Leading Private Equity Growth Firm Builds Proprietary Data Advantage with SourceScrub

4

Transactions per year before SourceScrub

↓

12

Transactions per year after SourceScrub

↓

3x

increase in deal volume with SourceScrub

The Opportunity

A leading private equity growth firm decided to use SourceScrub to identify non-transacted companies earlier and faster than their competitors. But **this project became the catalyst for the creation of a proprietary data advantage that has helped triple deal volume**.

Using SourceScrub to surface promising bootstrapped companies was such a success that after just two months, the firm's parent group decided to also use SourceScrub. The goal? To generate exclusive market intelligence and better pinpoint opportunities that align with portfolio companies' add-on strategies.

The parent group soon hired a Chief Technology Officer who expanded SourceScrub use across both firms. He also upgraded their data access to include SourceScrub's solution for data warehouses — a full-fidelity feed of every company-related data dimension, historic trend, and signal the platform has to offer.

The CTO then hired a 5-person data team to integrate this data with other key sources in the group's data warehouse. Now the team could run complex analyses and develop a robust data model to help surface previously hidden opportunities that met both firms' investment criteria.

The Results

Today, the firm and its parent group share a **SourceScrub account with 20 users and counting**. Analysts and associates rely on SourceScrub's signal data on employees, ownership, funding, news and more to stay on top of bootstrapped prospects and better time and personalize their outreach.

Meanwhile, the parent group's data team works with SourceScrub data to hone their models for proprietary insights and competitive advantage. Valuable market intelligence and promising add-on opportunities are then passed to portfolio companies' corporate development teams.

Prior to using SourceScrub, the growth equity firm closed 13 deals in 3.5 years. Since they began working with SourceScrub 2.5 years ago, the firm has closed over 30 deals. That's a more than **3x increase in deal volume!**

✔ Turn Data into a Differentiator

Gain access to SourceScrub's unmatched private company database of more than 160 million data points on nearly 2 million investment-grade companies. Contact your account manager today, or visit **www.sourcescrub.com** to learn more.