

Driving Precision in Construction Software Outreach with INFO DEPOTS' Data



Client Overview:

BuildSmart Technologies, headquartered in Denver, Colorado, operates in the project management software industry. With an annual revenue of \$150 million and a workforce of 180 to 300 employees, the company develops innovative solutions to streamline construction project workflows.

Objective:

To access highly targeted contact lists for construction IT directors and software procurement managers, specifically within Western US states.

Challenges:

- Previous generic lists produced poor engagement and low response rates.
- Difficulty in isolating true decision-makers within construction organizations.

Solution:

- INFO DEPOTS delivered role-specific, verified data sets aligned with the construction industry.
- Lists were filtered by geography, ensuring focus on Western US states.

Results:

- Achieved significantly higher engagement with IT and procurement leaders.
- Boosted campaign efficiency by eliminating irrelevant contacts.

Client Feedback:

"INFO DEPOTS provided us with the precision we were missing. Their data connected us directly to the right decision-makers in construction, helping us maximize our campaign impact across the Western US."