



THE STORY

Ad-buying in today's world is more complicated than ever as brands and advertisers look for innovative ways to make a bigger splash in a crowded marketplace. Medium Buying, a political media agency, was developed with this in mind, noting that "today, a good ad-buying company is focused on getting powerful creative or content in front of their target audience regardless of the medium it takes to reach them."

THE CHALLENGE

Whether it's radio, digital, or on-air content, Medium Buying strives to make an emotional connection with its audience in every political ad they produce. However, it takes more than just an amazing team of creatives, media buyers, and competitive specialists to make sure an ad reaches the right audience. Behind the scenes, the accounting team at Medium Buying is busy sending and confirming pre-payments for time sensitive ads, and managing a high volume of buys every day. Founder and President of Medium Buying, Nick Everhart, knew something had to change.

"I can't imagine what it would be like without FastPay in place. Some of our buys are so huge, it would take all day to manage without the ePay payments platform."

MEGAN BERMUDEZ
ACCOUNTING LEAD,
MEDIUM BUYING

THE SOLUTION

Burdened with writing checks, overnighting payments, staying in constant contact with suppliers, and other logistical challenges, Medium Buying looked to FastPay for help. In 2018, Medium Buying eliminated over 4,000 paper checks, processed more than 70% of payments through virtual cards, and drastically reduced their costs. "Today, with FastPay we can streamline operations AND keep costs down," said Everhart. "We can get a payment out in seconds versus trying to spend hours on one buy."

Integration with Quickbooks and pre-payment notifications to suppliers has also proven to be essential features for Medium Buying. Since using ePay, the team has improved communication between buyers and suppliers while also enabling a seamless invoice payment process for the accounting team.