

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

improvement in company research turnaround time

25%

increase in sell/buy-side pitch invitations using Sourcescrub

20%

decrease in email bounce rates

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.

Solution

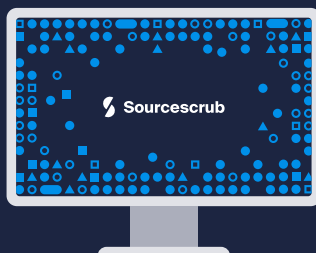
Bootstrapped Company Data, Custom Scoring, and Tailored Outreach Automation

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.

Results

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

Mike, the Head of Business Development, 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."



About Sourcescrub

Sourcescrub is the leading Sources-first Deal Sourcing Platform for investment and M&A teams looking to research, find, and connect with founder-owned companies. Founded in 2015, Sourcescrub leverages AI and on-demand data operations to provide rich deal-ready data, unique insights from over interconnected 150,000 Source lists, and an AI-driven platform to give firms a decisive advantage so they never miss a deal.

To learn more, visit www.sourcescrub.com