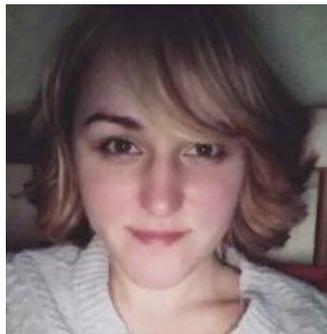


Digital Remedy

Digital Remedy solves the complex and evolving online marketing challenges of marketers, publishers, and influencers through a combination of innovative technology and superior customer service. The company's solutions engage target audiences better, continuously improve campaigns, and unlock additional monetization opportunities.

“We were sending hundreds of invoices each month. Following up with customers manually was... tedious.”



Edyta Lipinska,
Accounts Receivables
Supervisor

Challenges

Digital Remedy is a fast-growing martech company that is solving the unique needs of publishers, advertisers, and influencers.

Edyta Lipinska joined Digital Remedy in 2016 to manage the billing process. Initially tasked with overseeing the accounts receivables function, as the business continued to scale so too did Lipinska's role and team: Digital Remedy hired an additional resource to assist Edyta with the collections process.

“We saw an increase in our invoicing volume. Some of our customers received over a hundred invoices each month,” Lipinska said. “Following up with customers on outstanding invoices, individually, was necessary, time consuming, and tedious.”

In addition to collections, Lipinska's team had to also predict when invoices would be paid. The team sought a tool that would seamlessly integrate with NetSuite and aid Digital Remedy with collections and payment forecasts.

“We were looking for a solution that would easily integrate with NetSuite and help our accounting team with the manual collections process.”

Overview

Industry

Media & Advertising

YayPay customer since

2017

Challenges:

- Large volume of invoices that require follow up & personalized communication with customers
- Manual forecasting of payments

Solution:

- YayPay put our collections process on auto pilot

Results:

- Collections and the speed of payments have increased significantly

Solution

YayPay allows Digital Remedy to automate personalized communication with their customers.

“YayPay is helping us save a lot of time,” Lipinska commented. In addition, YayPay’s payment forecast is bringing a degree of precision that is hard to replicate using manual calculations.

Digital Remedy is using YayPay to reduce the time and resources spent on chasing outstanding invoices. YayPay has become the point of record for all communication between the collection team at Digital Remedy and their customers.

Results

After using YayPay, the company has had a significant improvement in collections and company’s customers are paying outstanding invoices at a faster rate.

Lipinska has noticed that customers are increasing adopting YayPay’s dispute resolution tools. Resolving disputes faster is one of the techniques that her team is using to accelerate cash flow.

“YayPay is very easy to use,” added Lipinska. “We like that the platform is customizable which allows us to tailor the software to both our collections process and our tech stack.”

“Collections have improved significantly after using YayPay... And we’ve received positive feedback from our customers as well.”