

KissMyAds Achieves an 87% Time Savings Using Billoid for HasOffers

Company Overview

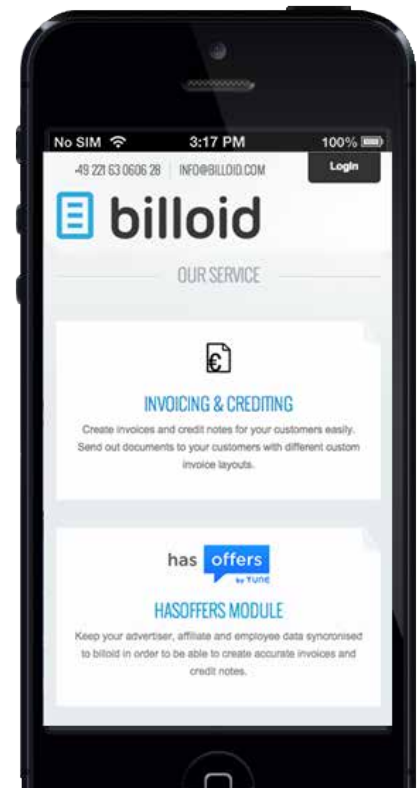
KissMyAds is a mobile performance marketing network, offering a marketplace to connect advertisers with publishers. Headquartered in Cologne, Germany, KissMyAds gives publishers a platform to monetize their mobile web traffic, while also helping advertisers and app developers effectively market their products. The KissMyAds business model is based purely on performance (CPA), where advertisers only pay for marketing that leads to actual business. Founded in 2011, KissMyAds has seen unprecedented growth—several hundred percent year-over-year.



Challenges

As their business began to grow rapidly, the KissMyAds team found it difficult to keep up with the increasing amount of invoices and credit notes that needed to be generated on a daily basis. KissMyAds Accounting Assistant, Bianca Kittel recalls, “The process of pulling reports for advertisers and publishers, as well as writing manual invoices and credit notes for each one, was extremely tedious and time consuming.”

Another challenge for KissMyAds was that invoice documents did not comply with the German tax legislations. Thus, the finance team had to manually create individual invoice documents for each client, observing the rules of taxation based on country and company type. This process required a significant amount of time from staff, which only increased in accordance with the company's growth.



We have found that Billoid is very easy to customize and saves a great deal of time.

Florian Lehwald, KissMyAds Founder & President

Solution

In search of a method that could help create compliant and customizable invoices for advertisers and credit notes for publishers, KissMyAds discovered Billoid for HasOffers. A comprehensive invoicing solution tailored for the HasOffers platform, Billoid enabled KissMyAds to:

- Create advertiser invoices and publisher credit notes that are compliant with tax legislations and fully customizable.
- Optimize invoice management by custom payment conditions per advertiser or publisher.
- Seamlessly integrate with accounting tools and payment providers.
- Customize payment settings, including currency settings, payment periods and payment methods to comply with customer preferences.
- Easily create invoices and credit notes, which offer a large number of customization options and flexibility.
- Generate tax-compliant documents through billing rules that are easy to create and manage.
- Send out invoices and credit notes, providing a more personal way to work with clients in terms of billing.

Results

With the combination of HasOffers and Billoid, KissMyAds was able to streamline the billing process, which is closely intertwined with their core business—performance marketing. KissMyAds Founder & President, Florian Lehwald says, “While HasOffers is a reliable measuring tool for our business, Billoid provides KissMyAds with an excellent complement to the solution by taking care of billing.”

Since implementing Billoid, KissMyAds has significantly increased efficiency regarding invoice and credit note generation. They can now handle the process accurately and quickly by using billing rules and bulk generation. Lehwald states, “Before using Billoid, it was a high effort to consider different payment conditions per client. We have found that Billoid is very easy to customize and saves a great deal of time.”

KissMyAds Has Achieved

- **87.5% time savings using bulk billing generation. Monthly billing now takes a maximum of three hours—this previously took as long as three days.**
- **Higher customer satisfaction regarding invoices and credit notes set to their specifications.**
- **Increase of 15% in timely payments received from clients through easier handling of defaulting payments.**



Get in Touch

Get in touch with HasOffers for more info or start a trial run of our platform.

www.hasoffers.com

✉ info@hasoffers.com

[linkedin.com/company/tune](https://www.linkedin.com/company/tune)

[f /HasOffers](https://www.facebook.com/HasOffers)

[t @HasOffers](https://twitter.com/HasOffers)

Learn more about Billoid

www.billoid.com

✉ info@billoid.com