

# Winning the DACH & Nordics Market with Verified Tech Data and Smart Segmentation

Industry: Data Center Solutions



## Client Overview:

A Germany-based enterprise with 950–1,500 employees, serving the EMEA market. Generates \$1.3 billion annually, specializing in hybrid-cloud and cybersecurity solutions.

## Objective:

To access GDPR-compliant lists of CISOs and resellers of Palo Alto and SentinelOne across the DACH and Nordic regions.

## Challenges:

- Failed to identify budget owners in 70% of initial campaigns.
- Inadequate regional segmentation between DACH and Nordics.

## Solution:

- Supplied verified technographic data segmented by reseller status and cloud stack.
- Applied geographic filters to align outreach with DACH and Nordics, targeting needs.

## Results:

- Improved lead qualification accuracy by 55% through better segmentation.
- Enabled region-specific campaigns that doubled initial conversion rates.

## Client Feedback:

"Infodepots' regionally segmented and tech-focused data brought clarity and precision to our enterprise outreach."