



Enabling Smarter Targeting for Edge by Ascential Retail Decision-Makers

Client Overview:

A New York-based retail group with \$650 million in annual revenue and 450-800 employees, specializing in leveraging advanced retail intelligence platforms to strengthen e-commerce and supply chain operations.

Objective:

To acquire targeted email lists of VP-level e-commerce and supply chain executives at major U.S. retail chains actively using Edge by Ascential.

Challenges:

- Difficulty identifying active Edge by Ascential users within large, decentralized retail enterprises.
- Outdated and inaccurate contact information is contributing to high email bounce rates.

Solution:

- Delivered validated, platform-specific executive contact lists segmented by retail chain size and structure.
- Integrated data enrichment to ensure accuracy, compliance, and direct linkage to Edge user adoption.

Results:

- Reduced bounce rates by 55% through precise and verified targeting.
- Improved campaign ROI by reaching verified Edge decision-makers in top U.S. retail organizations.

Client Feedback:

"Infodepots gave us clarity and precision in identifying Edge users across large retailers, helping us engage decision-makers effectively."