

ESG-Driven Outreach in African Mining: Targeted Contact Segmentation

Industry: Mining & Industrials

Client Overview:

GreenField Mining, based in Johannesburg, South Africa, is a major player in the African mining industry with a workforce of approximately 3,200 to 4,500 employees and a reported revenue of \$950 million. The company is recognized for its commitment to sustainability and industrial efficiency across mining operations throughout the continent.

Objective:

The company sought highly targeted contact lists of sustainability officers and procurement managers within African mining operations. They specifically required enriched records that included ESG compliance attributes and could distinguish between public and private sector affiliations.

Challenges:

- Outdated and incomplete contacts in remote mining locations across Africa hindered outreach efficiency.
- Difficulty in segmenting contacts based on their alignment with either public entities or private corporations.

Solution:

- Delivered curated and updated contact datasets featuring ESG-compliant attributes and verified roles in sustainability and procurement.
- Applied segmentation logic to accurately categorize contacts as either public or private sector professionals across the mining industry.

Results:

- Enhanced outreach accuracy by 60%, leading to higher engagement from relevant decision-makers.




- Accelerated compliance-driven initiatives by leveraging validated ESG-focused datasets.


Client Feedback:

"Infodepots provided exactly the segmentation and ESG data we were missing. Their precision has become central to our outreach strategy in the African market."

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