

# Pinpoint Media

Pinpoint Media Moves to Payment Automation with PayClearly.



## CHALLENGE

Pinpoint Media, a political media agency in Alexandria, VA made the switch during the 2014 cycle to automated payments. This exciting change brought Pinpoint Media's payment processing into the 21st century, elevating their AP processes to the unmatched level and speed of their political campaigns. While they made the transition, it was clear they made the right choice for their fast-paced world. While speed and time were both maximized, the nuances of automation became familiar to them and their accounting team. Now, the next step was to fully optimize the payment platform. Adding PayClearly to their mix of payment vendors progressed their knowledge and helped them to discover what works and what doesn't work. Pinpoint was well on their way to simplifying and customizing the platform to meet their exact needs. PayClearly was just the partner to help them get what they wanted to gain increased focus on what was most important, winning campaigns.

PayClearly promotes their customer service to be at a superior level, answering calls within an extremely short-period of time and doing everything in their power to satisfy the needs of the customer. Meredith Morton, owner of Pinpoint Media, was extremely happy with the PayClearly platform, finding it intuitive, and easy-to-use. She was able to put PayClearly to the test as an early adopter to the application and find ways to better her own business processes through the use of the PayClearly platform. As an "I Don't Waste Time, Go-Getter," Meredith found that with certain additions to the application, she could run smoother campaigns, worrying about what was most important. She was able to identify a weak point in her system and then ask PayClearly to rectify and/or build the custom piece for her. Meredith needed the ability to prohibit a payment to be launched if the supplier was not established within her QuickBooks account and she also needed the ability to see more data from refunds so she could reconcile faster.

**"I couldn't ask for a more attentive partner."**

- Meredith Morton, Owner, Pinpoint Media

## RESULT

Within 24 hours, Pinpoint Media received the instructions to implement the two platform requests. PayClearly provided step-by-step instructions on how to use these features and saved her more time within her AP processes. The keys to the issues were knowledge and know-how on what were already viable solutions. The symbiotic relationship between PayClearly and their clients is evident. One client's needs may be very different from another's but the availability of functionality and custom access is crucial. The responsiveness of PayClearly's support maximizes turnaround time to remove any chance for hiccups within their clients' impending media buys and campaign wins. "PayClearly was able to take what, on first glance, seemed to be a thorn and turned it into a seamless transition in helping me get back to business very quickly," stated Meredith Morton, "I couldn't ask for a more attentive partner."

