

Driving Retail Analytics Outreach with Precision Data



Industry: Consumer Goods & Services (Edge by Ascential Users)

Client Overview:

National Retail Analytics, headquartered in Chicago, IL, generates \$720 million in revenue and employs 600 – 950 professionals.



Objective:

To acquire targeted nationwide email lists of retail merchandising managers and supply chain VPs actively using Edge by Ascential.

Challenges:

- Experiencing a 60% bounce rate on previous campaigns.
- Difficulty in isolating verified Edge by Ascential users within large retail organizations.

Solution:

- Supplied a curated database of verified retail professionals using Edge by Ascential.
- Ensured accurate email verification and filtering to reduce bounce rates.

Results:

- Bounce rates reduced significantly with cleaner datasets.
- Improved engagement with actual decision-makers in retail analytics.

Client Feedback:

"INFO DEPOTS provided exactly the targeted intelligence we needed—clean, accurate, and directly relevant to our outreach."

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