



CLIENT SUCCESS STORY

jampp

THE STORY

In a highly competitive mobile marketplace, where the ad-tech ecosystem is more complex than ever, it's difficult for brands to acquire and engage new customers. Mobile performance advertising requires unique contextual and behavioral signals to deliver personal and relevant messaging to the right audience. Fortunately, Jampp provides just this. Jampp's technology platform combines user acquisition and retargeting to accelerate growth across the entire customer life cycle. It's why Jampp is the growth platform of choice for on-demand apps worldwide such as Uber and Letgo.

THE CHALLENGE

As a tech startup with an increasingly large client base, Jampp found themselves against a prevalent industry struggle: payment inconsistency. With payment terms that range from 30 days to 155 days, accurately forecasting revenue and paying bills proved to be a challenge. "We have a wide range of clients but our larger, more prominent clients that spend more take longer to pay. Businesses need consistency in monthly invoicing to keep operations running smoothly and advance to the next level," said Mark Ramondt, CFO of Jampp.

"I've worked with a lot of start-ups in the past ten years, and the number one reason for failure is running out of money. FastPay gives you the financial flexibility to grow and generate value while paying the bills on time."

MARK RAMONDT,
CFO, JAMPP

THE SOLUTION

When looking for ways to scale while maintaining operations, Jampp turned to FastPay for their working capital needs. "There are a lot of key players in financing but none that truly understand the complexities of the media industry like FastPay," said Ramondt. In the course of a few months, FastPay helped to manage the payment gap between suppliers and customers while providing Jampp with the necessary resources to expand in North America and capture the future that mobile has to offer.