



CLIENT SUCCESS STORY



THE STORY

CRN International is a radio marketing company known for pioneering strategies and producing creative programming for the world's most iconic brands such as Kellogg's, Unilever, and Gap. Unlike traditional advertising, they solve for brand marketing challenges using art, science, history, intuition, and market intelligence. This unique approach takes radio to a whole new level producing results that clients can rely on, every time.

THE CHALLENGE

As a company with expertise in buying local radio, CRN is well aware of the constant changes that take place in the media industry. Station group acquisitions, supplier name changes, various payment methods - the list goes on.

CRN needed a streamlined paperless way to manage a large volume of media payments quickly and efficiently that took these changes into account, all while leveraging existing systems and avoiding the installation of new software.

“FastPay really knows the media world and the challenges that surround this environment. Their ability to provide the right solutions to our specific roadblocks has been invaluable.”

BRIAN TOMLINSON, CFO OF
CRN INTERNATIONAL

THE SOLUTION

After evaluating numerous payment solutions, CRN selected FastPay because of their deep media expertise and ability to integrate with existing accounting software. Not only was the integration seamless, but CRN also received the industry's highest acceptance rate and converted suppliers to electronic payments with virtually no issues. As a result, over 90% of CRN's annual media spend is now processed using FastPay which means fewer checks and more profit.