors within financial services organizations in the UK and Germany. The data needed to be highly accurate, segmentable by cloud adoption status, and verified for job title compliance.

Challenges:

- Faced low campaign performance due to reliance on generic, non-segmented lists.
- Difficulty identifying businesses in active cloud migration and ensuring job title accuracy to meet GDPR standards.

Solution:

- Supplied finely segmented and GDPR-compliant contact lists specifically for IT leadership roles in financial services undergoing cloud transitions.
- Enhanced datasets with real-time job title verification to ensure regulatory alignment and targeting precision.

Results:

- Achieved a 40% increase in email response rates, significantly boosting outreach to migration-ready firms.
- Ensured full GDPR compliance and campaign success through accurate title-based segmentation.



Client Feedback:

"Infodepots delivered exactly what our in-house team lacked—accuracy, compliance, and segmentation. An excellent data partner for financial tech outreach."