

# Digital Marketing **ASSESSMENT**

*Reduce Risk, Support  
Higher Multiples, Close  
More Deals*



In the current environment, successful M&A is more important than ever. With economic uncertainty, rapid market evolution and widespread disruption, buyers and sellers must increase the value extracted from every deal.

- Quickly get the data you need to mitigate acquisition risk and validate higher multiples with a deep analytical Digital Marketing Assessment (DMA) designed by experts in value creation.
- Compare and contrast the target's digital performance against competitors.
- Add the Chief Outsiders Digital Marketing Assessment (DMA) to your due diligence tool kit to optimize your deals — B2B, B2C, Direct-to-Consumer, and eCommerce.
- Includes Digital Marketing Scorecard with actionable growth and performance recommendations to achieve faster scale.

*The DMA generates Digital Marketing Scorecards against top competitors, including a Digital SWOT Analysis. We compare strategically, company to company, and make Recommendations to drive sales growth, identify quick wins, and improve the target's digital performance.*

*We evaluate and grade these key elements of digital marketing with supporting charts and graphs.*

Digital Marketing Scorecard			
	DIGITAL MARKETING AREA	CATEGORY	GRADE
1	Website Traffic Comparison to Direct Competitors	Traffic & Engagement	A
2	Driving unique (new) visitors to the website	Traffic & Engagement	A
3	Website engagement as defined by pages per visit and duration	Traffic & Engagement	A
4	Traffic and engagement from organic search	SEO Analysis	B
5	SEO - website infrastructure health	SEO Analysis	B

## Scorecard Elements:

1. Website Traffic and Engagement
2. Website User Experience
3. SEO Analysis
4. Social Media Engagement
5. Paid Advertising ROI
6. eCommerce Performance *(for eComm targets only)*
7. Digital Marketing Channel Analysis

## MITIGATE PE PRE-ACQUISITION RISK

Optimize pre-acquisition due diligence with a proprietary Chief Outsiders DMA. Here, the DMA serves to mitigate risk and preserve capital, providing data and analyses to justify the acquisition price and support the overarching investment thesis.

## SUPPORT HIGHER MULTIPLES UPON EXIT

Also leverage the DMA to extract higher multiples of EBITDA from prospective buyers. For pre-sale diligence, the DMA operates to polish the asset, presenting the look and feel of a well-run marketing growth engine.

A key element of the broader “Quality of Marketing™” or “Q of M” due diligence assessment, the DMA enhances transaction diligence. Use it to optimize and polish both pre-acquisition and pre-sale diligence, then move forward with greater confidence.

### LEVERAGE DMA INSIGHTS:

- Improve Marketing Efficiency
- Enhance Customer Experience
- Generate Incremental Leads and Sales
- Lower Customer Acquisition Costs

Maximize the value of your middle-market company.

14	Website mobile and desktop load times	Website Experience	D
15	E-commerce shopping experience - product research features	Website Experience	A
16	E-Commerce shopping experience - checkout options	Website Experience	B+
17	Interactive support for product selection	Website Experience	A
18	Capture contact information without purchase	Website Experience	A
19	Gl	Website Experience	A
20			A

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