

Global Cybersecurity Outreach Enabled Through Technographic Intelligence

Industry: Data Center Security

Client Overview:

A data security company based in Santa Clara, California, with 650–950 employees and \$890 million in revenue, focused on serving hyperscale data centers worldwide.

Objective:

To obtain segmented technographic data for Databricks users and Palo Alto/SentinelOne resellers, with specific targeting of budget holders in APAC and EMEA regions.

Challenges:

- 80% of outreach failed to reach verified decision-makers.
- No regional filters for Southeast Asian cybersecurity prospects.

Solution:

- Delivered technographic datasets with accurate job titles and purchase authority.



Applied geo-targeted segmentation across APAC/EMEA markets.

Results:

- Improved outreach accuracy, reaching key decision-makers across 10+ countries.
- Increased qualified lead engagement through region-specific targeting.

Client Feedback:

"Infodepots gave us the right data, the right regions, and the right people—exactly what we needed to break into hard-to-reach security markets."