

Targeted Data for Health & Wellness Innovation Leaders

Industry: Healthcare / Consumer Goods



Client Overview:

Vitality Biotech, based in San Diego, California, reports \$300 million in revenue and employs 500–800 professionals in the health and wellness space.

Objective:

To build targeted lists of R&D Directors and procurement executives in consumer goods companies with active health and wellness product lines.

Challenges:

- Differentiating between large CPG corporations and emerging niche wellness brands.
- Identifying research-focused decision-makers within target organizations.

Solution:

- Delivered segmented contact lists filtered by company size and wellness product focus.
- Verified R&D and procurement leadership roles for precise targeting.

Results:

- Enabled more effective outreach to innovation-driven contacts.
- Expanded pipeline with relevant, high-value brand prospects.

Client Feedback:

"Infodepots helped us zero in on the right mix of wellness innovators and procurement leaders, ensuring our outreach connected with those shaping the future of consumer health."

