



Timing the Tech Sale:

Reaching Snowflake and Palo Alto Decision-Makers with Purchase-Ready Data

Industry: Data Center Solutions

Client Overview:

A Texas-based data infrastructure provider serving enterprise clients nationwide with advanced cybersecurity and cloud solutions. Employs over 350 professionals with an annual revenue of \$420 million.

Objective:

To acquire contact lists of CISOs and IT Directors using Snowflake and Palo Alto, enriched with budget and purchase timeline data.

Challenges:

- Difficulty identifying enterprises based on specific tech stack usage.
- Limited outreach access due to enterprise-level gatekeepers.

Solution:

- Provided segmented, verified contact data mapped to Snowflake and Palo Alto users.
- Delivered enriched records with IT budget and procurement cycle insights.

Results:

- Boosted appointment rate by 60% via precision-based targeting.
- Improved campaign timing and engagement with purchase-ready leads.

Client Feedback:

"Infodepots gave us the precision and timing we needed. Their tech-specific segmentation helped us break through enterprise barriers with confidence."