

MORGAN PARTNERS
INCREASES HIGH
QUALITY PROSPECT
IDENTIFICATION BY
80% WITH
SOURCESCRUB



SOURCESCRUB

ABOUT MORGAN PARTNERS

Morgan Partners is a mid-market investment bank focused exclusively on financial technology companies. As specialists in insurance, capital markets, and banking tech sectors, Morgan Partners has been offering clients deep industry expertise, strong network connections, and unmatched M&A advisory services since 2005.

Case Study Highlights

3x

improvement in
company research
turnaround time

25%

increase in sell/buy-side
pitch invitations using
SourceScrub

20%

decrease in email
bounce rates



The Challenge:

Maximizing Reach with a Specialized Focus and Lean Team

Maintaining a hyper-specialized focus and best-in-class team sets Morgan Partners apart from other investment banks, but it also made direct sourcing a challenge. Finding and thoroughly vetting companies that fit the firm's selective prospect criteria by searching Google and manually scrubbing conference lists simply wasn't productive or effective.

In an effort to scale their business development (BD) efforts, the firm brought on SourceScrub and asked Mike Cavallaro to fully integrate the deal sourcing platform into the team's technology stack. "I had implemented SourceScrub at my previous firm and was relieved to see that the platform was in place at Morgan Partners," shares Mike.

"Most of our deals are on the sell-side, and with such specific criteria, I knew that we needed to expand our universe of potential

opportunities and engage with them in a very personalized way."



The Solution:

Bootstrapped Company Data, Custom Scoring, and Tailored Outreach Automation

Since joining Morgan Partners, Mike has been part of two SourceScrub renewals. **“SourceScrub really is the standard for company data,”** says Mike. **“Not only does it cover the entire universe of private bootstrapped businesses, but the information it provides is consistently updated and quality-checked. It has everything we need and nothing we don’t.”**

In addition to using SourceScrub to quickly search and filter through various conference lists, buyer's guides, and other sources to find and tag relevant companies, the team relies heavily on the platform's Google Chrome extension. This tool instantly displays key company information and executive contact details from SourceScrub directly in the browser based on the website's URL.

Once Mike has built a list of relevant leads, he utilizes SourceScrub's Custom Scoring functionality to rank these companies according to how closely they align with Morgan Part-

ners' highly selective criteria. “There are so many data points that the firm looks at when vetting companies to determine whether they are a mutual fit,” says Mike.

“SourceScrub gives us access to more companies plus the ability to pinpoint and prioritize the ones that best match our guidelines, so that we can establish relationships with more prime candidates.”

SourceScrub automatically enriches Morgan Partners' CRM, Salesforce, with data including C-Suite contact details, company sub-sector and geography, relevant growth signals like new hires and job counts, and more. Any inbound opportunities or data points captured during outreach are passed back to SourceScrub, where they can be incorporated into custom scores, used to identify conferences to attend, and more.



The Results:

More Productive Sourcing, Better Response Rates, and Higher Transaction Volumes

Mike and the team at Morgan Partners credit SourceScrub with helping to scale their BD operations while staying true to their values. **“SourceScrub really enables us to stay lean and punch above our weight,”** says Mike. **“We have the same reach as much larger firms because we’re able to do so much more with less, even with such a specialized approach.”**

The ability to pinpoint companies that match the firm’s criteria, including bootstrapped businesses, has greatly expanded the BD team’s universe of relevant opportunities. **Mike estimates an 80% increase in prospects identified. In turn, this has resulted in record-breaking transaction volume and value for the firm.**

Because of this, SourceScrub is now a cornerstone of Morgan Partners’ technology stack. Using the platform’s highly accurate executive contact details and company data signals to personalize direct outreach has dramatically improved the team’s email bounce, open, and reply rates.

“SourceScrub gives us all the data we need to not only find, vet, and connect with the right companies, but to really stand out to them as well,” shares Mike.



SourceScrub is a market-leading Deal Sourcing Platform for investment and M&A firms looking to research, find, and connect with founder-owned companies. Founded in 2015, SourceScrub provides deal-ready data, purpose-built tools, and on-demand data operations to give firms a decisive advantage so they never miss a deal.

To learn more, visit
www.sourcescrub.com

