

SOLUTION BRIEF

E-COMMERCE: MEDIA BUYING

Media Buying Made Easy with a Marqeta Virtual Payment Card

With online advertising growing in scope year by year, media buying increasingly includes purchasing online ads on websites and social media platforms. While online media offers significant advantages when it comes to tracking and managing a marketing campaign as compared with traditional advertising media such as newspapers and television, the logistics of purchasing such ads can be daunting. When it comes to payments, Marqeta's technology is a game changer in the industry. It enables agencies making thousands of orders for ad space to accurately account for their media buying activities at the client level. This adds efficiency to the billing process, saving time and money that would otherwise be spent attempting to allocate media buys to individual customers.

CHALLENGES The challenges facing media buying firms arise from the difficulty of coordinating, validating, and tracking payments across a variety of customer accounts and ad buys using legacy payment systems such as physical purchasing cards. Media buying agencies using credit cards to sign up for a social media buying campaign can face a number of difficulties, including:

Purchasing limits on the cards, restricting buying power. To purchase ads on a company credit card can require maintaining a significant credit limit on the card, in some cases as high as \$5 million.

Risk from a compromised card. If a legacy physical card becomes compromised, it can affect other campaigns.

Lack of 1:1 transaction tracking. When purchasing ads for multiple campaigns, a purchasing card that attributes all buys to a single source (Facebook, for example) makes it extremely difficult to link the purchase of specific ads to a particular client.

SOLUTION Using a Marqeta Virtual Payment Card, agencies can buy ads on Google, Facebook, Twitter and other large providers. Marqeta provides a payment platform that allows media agencies to simplify payments and have control as well as visibility into the transactions. Marqeta issues a virtual card that can be tied to an account, campaign or campaign group. This allows for tighter controls, ease of reconciliation and richer transaction data. When the media agency uses the card for payment, Marqeta's platform is contacted by the network for authorization.

Authorization decision happens either automatically using Managed Just-in-Time (JIT) funding where Marqeta makes the decision based on existing rules or the media agency can build their own custom decision controls - in this scenario the media agency approves or declines the transaction in real-time. Marqeta gives back control of the transaction to the media agency. Funding happens from the funding account, and advertisers get the exact amount that was approved.

Using Marqeta, media agencies benefit from:

Flexibility and Control – a flexible virtual solution allows for greater control and organization of card products for different categories compared to using legacy cards for ad spending

Speed – Fast uptime and the ability to quickly create new cards for campaigns

Reconciliation – 1:1 matching is possible with a virtual card

CASE STUDY A nationwide marketing agency uses Marqeta’s virtual cards to facilitate its media buying activities. Using the card for ad purchases helps the company streamline campaign management and reduce risk of fraud. The agency uses the card in conjunction with specific company-set parameters to improve operational efficiency in the following ways:

- Eliminate invoicing and reconciliation with virtual card numbers
- Reduce overcharges from unauthorized media purchases
- Better data to work through disputes with advertising networks

The agency benefited from the use of the Marqeta-powered virtual card’s ability to track payments end-to-end and add enhanced data to standard transactions for daily real-time analytics reports.

WHY MARQETA Marqeta’s virtual card solution offers the following advantages over its competitors:

Usability: The simplicity of using Marqeta cards makes it extremely easy to employ them for media buying. No additional tech resources are needed to employ Marqeta’s virtual cards. Marqeta’s intuitive interface allows the user to establish and use the cards from their own IT system.

No card preloading: Marqeta’s innovative Just-in-Time (JIT) Funding payment processing approach means that funds do not have to be released to the card prior to use, eliminating the need to qualify for a substantial line of credit. card issuing platforms, a \$30 trillion addressable market covering all possible cardable spending.