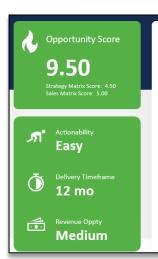# Assessing Potential acquisitions

DHI aimed to solidify sustainable core business growth while exploring options to expand our market share, revenue potential, and portfolio diversification. We researched potential Core, Extension, and Adjacent acquisition opportunities.

In collaboration with DHI Finance and Sales, we created a standardized methodology for reviewing, scoring, and ranking acquisition options. We developed a Total Opportunity Score that considered 11 business factors across five business categories and identified 27 leading options for C-suite and Board consideration.

**Results:**

- **DHI leadership adopted 14 of the 27 recommendations, resulting in a product and development pipeline that extends into 2026 and a 44% increase in average contract sale.**



| | Opportunity Score | Actionability | Annual Revenue Opportunity |
|---|---|---|---|
| **Engagement** | **Avg. 8.0** | | |
| | 9.50 | Easy | Small |
| | 8.35 | Difficult | Small |
| | 8.10 | Easy (purchase) | Large |
| | 8.10 | Moderate | Large |
| | 7.90 | Moderately Difficult | Medium |
| | 7.80 | Easy | Medium |
| | 7.15 | Moderately Difficult | Large |
| | 7.00 | Moderately Easy | Small |
| **Adjacencies** | **Avg. 6.87** | | |
| | 8.85 | Moderately Difficult | Large |
| | 6.30 | Easy (purchase) | Large |
| | 5.45 | Moderately Easy | Large |
| **Data & Metrics** | **Avg. 6.68** | | |
| | 7.60 | Moderately Easy | Medium |
| | 5.75 | Moderately Easy | Medium |
| **Sourcing & Recruiting** | **Avg. 6.54** | | |
| | 7.95 | Moderately Easy | Large |
| | 7.50 | Moderate | Large |
| | 6.70 | Easy | Medium |
| | 6.70 | Moderately Difficult | Large |
| | 6.60 | Moderately Difficult | Large |
| | 6.20 | Easy | Large |
| | 6.15 | Easy | Medium |
| | 6.00 | Moderate | Medium |
| | 5.05 | Difficult | Small |
| **Employer Branding** | **Avg. 6.44** | | |
| | 7.40 | Moderately Difficult | Large |
| | 6.65 | Moderately Difficult | Large |
| | 6.15 | Moderate | Medium |
| | 6.05 | Moderately Easy | Small |
| | 5.95 | Easy | Small |



Opportunity Score
**9.50**
Strategy Matrix Score: 4.50
Sales Matrix Score: 5.00

Actionability
**Easy**

Delivery Timeframe
**12 mo**

Revenue Oppty
**Medium**

**Summary**

Description: Lead gen that tracks implicit and explicit in-product user interactions that signal interest in a job, providing employers with interested candidates to remarket to. Allows candidates to signal interest and/or initiate a dialogue about a position before formally applying.

Rationale: Sand Cherry research identified employers' need for responsive and more actionable candidates. Would provide new customer-facing KPIs needed with low unemployment.

Impacted Group(s): Clients and Candidates

Competitors in Space: TripleByte

Supported Dice Differentiation Pillars:

| Connections | Match or Personalization |
|---|---|
| Employer Branding | User Experience or Engagement |

Major Dependencies: Possible improvement of candidate activity identification

Initiative Type:

**Core Business Growth**
An enhancement or addition to the existing Core Business; creates value and/or benefit for users, increases the marketplaces' intrinsic worth

**Core Extension**
An enhancement or addition to the existing Core Business with potential for new and/or additional revenue streams and sources

**Adjacent Opportunity**
A new capability that is developed, purchased, or created via partnership; provides a new source of revenue and operates independently