



# What Can Data Signals Tell Dealmakers?

Dealmaking runs on data. And with the right signals, you can identify, understand, engage, and monitor even private, niche target companies.

Below we break down the five types of data signals, what you can learn from them, and how you can use them to never miss a deal.

## Conference Signals

- Conference Attendance
- Past/Future Sponsorships
- Tradeshow Exhibits

A company's conference plans can offer insight into their go-to-market goals, inform firms' conference strategies, and give way to additional opportunities with similar companies.

### Company data signal:

- Frequent booth exhibitor
- Past conference attendance
- Attending new industry event

### Potential derived insight:

- Product maturity level
- Future conference attendance
- Untapped investment opportunities

*"Conference signals make it really easy to decide which conferences will be the best use of our time, and also allow us to start connecting with the right companies well in advance."*

- Director of Business Development, Francisco Partners



## People Signals

- Founder List
- Executive Hires
- Board Members

Identifying the people in key positions and when they were hired can reveal a company's current focus areas and key networking opportunities.

### Company data signal:

- A new CFO joins
- A new CMO joins
- Names of board members

### Potential derived insight:

- Gearing up to transact
- Accelerating growth
- Potential networking connections

*"Sourcscrub 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."*

- Mike Cavallaro, Business Development Lead, Morgan Partners



## Growth Signals

- Employee Count
- Open Roles

Trends like an increase in job openings serve as strong indicators of a private company's revenue potential, growth trajectory, and investment readiness.

### Company data signal:

- Decline in employee growth
- Many job openings
- Few job openings

### Potential derived insight:

- Poor leadership and culture
- Healthy customer base
- Not ready to scale

*"Sourcscrub data signals are extremely insightful for knowing whether a private company is growing and has potentially become more relevant than when they were initially identified."*

- Michael Gray, Origination Director, GCP



## Investment Signals

- Current Investors
- Funding Dates
- Total Funding
- Ownership Type

Knowing information like the last time a company raised and who led the round can indicate whether it's the right time and fit for your firm.

### Company data signal:

- Investment type and round
- Rapid growth but no recent funding
- Bootstrapped

### Potential derived insight:

- Exact growth phase
- Ready to transact
- Prime add-on target

*"My job is to find and contact promising companies before others discover them. I'm responsible for driving proprietary deal flow, and I simply can't do my job without Sourcscrub."*

- Charles Shannon, Senior Corporate Development Expert

## Market Signals

- Press Releases
- Industry Awards
- Website Traffic
- Media Coverage

How a company positions itself in the public and what others say unveils helpful industry insights, indicates growth trajectory, and gives firms a reason to reach out.

### Company data signal:

- Boost in website traffic
- Quote in industry publication
- Analyst report inclusion

### Potential derived insight:

- Increased marketing efforts
- Outreach-worthy achievement
- Industry-leading product development

*"Whether you're having active conversations with an opportunity or looking for reasons to reach out to someone so that your firm is top-of-mind once they're ready to talk, Sourcscrub gives you the data you need to go into these conversations more knowledgeable."*

- Jordan Margolin, Head of Business Development, VSS



## Win More of the Right Deals

Data signals help you close more deals with ideal private company targets. Our guide details all the data signals you could be using to spot the right opportunities and get ahead of the competition.

[Get the Guide](#)