



Driving Mid-Market PM Software Growth with Targeted Insights

Industry: Project Management Software (USA)

Client Overview:

A San Francisco-based project management software firm generates \$120 million in revenue and employs 150–400 professionals.

Objective:

To acquire targeted contacts for IT directors and engineering leads at mid-market construction firms and support outreach for scalable PM tools integrated with Jira and Slack.

Challenges:

- Competing with enterprise giants and identifying mid-market decision-makers.
- Difficulty targeting IT directors within distributed engineering teams.

Solution:

- Provided verified contact lists of IT directors and engineering leads at mid-market construction firms.
- Delivered integration-specific insights for Jira and Slack adoption to refine outreach.

Results:

- Increased engagement rates with qualified mid-market prospects.
- Enhanced sales efficiency by targeting firms ready for PM software adoption.

Client Feedback:

"Infodepots' precise targeting helped us reach the right mid-market IT leaders and accelerate our PM software adoption campaigns."

