

# Send Outreach That Sets Your Investment Bank Apart with SourceScrub

Today's founders and executives are bombarded with emails and phone calls from eager investment banking teams. Standing out from the competition requires bankers 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 bankers to cut through the noise and beat the competition. Instead, leading investment banking 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 investment banking team, and grows winning relationships over time.

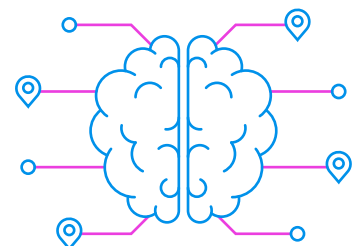
## The SourceScrub Difference

**“Most of our deals are on the sell-side, and with such specific criteria, I knew that we needed to expand our universe of potential opportunities and engage with them in a very personalized way.”**

— Mike Cavallaro, Head of Business Development, Morgan Partners

Only  
 **9%**  
of investment banking teams use data to tailor outreach to top targets

Differentiation when reaching out to prospects is a top data-driven goal for  
 **40%**  
investment banking teams



**80%**  
increase in high quality prospects identified with SourceScrub

## Stand Out in Companies' Inboxes with SourceScrub

SourceScrub's private company deal sourcing platform gives investment banking teams the deep business and market insights they need to show sector specialization, 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 150,000+ Sources like top lists, industry trade shows, buyer's guides, and more to see companies' digital footprints 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 investment banking team and fuel domain expertise with SourceScrub's news and signal alerts for opportunities and competitor activity.

**“SourceScrub makes it so much faster and easier to get to the right people, “We’ve essentially doubled the number of engagements and the amount of clients we can take on, which was our goal from the very beginning.”**

— Kevin Schwab, Director of Business Development, Copper Run

 **200%**

increase in deal engagements