



Overview of *Web2Deal*™

The primary objectives of *Web2Deal*™ are:

- to maximize the ability to identify proprietary deal flow.
- to dramatically differentiate oneself from other buyers.

This tool provides for a pro-active deal sourcing solution that incorporates direct mail, the interactive capabilities of the Web, and personal contact. Combining these elements in an integrated deal sourcing campaign it provides the buyer a greater opportunity to develop meaningful dialogue with targeted companies. The centerpiece of *Web2Deal*™ is the use of a personalized URL (pURL)

The buy-side campaign starts with a letter to targeted companies. Each letter will prominently feature the recipient's designated pURL along with other variable data that specifically matches the target's profile. If the campaign involves 500 targets, it would also involve 500 different pURLs. One of the primary objectives of this letter is to motivate the recipient to type their pURL into a browser that will drive them to their personal Web pages (landing pages) or sometimes called micro-sites. The variable text and graphic images of these landing pages can be varied and unique. The number of landing pages can also vary.

Web2Deal™ also has a real-time tracking feature that provides for the sender the ability to collect data from targeted companies in order to measure the effectiveness of the buy-side search campaign.

Example of a *Web2Deal*™ buy-side Search – Private Equity Group (PE)

- Objective – a Portfolio company “add-on” search campaign
- Number of targeted companies – 125- 750 or more

This search campaign is initiated by a well drafted letter sent to targeted companies. The letter will identify the buyer and briefly describe the PE group and other information applicable to the search campaign. The letter will include the recipient's pURL. For discussion purposes, this deal sourcing effort will entail **three landing pages**.

This letter, as mentioned earlier, motivates the recipient to key in his/her pURL. This will provide the recipient access to three custom designed landing pages.

The **first landing page** will include specific statements as to what prompted the sender to contact the target. Because this search effort entails add-on opportunities, this page will also include descriptive information of the portfolio company that matches the targeted profile. The descriptive information will be in a text and graphic image format. A Web link to the portfolio's company is also included.

The **second landing page** will include descriptive information on the PE group's company (i.e., select graphics and text that may be copied from its Web site.

For example:

- Profile of the firm
- Transaction criteria
- Sample transactions
- Team members
- News & press
- Down loading capability of PDF file information on the PE group.
- And other appropriate information.....

The **third landing page** encourages the recipient to respond to three or four questions listed by the sender, For example:

- Interested in having a telephone discussion?
- Interested in scheduling a meeting?
- Interested in receiving more information?
- and other type of questions related the scope of the search campaign

As indicated previously, **Web2Deal™** has a reporting feature that can assess the effectiveness of the search campaign. This capability allows the sender (buyer) to track the recipient's clicks on their landing pages. In addition, it can capture the responses on the offered question. As a result, it provides a basis for the buyer to measure the response to the letter and trigger the follow up action that may be appropriate (i.e. phone call, E-mail, written correspondence, etc.).

Perhaps the **Web2Deal™** search tool will merit your consideration of its powerful capabilities, and how it can dramatically differentiate your firm from other buyer suitors and significantly increase proprietary opportunities.

<< [Back to Kensington Services](#)