



# Mobile Marketing Company

Caxton Payments Ltd.  
Case Study

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For more information on how to take control of your company spending, visit [caxton.io/business](https://caxton.io/business) or call us on 0207 042 7611

Our client is an industry-leading leading mobile marketing company with offices in several European countries, providing innovative solutions to 1.2 billion consumers. They help businesses grow their digital reach and provide toolkits to optimize user experience, increase engagement, attract new customers and boost revenues.

## Expense management issues

Our client works internationally, with many of their employees travelling across Europe. They were satisfied with their expense management system, having used them for several years. They had no plans of switching until an unfortunate third party issue left many employees without access to funds. The cards were blocked with no way of resolving the issue, and balances frozen which was a huge concern.

Though service had been satisfactory until that point, the lack of resolve of this critical issue led to our client researching new solutions for their expense management. The C-suite team found several options to request more information from, Caxton being one of them.

## The Benefits



Corporate cards for all employees



Dedicated account manager



Full control and visibility of spending

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## A tailor made expense management solution by Caxton

“Immediately from our first conversation with the sales team, the service we received was absolutely fantastic,” one of the directors said. “We have a very productive conversation in which it was obvious that Nathan understood our challenges, and wanted to work with us to find a solution that suited our business, rather than simply slotting us into a pre-built package. Even though we had used a service we were quite happy with, it was like night and day.”

“We were very impressed, but you’re always a little wary when appointing a new supplier, because you don’t know if the service level will stay the same once you’ve onboarded. In this case we were pleased to see that we had absolutely nothing to worry about. The continued support we have received is just as brilliant, and any issue or questions we’ve had have been handled quickly and efficiently.”

### A new level of support

For our client, this support comes in the form of always having a direct contact and biannual reviews to ensure the solutions Caxton provide continue to be the best for the business, as well as our dedicated customer success manager who’s on hand to resolve any issue as it comes up.

“There is no comparison from the previous supplier we were using. We never have to raise a ticket and wait for someone to get back to us, Sandy’s on hand at all times and this became especially relevant when our Chairman once came across an issue. The time savings and efficiencies created is fundamental to managing my work load. We didn’t even realise there was anything we were missing out on but Caxton have shown us that there’s a whole different tier of support out there that we hadn’t even imagined.”

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Caxton provides clients, both businesses and individuals, with an all-in-one solution for numerous financial needs and its services will assist with payment, expense, and risk management – serving every payment requirement, via one platform.

The company emphasizes the value of shifting from manual to automated expense tracking, payment plans, and forex account monitoring. Caxton's API allows the company to integrate your personal accounting and payroll systems, so they are all seen in one place, creating an overall faster, easier to use, and more customized management experience. The organisation has dedicated experts that will help guide you to managing risk in the FX market.

Caxton also releases daily, weekly, and quarterly economic updates and market forecasts to ensure that their clients are given the latest news and provided with expert opinions.

[www.caxton.io](http://www.caxton.io)

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