

Enhancing Retail Outreach with Verified Edge by Ascential Data

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

Client Overview:

OmniRetail Insights, headquartered in Chicago, Illinois, generates \$650 million in revenue and employs 450-800 professionals.

Objective:

To secure targeted email lists for retail procurement managers and supply chain directors across the USA.

CHALLENGES

- Outdated lists created low ROI on past campaigns.
- Difficulty separating B2B decision-makers from B2C contacts in fragmented retail markets.

SOLUTIONS

- Delivered a curated and verified dataset of Edge by Ascential users, focusing on procurement and supply chain roles.
- Applied advanced filtering to differentiate B2B decision-makers from irrelevant consumer-facing contacts.

RESULTS

- Achieved a 40% reduction in bounce rates compared to prior campaigns.
- Improved campaign ROI by over 32%, with stronger engagement from verified procurement and supply chain leaders.

CLIENT FEEDBACK

"INFO DEPOTS provided us with clean, highly relevant data that immediately improved our campaign performance. Their ability to separate B2B vs. B2C contacts was a game-changer."

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