

# Send Outreach That Sets Your Firm Apart with SourceScrub

Today's founders and executives are bombarded with emails and phone calls from eager investors. Standing out from the competition requires dealmakers 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. Instead, leading firms 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 people 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 firm, and grows winning relationships over time.

Only

 9%

of firms use data to tailor outreach to top targets

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

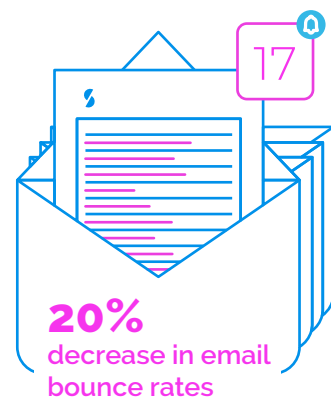
 82%

of dealmakers

## The SourceScrub Difference

“SourceScrub 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, Head of Business Development, Morgan Partners



## Stand Out in Companies' Inboxes with SourceScrub

SourceScrub's private company deal sourcing platform gives firms 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+ source lists 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 firm and fuel domain expertise with SourceScrub's news and signal alerts for opportunities, portfolio companies, and competitors

**“SourceScrub really opened the door to taking a more data-driven approach to dealmaking. It’s a critical piece of our technology stack and has helped us to build a structured, scalable deal origination engine.”**

— Jessica Ginsberg, Head of Business Development, LFM Capital

 **143%**

boost in direct contacts  
with executive-level titles