



What Does the Future of Data Look Like for Dealmakers?

Deal flow has slowed to a trickle, putting dealmakers under pressure to deploy trillions in dry powder quickly. How is this transforming the way firms will find and close deals? Our survey results reveal what's next.

The Wind of Change Is Blowing

Inbound, manual sourcing tactics reign supreme among dealmakers...



88%

Use networking and intermediaries



84%

Use conference lists and industry guides



78%

Rely on Google search results

...but not for long.

2 in 3 ●●●

dealmakers feel increased pressure to directly source deals

3 in 4 ●●●●

say data will become more important within the next 6-12 months

How Dealmakers Use Data Today

77%

of firms say they use data service providers

13%

say they're highly strategic about how they use data

73%

are not confident that they have never lost a deal due to poor data



72%
of firms lack an internal resource who's responsible for analyzing large datasets

What's Holding Dealmakers Back?



30%

say there's too much data scattered across sources



33%

say they lack the tools to surface, filter, and take action on data



40%

say their data is often outdated, inaccurate, or incomplete

Onward, Upward, and Outbound

Dealmakers rank their top data-driven goals for the next year...



#1

More directly sourced deals



#2

Increased deal flow



#3

Greater team productivity

...and the tools and tech they need to succeed.



#1

Robust profiles for private, bootstrapped businesses



#2

Highly accurate contact info for company executives and decision-makers



#3

Filterable lists and search for targets that match investment criteria

The Future Is Here

SourceScrub's deal sourcing platform helps firms identify, connect with, and close more of the right deals faster. For more survey results and sourcing insights, download the full research report.

[READ THE REPORT](#)

