

THE INTELLIGENT BILLING ADVANTAGE

How Savvy Marketing & Ad Tech Companies are Turning Billing into a Competitive Edge

An increasing number of finance leaders in Marketing & Ad Tech are scrapping legacy billing systems in favor of intelligent billing platforms. In an industry marked by complex pricing scenarios—tiers, tapers, account hierarchies, split invoicing, and more—the ability to fully automate revenue recognition is table stakes for companies that dynamically track and bill at internet-scale volumes.

3 REASONS

Marketing & Ad Tech Companies are Switching to Intelligent Billing Platforms

Increase Accuracy and Speed

28%

of companies report that accounting errors happened due to manually entering incorrect data into an enterprise system.¹ The risk compounds with the need to handle complex financial transactions at internet-scale volumes in real-time.

Attract and Retain Customers

27%

of marketers would change to a rival Ad Tech supplier due to a lack of transparent practices.² In this reality, even one minor billing mistake can be the catalyst for an unintended chain of customer doubt into a company's operational integrity.

Stay Ahead of the Competition

10%

average revenue lift for publishers who participated in Google's 2018 beta test for Auto Ads using AI.³ Disruptive technologies like AI are driving the race for Marketing and Ad Tech companies to monetize innovative products with varied pricing scenarios.

6 WAYS

Marketing & Ad Tech Leaders are Transforming Challenges into Opportunities

CHALLENGE

OPPORTUNITY

Demand for Transparency



Build Trust

with a flexible platform that enhances customer insight.

Accuracy at Speed



Prioritize Reliability & Timeliness

with near real-time reporting based on key business functions.

Disruptive Technology



Accelerate Time-To-Market

with unlimited flexible pricing to enable on-the-fly responses to market demand.

Customer Experience (CX)



Exceed Expectations

with simplified billing that streamlines tiers, tapers, and account hierarchies.

Cross-Border Complexity



Execute with Agility on a Global Scale

with dynamic billing to capitalize on emerging opportunities.

Industry Consolidation



Stay Flexible in the Face of Growth

with seamless integration that doesn't require proprietary buildouts.



With more than 80,000 customers using our platform across myriad services, there's no room for error—our customers invest millions of dollars in the campaigns that our platform supports. goTransverse gives us the visibility and accuracy we need to realize the full potential of our sophisticated pricing structure.”

—CFO, the world's leading media software company that automates every aspect of the advertising workflow

¹ CFO Innovation: <https://www.cfoinnovation.com/accounting-compliance/tax-and-accounting-mistakes-human-error-still-biggest-problem>

² Global Marketing Association: <https://www.the-gma.com/transparency-navigating-adtech-ethics-conundrum-what-future-holds>

³ Marketing Artificial Intelligence Institute: <https://www.marketingaiinstitute.com/blog/how-googles-new-auto-ads-use-artificial-intelligence-to-automatically-boost-performance>