



CASE STUDY

StackAdapt

Overview

INDUSTRY:

Media & AdTech

YayPay Customer Since:
2019

RESULTS:

- Time savings of 10 - 15 hours / week
- Happier customers

SOLUTION:

- Full transparency into their customer's stories
- Customer self-service leads to higher customer engagement

CHALLENGES:

- Little to no transparency across entire customer base
- No automation to assist with customer communications



YayPay
by Quadiant

StackAdapt is a self-serve programmatic advertising platform used by North America's most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven native advertising campaigns across all devices, leveraging proprietary data, inventory and publisher partners. Ranking a high performer by G2 Crowd in the DSP category for four consecutive years, StackAdapt is also recognized as a LinkedIn Top Startup and a Top New Growth Company in 2018.



Mehmet Shah
Director of Finance

What was the biggest problem you had before YayPay?

We were struggling with two core challenges: providing a seamless and efficient customer experience, and forecasting payments and cash flow with accuracy.

Our customer data is not centralized and we did not have a tool to pull it all together, so our team was spending time searching for information through various systems for a full view of a customer account. Since we didn't have a self-service portal where this information could be found, our team had to be contacted by the customer for every question. We were spending valuable time on the phone and over email chasing down paper, which was frustrating for our team and our customers. In addition, these disparate systems meant that we didn't have a single view into our customer, so we were not able to foresee if they were potentially falling behind and proactively manage the account. Our ability to accurately forecast payments and revenue was at a disadvantage.

What is the biggest benefit you've seen after implementing the YayPay product?

We enjoyed three important benefits with YayPay in place. First is efficiency. We freed up 10-15 man hours per week of manual efforts that are not automated and self-service. This leads to our second benefit, which is happier customers. The self-service feature means they are running their business - and paying their bills - on their own time, which translates into more on-time payments. YayPay also helps us offer more flexible payment options, so it's easier for our customers to pay us. And third, with less time on manual, low-value tasks and more customers paying on time, our team focuses more efforts on the collections process, which has a direct impact on our cash flow.

How has YayPay impacted your business?

We have satisfied customers as well as happier employees. Improved efficiency and communications makes for a stronger relationship. And because we now have a better sense of each customer's "story" and how their own business is running, we can proactively partner with them to help them navigate challenges. This preserves what are some long-standing, important relationships and gives us clearer insight into what our cash flow and revenue forecast truly looks like. Better and more accurate data, in a single portal view, helps us make smarter decisions.



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