

CASE STUDY

RockYou

Monetizing ad revenue to stay in the game and win big



“Without FastPay Capital, we would not have been able to grow our business as fast as we have. Most commercial banks do not understand our business and cannot provide us with the flexibility we need. That’s why we’re staying with FastPay, even more than five years after initially engaging.”

LISA MARINO, CEO, RockYou

THE STORY

RockYou came to FastPay in 2013 challenged to make payroll. With FastPay’s flexible financing options, unavailable to them through traditional financial institutions, RockYou got back on track and have since increased their annual revenue by 233%.

THE CHALLENGE

Despite rapid growth, RockYou had serious cash flow issues. They needed a partner who understood their business and could quickly provide substantial credit lines.

THE SOLUTION

RockYou was initially drawn to FastPay because of its expertise in digital media. FastPay’s proprietary technology platform seamlessly integrated with RockYou’s systems and workflows, in order to lend against their receivables and increase their credit as needed.

Partnering with FastPay alleviated RockYou’s cash flow concerns, which allowed them to focus solely on their customers, grow their business and grab the top spot on the leaderboard.

INTEGRATIONS



THE RESULTS

233%

GROWTH AFTER PARTNERING WITH FASTPAY

