



How marketing agencies pay with Extend

Easily track and manage campaign spending by client

Challenge

Reconciling digital ad spending by client

A **marketing agency** had one corporate card lodged across multiple digital advertising platforms. This made it difficult to track campaign spending by client without logging in to each platform. Additionally, when campaigns weren't shut off in time, it would be possible to go over a client's budget before realizing it.

Solution

Extend's budget feature enables **Account Managers to create their own virtual cards for different campaigns**. Managers allocate a budget for each team member, who then creates a unique virtual card for each platform. They set a spending limit to ensure campaigns don't go over the approved media budget. Campaigns can also be paused or stopped simply by deactivating the virtual Card—no need to log into every platform. Using Extend gives the agency real-time access to transactions and helps them easily reconcile which charges belongs to which client.

Results

- Real-time tracking of client spend by ad platform
- Eliminated out-of-pocket cost for going over campaign budgets
- Streamlined monthly reconciliation
- Empowering employees to manage media spend



Pro Tip: Instead of logging into multiple platforms to check ad spend, use different virtual cards **to track media budgets per client or campaign**.