

CASE STUDY

Digital Marketing Due Diligence

INDUSTRY: Automotive

BUSINESS TYPE: B2C

CHALLENGE

Understanding the digital landscape has never been more important. Our PE firm client needed a resource to perform digital due diligence for an e-commerce-enabled aftermarket products business. To build confidence in the investment, our client needed to know more about the target's SEM, SEO, user experience (UX), and transaction process (mobile versus desktop, etc.) capabilities, as well as gain clear insight into the state of the platform itself. Additionally, the client required a quick turnaround time.

RESULT

Our client efficiently selected an expert PE-grade group with specific experience in the target's industry as well as best-in-class e-commerce/online retail experience. Beyond digital marketing due diligence expertise, this group also understood the target's specific tech stack. The PE firm was able to assess the company with unique insights that enabled them to quickly close on the investment opportunity.

SOLUTION

BluWave utilized its extensive experience helping other PE funds with similar digital diligence requirements to intimately understand our client's needs. Immediately following our scoping call with the PE firm, we connected our client with three expert groups from our invitation-only Intelligent Network. Each one had extensive experience with digital marketing due diligence—particularly in the areas of SEM, SEO, UX, conversion path analysis, Google Analytics, and GTM.

“ This group was an excellent resource, and we will continue to use them for many other projects moving forward.