

## Evaluate the marketing potential of a target investment.

We help PE firms understand how Marketing can drive enterprise value in the first 100 days and beyond.

## Our Process

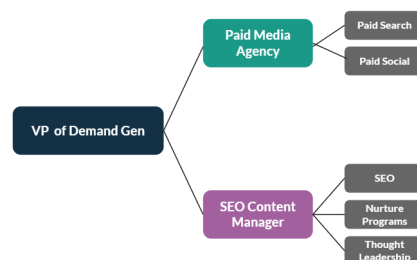
Source	Registered Free Accounts	Paid Accounts	Viewed Website to Register %	Registered to Purchase %
Organic/Direct	146,391	15,662	11.35%	10.70%
Paid Search	41,898	4,802	10.78%	11.46%
Bing Ads	1,400	143	3.72%	10.21%
Affiliates	5,583	680	15.24%	12.18%
Facebook Ads	589	41	1.72%	6.96%
Monthly Email Newsletter	191	21	0.65%	10.99%
Email Workflows	185	23	0.68%	12.43%

Campaign	Search impr. share	Search lost IS (rank)	Search lost IS (budget)	2021 Spend	Max Extra Spend	Max. Potential Spend
* Search: XXX	66.97%	21.6%	11.42%	\$142,395	\$112,018.08	\$254,413.08
* XXX	61.44%	18.67%	19.89%	\$0	\$125,764.00	\$125,764.00
* Search: Brand Terms	69.22%	12.13%	18.66%	\$20,221	\$9,798.30	\$30,019.30
* Search: Competitors	80.81%	6.85%	12.33%	\$254,566	\$93,439.47	\$348,005.47
* Search: XXX	85.67%	7.29%	7.05%	\$32,063	\$8,564.22	\$40,627.22
* XXX	53.56%	41.75%	4.69%	\$0	\$166,166.00	\$166,166.00
* Search: XXX	81.58%	11.24%	7.18%	\$139,875	\$51,002.46	\$190,877.46
* Search: Competitor Brand Terms	59.75%	35.42%	4.83%	\$16,539	\$14,678.44	\$31,217.44
* Search: XXX	91.9%	5.14%	2.96%	\$20,172	\$2,490.62	\$22,662.62
				\$625,831	\$583,921	\$1,209,752

Deep-dive **analysis of the full marketing funnel** from website visitors to Closed-Won.

Insights on **scalability potential of paid media** campaigns with highest pipeline ROI.

Adjustment	FY21	FY22
Reduce general Advertising	↓	↓
Reduce PR	↓	↓
Increase Content Investment		↑
Reduce Headcount	↓	
Add PPC Agency		↑
Increase Paid Media Spend		↑
Reduce Physical Events spend	↓	↓
Increase Online Events spend		↓



Identification of areas for **efficiency and integration** to scale marketing while optimizing spend.

Analysis of current **team structure and recommendations** to support scaling marketing.

Budget Items		2021	2022	Budget Addition	Current Trials	Potential Trials	Current Paid Accounts	Potential Paid Accounts
Search Ads	Current Campaigns Google	\$625,000	\$1,095,000	\$470,000	1891	2600	625	858
	New Campaign Experiments Google	\$0	\$250,000	\$250,000	0	492	0	162
	Current Campaigns Bing	\$159,000	\$274,000	\$115,000	654	850	201	255
	New Campaign Experiments Bing	\$0	\$62,000	\$62,000	0	160	0	48
Capterra/Software Advice	Current Categories	\$322,893	\$371,327	\$48,434	582	582	186	204
	New Category Experiments	\$0	\$168,000	\$168,000	0	175	0	61
Facebook/Display Retargeting		\$59,136	\$100,000	\$40,864				
		\$1,166,029	\$2,320,327	\$1,154,298	3127	4859	1,012	1,588

Calculate **adjustments to marketing budget** needed to hit booking targets.

We can support a transaction from kick-off to full output within 2 weeks.

## Major Differentiators

- Unlike most providers, we offer **marketing-specific due diligence**
- Get outputs that focus on what drives **top-line revenue growth**, rather than exhaustive website and tech stack analysis.
- Get a granular analysis of marketing performance at **campaign and channel levels**.
- Get a **clear picture of the investment** the business needs with forecasts for ROI, max potential spend, and payback period.
- Get industry-specific recommendations informed by **SaaS expertise**.
- Get your **results fast** - we understand the time pressures during acquisitions so we deliver within a couple of weeks and can usually start work immediately.

## Key Outcomes We've Delivered

We've worked with top PE firms to deliver due diligence results including:

- Delivered a roadmap to **productively increase paid media spend by 104%**.
- Outlined SEO plan to deliver an **extra 155 organically-sourced paid accounts monthly**.
- Uncovered **lack of fit with target market** that was resulting in churn issues.
- Pinpointed channels bringing in **leads well above acceptable cost per MQL** and only delivering \$0.17 revenue per \$1 investment.
- Identified need to **scale paid media budget by \$847K** from previous year to deliver enough pipeline to hit targets.
- Outlined strategy to generate expected **4.2 return on paid media in first year**, based on historic conversion rates.

*Schedule a time to speak with our team about how we can help you evaluate the marketing potential of a target investment.*

**[Book Your Consult](#)**