

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 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 | |
| 15 | E-commerce shopping experience - product research features | Website Experience | D |
| 16 | E-Commerce shopping experience - checkout options | Website Experience | A |
| 17 | Interactive support for product selection | Website Experience | B+ |
| 18 | Capture contact information without purchase | Website Experience | A |
| | | Website Experience | A |
| | | | A |
| | | | A |

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