



From Obsolete to Actionable: Fixing 90% Inaccuracy in CPA Partner Data



Industry: Financial Services

Client Overview:

A New York-based firm serving high-earning CPAs and hedge fund-focused clients, with 75–130 employees.

Generates \$95 million annually, focusing on niche financial advisory services.

Objective:

To obtain verified contact lists of CPAs earning over \$250K and W2 data for executives in Fortune 500 companies.

Challenges:

- 90% of sourced lists had outdated CPA partner information.
- Difficulty separating boutique firms from Big 4 feeder networks.

Solution:

- Provided fresh, income-qualified CPA contacts segmented by industry and firm type.
- Delivered enriched W2 data with role and company-level filtering for executive targeting.

Results:

- Boosted response rate by 42% with accurate and relevant contacts.
- Enabled precise outreach to top-tier financial decision-makers.

Client Feedback:

"Infodepots' high-earner targeting allowed us to focus on the most valuable CPA segments with confidence."

