

An illustration of a mining site. In the foreground, a large yellow dump truck is parked on a dirt road. In the background, there are several large piles of brown earth or ore. To the right, a black tracked vehicle is partially visible. In the lower part of the illustration, two miners wearing hard hats and safety gear are working. One is using a pickaxe, and the other is holding a clipboard. There are also several small wooden carts filled with ore.

# ENABLING ESG-ALIGNED OUTREACH IN SOUTH AFRICA'S MINING SECTOR

**INDUSTRY: MINING & INDUSTRIALS**

## CLIENT OVERVIEW:

A major mining conglomerate based in Johannesburg, South Africa, with 3,500–4,800 employees and \$850 million in revenue, serving multiple extraction zones across the region.

## OBJECTIVE:

To acquire accurate contact lists of ESG compliance officers and procurement managers in remote mining sites, with clarity on public vs. private affiliations.

## CHALLENGES:

- 65% of existing contacts were outdated or inactive.
- No segmentation between public and private sector procurement roles.

## SOLUTION

- Delivered refreshed contact lists filtered by site location and ESG role.
- Included firmographic markers to distinguish public vs. private sector teams.

## RESULTS:

- Achieved a 50% improvement in outreach engagement.
- Enabled ESG-targeted communication with the right decision-makers.

## CLIENT FEEDBACK:

"Infodepots provided the structure and precision our ESG outreach was missing. Their segmented lists saved us months of manual research."