

Targeted Outreach to Enterprise IT Leaders Using Advanced Platforms

Industry: Data Center Businesses



Client Overview:

DataVault Technologies, headquartered in Phoenix, Arizona, is a \$750 million enterprise with 1,000–2,000 employees, specializing in large-scale data center operations and management.

Objective:

To obtain targeted leads of CISOs and IT infrastructure managers at enterprises leveraging Databricks, Snowflake, and Palo Alto products.

Challenges:

- Difficulty identifying enterprises' specific technology stacks.
- Reaching the correct budget holders within IT departments.

Solution:

- Delivered filtered lead lists based on confirmed technology adoption signals.
- Focused on decision-makers with purchasing authority in IT security and infrastructure.

Results:

- Increased outreach efficiency with a 40% higher response rate from qualified leads.
- Improved accuracy in targeting, reducing wasted efforts on irrelevant contacts.

Client Feedback:

"Infodepots gave us the clarity to connect with the right IT leaders who actually control budgets, saving us months of effort and significantly boosting campaign ROI."