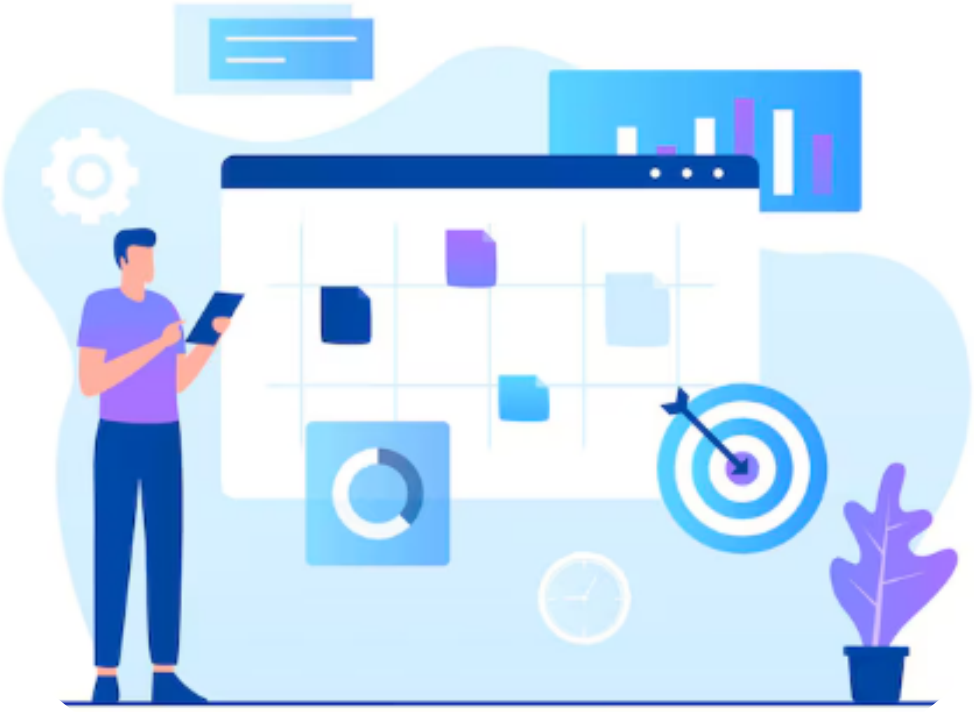
# Powering Mid-Market Construction SaaS Adoption with Targeted Data

### Industry: Project Management Software



## Client Overview:

A Denver-based project management software provider with 180–300 employees and $150 million in revenue, focusing on construction firms in the Western USA.

## Objective:

To acquire targeted contact lists of construction IT directors and SaaS procurement heads across mid-market firms.

## Challenges:

- Difficulty engaging firms using legacy project management tools.
- Failed outreach due to lack of segmentation within mid-sized construction businesses.

## Solution:

- Delivered refined lists filtered by firm size and legacy tool usage.
- Segmented procurement contacts by region and technology readiness.

## Results:

- Increased engagement with tech-forward construction firms by 55%.
- Improved outreach precision for mid-market SaaS adoption.

## Client Feedback:

"Infodepots gave us the clarity we needed to break into the mid-market—our outreach finally clicked."


## Contact

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