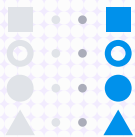


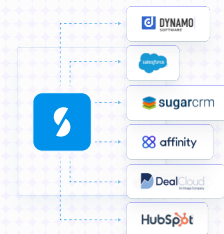
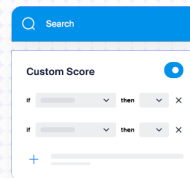
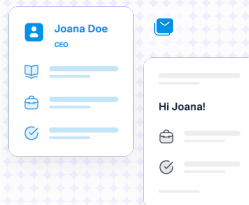
# Never Miss Another Opportunity With Automated Syncing To Your CRM

**Your CRM is the heart of your business development efforts. But without fresh and complete data, you could be missing out on opportunities.**

Sourcescrub's out-of-the-box CRM integrations help you seamlessly manage all your targets, without missing a beat. Instead of leaning on manual processes, spend more time building relationships and uncovering new ways to generate value.



## Benefits



### Deliver high-performing campaigns

Make an impact with the right audience and the right messaging in your email outreach. Automatically enrich your CRM with robust company data and accurate contact details.

### Better prioritize targets by incorporating CRM fields into a Custom Score

Rank potential investment targets by integrating your CRM fields – such as growth intent and average number of investments per year – into a custom company score to make better investment decisions.

### Get more from your technology investments with Sourcescrub's pre-built integrations

Maximize your ROI with our out-of-the-box CRM integrations. Pull in the fields that are most important to you, and customize data syncs on a monthly or weekly frequency.



## How it Works

**Sourcescrub's two-way integration helps dealmakers find and win more deals, faster, with unmatched data and automated workflows.**

### Enrich Data

Automatically enrich all matched companies with Sourcescrub data such as contact information of key decision makers, company growth rates, employee counts, job openings, investors, latest funding round, ownership type, and more.

### Customize Views

Our two-way integration makes it possible to see more relevant information in both your CRM and in Sourcescrub. View and filter by your CRM fields when working in Sourcescrub, and vice versa.

### Optimize Event ROI

Sourcescrub makes it easy to prioritize industry conferences and trade shows. Identify the best events based on the number of your targets that will be in attendance.



## Customer Win

# LFM Capital Boosts Directly Sourced Opportunities by 2x

Sourcescrub helped LFM Capital take a more iterative, agile approach to its sourcing strategy with our two-way CRM integration. One dealmaker shared: "Using Sourcescrub to generate leads, research markets, and automatically enrich our CRM saves me 20 hours a week."



## 2x

more directly sourced opportunities



## 143%

increase in engagement with executives



## 109%

faster direct deal sourcing



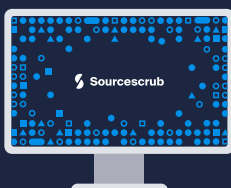
## What Dealmakers Say<sup>1</sup>

"The ability to sync companies seamlessly over to DealCloud has been phenomenal and instrumental to maintaining efficiencies. With that, we are able to source thousands of privately held targets each week."

"Sourcescrub's integration with my CRM allows me to sprint through my work. Sourcescrub enables me to expedite repeatable processes in order to find the best prospect."

"The best platform available for company and executive contact research/identification with highly reliable and accurate data that integrates with leading CRM platforms."

## About Sourcescrub



Sourcescrub is the leading Sources-first Deal Sourcing Platform for investment and M&A teams looking to research, find, and connect with founder-owned companies. Founded in 2015, Sourcescrub leverages AI and on-demand data operations to provide rich deal-ready data, unique insights from over 190,000 interconnected Source lists, and an AI-driven platform to give firms a decisive advantage so they never miss a deal.

To learn more, visit [www.sourcescrub.com](http://www.sourcescrub.com)

<sup>1</sup> Customer comments collected from G2 and UserEvidence surveys.