

CLIENT SUCCESS STORY



AL
MEDIA

“Our longstanding partnership with FastPay has gotten even stronger with Political+, which enables us to worry less about when and if media payments have been delivered, and focus more on our agency’s winning formula for our clients.”

PATRICK KENNEDY,
CFO OF AL MEDIA

THE STORY

AL Media is a political media agency with a proven track record of delivering successful campaigns for national and local candidates along with Issue Groups. With a blend of experience and creativity, AL Media is continually evolving their strategic creative messaging and media mix modeling to deliver wins for their clients.

THE CHALLENGE

As the media landscape continues to shift, voter media consumption continues to evolve. Understanding the messaging necessary to engage specific voters can be tricky. Even more complicated is navigating the payment methods and quick turnarounds necessary for each vendor during the height of the election cycle. Navigating this fast-paced environment with little room for error can determine if ads successfully run across both traditional and digital channels. Getting media vendors paid in time can make or break a campaign. Determining what media actually ran and reconciling payments after the election is a tedious and time-consuming process.

THE SOLUTION

AL Media turned to **FastPay Political+** to help pave the way for the 2022 political season. FastPay Political+ was built specifically for political agencies to take care of the hassles that can slow a campaign down. Delivering automated payments to vendors directly through integration with FreeWheel Strata results in significant operational efficiency for agencies. In addition, FastPay Political+ has built in tools to make reconciliation and refunds less complicated, support for digital media campaigns, and provides enhanced ACH and checks to make sure all media payments are seamlessly delivered.