



# Strengthening Data Security Outreach with Infodepots' Precision Targeting

**Industry: Data Center Solutions**

## Client Overview:

SecureData Centers, headquartered in Dallas, TX, is a leader in providing enterprise-level data center and cloud infrastructure solutions. With annual revenues of \$850 million and a workforce of 950 to 1,400 employees, the company serves organizations nationwide with mission-critical hosting, storage, and security services.

## Objective:

To acquire targeted and verified contact lists of Chief Information Security Officers (CISOs) and IT Directors, specifically leveraging Databricks and Snowflake platforms across the U.S.

## Challenges

- Difficulty identifying professionals based on precise technology stack usage.
- Existing databases contained outdated or irrelevant security contact information.

## Solutions

- INFO DEPOTS provided customized lists filtered to highlight verified decision-makers actively using Databricks and Snowflake.
- Data validation processes ensured up-to-date and compliant contact information for IT and security leaders.

## Results

- Enhanced ability to reach technology-specific decision-makers in security and IT roles.
- Significantly reduced wasted outreach due to outdated or unqualified data.

## Client Feedback:

"INFO DEPOTS' ability to deliver technology-specific, verified contacts exceeded our expectations. The accuracy and relevance of the data helped us directly connect with the right decision-makers and accelerate our business development."