

CASE STUDY

How Drooms uses PitchBook's custom research to reach European dealmakers

August 2026



About Drooms

Drooms is Europe's leading virtual data room provider, supporting the complete transaction lifecycle for real estate, corporate finance, legal, and energy teams. From pre-transaction preparation through due diligence to long-term asset management, dealmakers across Europe rely on Drooms when confidentiality is non-negotiable.

In June 2026, EOS Partners acquired a majority stake in Drooms. Co-founder Alexandre Grellier retains a significant stake in the company and continues to lead the business as CEO, with plans to accelerate international expansion and AI-based automation across the transaction process.

Reaching European dealmakers with a custom research report

Drooms set out to create a data-driven lead generation content piece that would feed its M&A and private equity campaigns for the rest of the year. To gain additional visibility in the industry, the team wanted a credible, well-known partner in the space, which is how it landed on PitchBook.

Paula Väinämö, Drooms' PR & Content Manager, partnered with the PitchBook Custom Research Team to produce the Drooms Report 2026, *Executing in an Era of Market Complexities*, an in-depth look at European M&A and private equity trends and the technology imperative reshaping how deals get done.

The campaign has kicked off successfully, and the report will continue to be activated across channels to support ongoing M&A and private equity initiatives.

The results

40+

media articles secured

360M+

combined audience reach

~30%

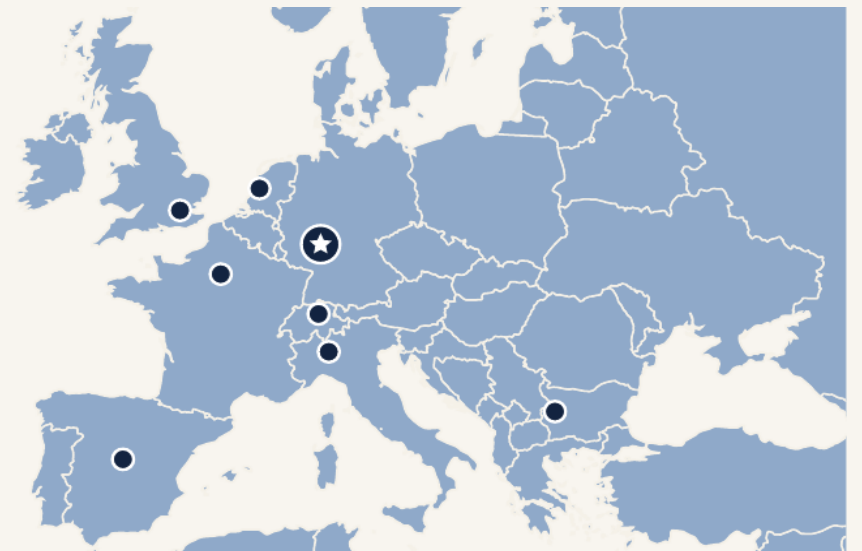
report downloads via The Europe Pitch



Paula Väinämö
PR & Content Manager
Drooms

Year founded
2001

Headquarters



Frankfurt, Germany

The report



"PitchBook offered us something we deliberately sought externally: a lot of valuable, relevant M&A and PE data. PitchBook offered us both a wider and a deeper view into the industries' trends, which was exactly what we were looking for."

—Paula Väinämö, PR & Content Manager, Drooms

At Drooms, the partnership filled a structural gap. The company sits at the heart of transactions in the real capital markets, but its platform is a space of full confidentiality, so there is only so much the team can do with its own data. PitchBook's proprietary market data supplied the industry-wide view the report needed.

"The PitchBook team quickly understood our goal and the vision we had for the joint report in terms of data and narrative," said Väinämö. "They set up a clear project plan that fit our timeline and were flexible to adjust points to fit our needs and budget."

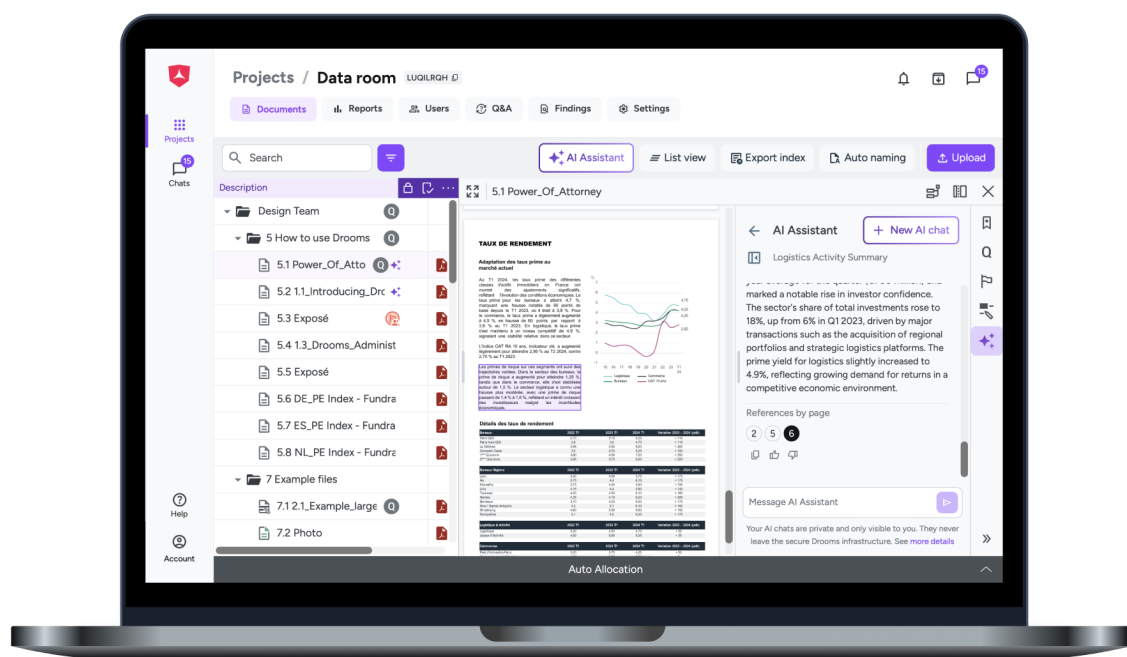
The report was built for professionals across European private equity and M&A: fund managers, corporate development teams, investment bankers, and the advisors who rely on data-driven market intelligence. The aim was a formal yet digestible, analyst-style view of the trends reshaping how European deals get done.

That audience is responding. Drooms' webinar was well received, and PitchBook analyst Dorothy Chan was a valuable addition to its panel of experts. Media coverage continues to build, and the team plans to run the report through its campaigns for the rest of the year, from social channels to events and webinars.

"All I can say is thank you to the whole team for the great collaboration and execution. I'm looking forward to working with you again soon."

—Paula Väinämö, PR & Content Manager, Drooms

Inside the Drooms platform



The campaign

