



CASE STUDY

Accounts receivable (AR) automation is making a big difference for marketing agencies. From automating payment reminders, to reducing transaction fees and DSO, Bill360 is improving financial outcomes for agencies.

INDUSTRY: B2B MARKETING AGENCY

How a Marketing Agency Cut Aging AR by 50% & Reduced Transaction Fees with Bill360

OVERVIEW

Cash flow is vital to any business, and proper management of accounts receivable plays a big role in ensuring a company gets paid on time. Invoices need to be sent and be followed up on, customers need payment options, and every transaction needs to be reconciled with your accounting system.

It's a lot to keep track of. That's why B2B marketing agencies aiming to improve their financial outcomes are turning to AR automation platforms like Bill360. Discover how Bill360 helped one agency significantly improve their financial performance in just a few months.



DESIRED OUTCOME

To improve their overall cash flow and create efficiencies within their accounting team, WiT Group was in search of a solution that included the following features and benefits:



PAYMENT REMINDERS
Send payment-ready invoices and automate payment reminders.



ACH PAYMENT ACCEPTANCE
Reduce the number of customers paying by check and migrate them to ACH to lower costs.



AR AUTOMATION
Simplify workflows to automate repetitive tasks like collections and reconciliation.



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SOLUTION

WiT Group Transitions to Bill360 for AR Automation

WiT Group provides digital marketing services on a performance basis. As the company grew, so did the number of monthly invoices they were sending. The time, effort, and costs of payment processing were becoming an issue, and after three years with their AR vendor, WIT Group was offered a mere 0.1% discount in exchange for a 24 month commitment. This prompted the company to seek a new AR partner.

“We put off switching to Bill360 for three months because we were scared of how complicated the transition might be, but it only took 20 minutes to implement,” recalls WiT Group Founder and CEO Josh Mangum.



CHALLENGE

WiT Group, a digital marketing agency based in the Carolinas, was frustrated with high transaction processing fees when it began its search for an alternative payment processing solution in mid-2023. Their days sales outstanding was averaging 45-60 days, clients were having to manually enter payment information each time they wanted to pay an invoice, and WiT Group’s aging accounts receivable were growing. The company wanted a solution that could reduce transaction fees, save customer payment information, and streamline the entire end-to-end payments process so that they could get paid faster.

They switched to Bill360 and the results speak for themselves:

01 | Reduced Aging Accounts Receivable

02 | Saved on Transaction Processing Costs

03 | Reduced Days Sales Outstanding (DSO)

With the help of Bill360’s past due payment reminders as well as Mangum’s own campaign to move customer transactions to lower-fee options, WiT Group was able to transition half of their client base to eCheck/ACH payments and save on payment processing fees.

Between the increase in ACH payments, the use of payment reminders, and the automation of manual AR tasks, WiT Group was able to see amazing results.

RESULTS

Within just a few months of switching to Bill360, WiT Group was able to see significant returns. Customers were paying on time, the company was saving money on transaction fees, and clients were getting a better customer experience.

“With Bill360 AR automation, we’ve been able to reduce our days sales outstanding (DSO) and last month’s cash flow was the best it’s ever been,” Mangum summarizes.



Reduced aging accounts receivable (AR) by 50%

By using Bill360’s customizable invoice reminder workflow, WiT Group was able to keep invoices top of mind for clients and collect on past-due invoices.

Reduced card transaction fees by 30%

WiT Group leveraged Bill360’s seamless embedded payments to offer customers ACH payment options while saving on card processing fees as well.

Reduced days sales outstanding (DSO) by 88%

Automated payment reminders and in-platform collaboration tools helped WiT Group get paid much faster, which ultimately improved their cash flow as DSO went from 45-60 days down to 7 days.

FROM OUR CUSTOMER

“Requiring only 20 minutes of setup, Bill360 helped us reduce our aging AR by 50% and trim our DSO from 45+ days to 7 days.” – Josh Mangum, CEO, WiT Group

Get Paid Faster with Bill360

Discover how AR automation can help your agency improve cash flow in as little as 30 days. Most customers can be up and running on Bill360 in less than one hour. Request a demo to see it in action for yourself.

[Schedule Bill360 Demo](#)