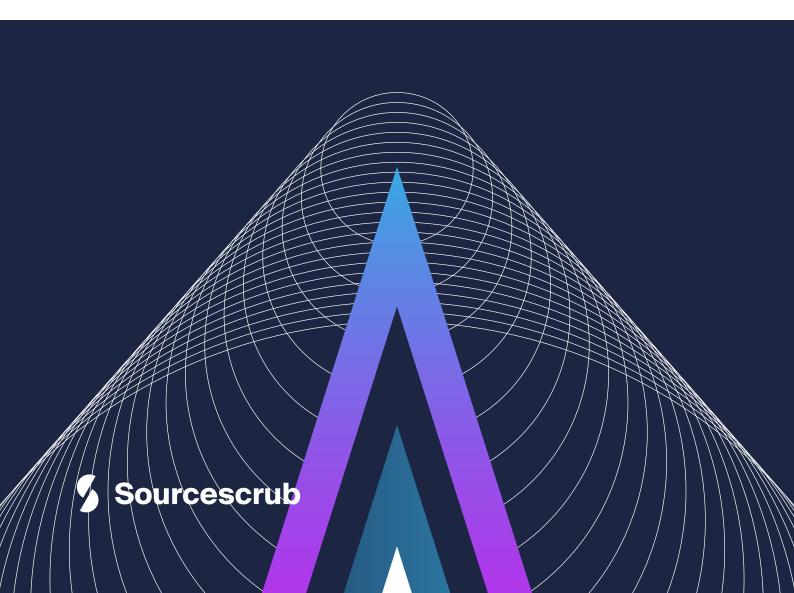# MORGAN PARTNERS INCREASES HIGH QUALITY PROSPECT IDENTIFICATION BY 80% WITH SOURCESCRUB

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	25%	20%
improvement in company research turnaround time	increase in sell/buy-side pitch invitations using Sourcescrub	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."

Sourcescrub

Sourcescrub is the market-leading Deal Sourcing Platform for investment and M&A teams who need the most complete, accurate and connected view of private markets. Using a proprietary expert-in-the-loop AI process, Sourcescrub weaves more than 150,000 information sources and 15 million companies into a web of insight so you see more possibilities and win more often.

To learn more, visit
www.sourcescrub.com