

Be First in Line to Win with SourceScrub

Successful business development often relies on an investment banking team's ability to find and connect with promising targets early, and then build trust and credibility with companies, sometimes for years, until they're ready to transact.

But data grows stale quickly, and manually staying on top of every promising prospect and their space means you miss opportunities for meaningful interactions. Using deal sourcing technology to track high-priority prospects, automatically monitoring for signs of progress and transaction-readiness, means you know when to reach out and how to stay ahead of the pack.

Effortlessly Stay in the Know

Monitor competitive landscaping and stay up to date on industry dynamics by receiving automatic alerts each time a target company or its competitors attend a conference, receive an industry award, hire a new executive, and more — even if they're private.

Strike When the Time is Right

Set notifications for target company events and activities that indicate key growth milestones and transaction-readiness, so you know when it's time to reach out and take the next step.

“One of the best things about SourceScrub is that the data is constantly growing and being updated, and it's always extremely accurate,” says Kevin. “Copper Run also relies on SourceScrub's tagging functionality to keep data organized and help avoid duplicating companies across client lists”.

— Kevin Schwab, Director of Business Development, Copper Run

When it comes to the freshness and accuracy of their data, just

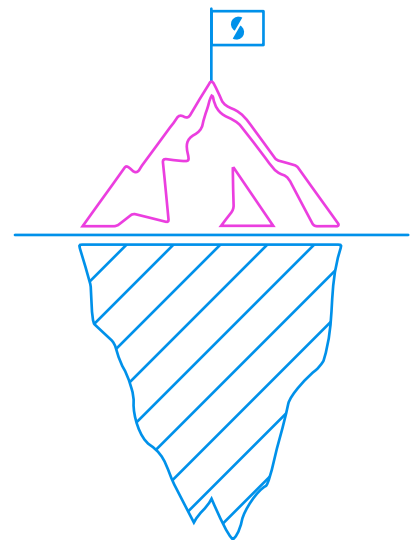
 **9%**

of investment bankers rate it as “Excellent”

Data accuracy is top-rated feature for

 **82%**

of SourceScrub customers



The SourceScrub Difference

200%

increase in deal engagements via SourceScrub

SourceScrub's Target Tracking & Monitoring Solution

SourceScrub's private company deal sourcing platform automatically alerts investment banking teams the moment there's an update about a top target or industry sector so they can build relationships and expertise over time and be the first to reach out when companies are ready to transact.



Stay on Top of Your Targets

- Use company tagging to track and receive notifications about prospects' growth signals and transaction readiness so you can be the first to reach out at the right moments
- Differentiate your investment banking team and fuel domain expertise with SourceScrub's news and signal alerts for opportunities and competitor activity.
- Sit back and let SourceScrub tell you about emerging companies in the private ecosystem that you'll want on your radar. Set up qualification criteria in SourceScrub and get automatic updates when new companies finally cross into your set parameters.

Accelerate Outreach at Critical Moments

- Synchronize and enrich CRM details with SourceScrub information using 2-way data integration that provides firmographics and contact details to scale and accelerate outreach
- Supercharge your industry expertise by automating target monitoring so you have context for break-through communication that builds trust using distinctive insights from SourceScrub, such as product launches, key executive changes, company milestones, benchmarks, growth rates, digital footprint, industry recognition, and more.
- Get alerted when new industry Sources like top lists, industry trade shows, buyer's guides, and more are available so you can build credibility with your prospects using the latest SourceScrub lists on market dynamics, relevant events, industry top lists, and buyer's guides.

“In such a competitive market, getting in with the right pre-transacted companies hinges on access to actionable data like employee count, proxy revenue data, depth of company coverage, and historical growth metrics – SourceScrub helps me do just that.”

— Dominic Chan, Director and Head of Financial Sponsors,
Vaquero Capital

50%

increase in deal from
via SourceScrub

