

# Snowflake and Databricks Reseller Intelligence in APAC: Tech-Aligned Targeting Solutions



## Industry: Cloud Management Software

### Client Overview:

A Singapore-based cloud software provider with a workforce of 850–1,200, serving APAC markets across regulated sectors.

Reports annual revenue of \$720 million with a focus on hybrid-cloud governance.

### Objective:

To acquire GDPR/APAC-compliant lists of CTOs and Cloud Architects, and generate reseller leads for Snowflake and Databricks in Singapore, Australia, and Japan.

### Challenges:

- 55% bounce rate on LinkedIn-generated prospect lists.
- Difficulty identifying hybrid-cloud enterprises in regulated verticals.

### Solution:

- Delivered verified, regulation-compliant contact lists segmented by role and region.
- Provided reseller data tied to Snowflake and Databricks deployments across key APAC markets.

### Results:

- Achieved a 48% increase in valid lead reach and reduced bounce rates.
- Improved market entry strategies in the financial and healthcare sectors across APAC.

### Client Feedback:

"Infodepots gave us exactly what we needed to activate decision-makers in high-compliance markets like finance and healthcare."

