

# Send Outreach That Sets Your M&A Team Apart with SourceScrub

Today's founders and executives are bombarded with emails and phone calls from eager M&A teams. Standing out from the competition requires M&A teams to send highly personalized and insightful outreach at the right moments.

But dredging the internet for news about top opportunities and target sectors simply isn't fast or reliable enough for dealmakers to cut through the noise and beat the competition. Instead, leading M&A teams use data and deal sourcing technology to consistently deliver relevant and timely outreach that positions them to win.

## Make First Impressions That Stick

Reach the right decision makers with the right message right away using highly accurate executive contact information and rich business profile data — even for smaller, early-stage private companies.

## Consistently Cut Through the Noise

Be the first to know about target company news and market landscape changes so you can craft outreach that highlights your domain expertise, differentiates your M&A team, and grows winning relationships over time.

Only  
**9%**  
of M&A teams use  
data to tailor  
outreach to top  
targets

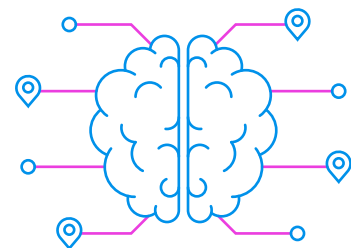
Differentiation when  
reaching out to  
prospects is a top  
data-driven goal for

**40%**  
of dealmakers

## The SourceScrub Difference

**"The ability to reach out to acquisition targets the moment they cross a new threshold, or when a company in their space gets funding gives us a lot of credibility that we're on top of the market."**

— Jonathan Ung, VP of Corporate Development, NES Fircroft



**300%**  
increase in database  
contacts

## Stand Out in Companies' Inboxes with SourceScrub

SourceScrub's private company deal sourcing platform gives M&A teams the deep business and market insights they need to meaningfully connect with key decision makers and consistently deliver the level of relevant and timely outreach they need to win.



### Get the Full Picture

- Start with more than 14M companies and use SourceScrub's Profile+ data quality standard and rich profile details to get smart on target companies fast.
- Reference 140,000+ Sources like top lists, industry trade shows, buyer's guides, and more to see companies' digital footprint and quickly understand market context and competition.

### Make a Good First Impression

- Synchronize and enrich CRM details with SourceScrub information using 2-way data integration that provides firmographics and contact details to scale and accelerate outreach.
- Increase your likelihood of booking an in-person meeting using trade show intelligence to know where targets will be exhibiting.
- Stand out when you first connect using distinctive insights from SourceScrub, such as company milestones, benchmarks, growth rates, digital footprint, industry recognition, and more.

### Continue to Build Trust

- Monitor targets for readiness and opportunities to connect using automated notifications about growth signals, news events, and company milestones.
- Differentiate your M&A team and fuel domain expertise with SourceScrub's news and signal alerts for opportunities, portfolio companies, and competitors.

**"I've evaluated and used other data service providers and deal sourcing platforms in the past, and they just don't hold a candle to the breadth and depth of global information that SourceScrub is able to provide, particularly on private, founder-owned businesses."**

— Jonathan Ung, VP of Corporate Development, NES Fircroft

 **150%**

boost corporate  
development deal flow