



Enabling Retail Intelligence with Edge by Ascential Targeting

Industry: Retail & Consumer Goods

Client Overview:

A retail analytics firm based in Dallas, Texas, with 350–600 employees and \$480 million in revenue, focused on enhancing data-driven retail decisions.

Objective:

To access verified contact lists of retail procurement directors and Edge by Ascential users for integration-driven outreach across the USA.

Challenges:

- 50% email bounce rate due to outdated or misaligned contact data.
- Inability to distinguish omnichannel B2B decision-makers from B2C roles.

Solution:

- Delivered refreshed, role-verified contact lists with Edge integration filters.
- Included segmentation by channel focus and tech adoption.

Results:

- Reduced bounce rates by 70%, increasing deliverability.
- Enabled targeted campaigns aligned with omnichannel strategies.

Client Feedback:

"Infodepots helped us fix the weakest link in our campaigns—bad data. Their segmentation gave us access to decision-makers we couldn't reach before."

Contact

+1 833-936-4636

www.infodepots.com

228 Park Ave S 60111 New York, NY 10003