



# BUYER'S GUIDE FOR A DEAL SOURCING PLATFORM

## ESSENTIAL CHECKLIST



## WHAT TO LOOK FOR

(and red flags to avoid):



Data and timing is everything when it comes to closing a deal. It's essential to be ahead of others with the best tools and capabilities on the market.

Deal sourcing platforms are critical to learning about opportunities before competitors and closing deals faster. Equally important is choosing the right deal sourcing platform. Here are some features we think are critical:

## DATA AND AI

- ☐ Information is everything. How big is the database? How many companies are included? What is the QA process? Is it one region or global?
- ☐ How often is the data refreshed? Some companies only do a monthly refresh and use a manual process.
- ☐ Is the company applying AI to their data? Are there **predictive** capabilities to get ahead of deals?
- ☐ Does the company work with unstructured data or structured data? There are less powerful search queries when working with structured data.
- ☐ What are the sources of the data? Has there been legal governance?

## PRICING AND USER EXPERIENCE

- ☐ You shouldn't be constrained by additional searches, filters or requesting information. Look for all-in-one pricing.
- ☐ A platform shouldn't cap you after you reach a certain number of searches. You should have unlimited contacts and unlimited exports.
- ☐ User Tiers. If a company charges extra for more powerful features at a different price point, be cautious. Chances are that you'll need the extra feature or reach your maximum number of searches.
- ☐ User experience. The interface shouldn't require an analyst to use it. It should be clean, simple to use and easy to search.
- ☐ Does the developer who created your tool understand the industry and your needs? There's a difference between a junior analyst and an investment banker creating a tool.



## CUSTOMER SUCCESS

- ☐ Is there a customer support team available? In case something goes wrong, you want to be sure there's someone available to guide you.
- ☐ What is the onboarding process? Are additional trainings available or are you left alone to navigate the tools and new features?

## LIST BUILDING, SEARCH AND TRACKING

- ☐ Pinpoint your target: does the platform allow the ability to search by industry? Is the data robust enough for what you need?
- ☐ Can you create custom search lists and detailed filters to dive deep into a search and find exactly the right opportunities? This is crucial with large datasets.
- ☐ Can you track companies and be notified of new activity? The platform should monitor everything from events to rumors to actual news, and then send notifications.

## ACCESSING AND EXPORTING DATA

- ☐ Transferring data should be easy. Are there integrations with browser plugins or an easy way to export data?

## PRIVACY AND SECURITY

- ☐ How does the company keep your information safe? SOC 2, Type II is the highest industry standard for safeguarding customer data.
- ☐ Do you know who the employees are (who have access to the data)? Have they passed background checks?

## A CULTURE OF INNOVATION

- ☐ Is the company making continual changes and adding new features to their tools? Make sure new capabilities are added to maintain your competitive edge.
- ☐ Is the company responsive to customer requests for features and functionality? Ask how they do so.



*Cyndx works with unstructured data from more than 25 million private companies in our database that are refreshed daily from tens of millions of websites.*

*We offer a number of services that help you identify potential growth opportunities from acquisition opportunities, growth investors, customers, suppliers and potential employees.*

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COMPANIES

**Unlimited**

CONCEPTS

**195**

COUNTRIES

**100<sup>+</sup>**

LANGUAGES

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**SOC 2**  
**TYPE II**  
**CERTIFIED**