![Priority | tatari logos]

Receivables solution unlocks *flexible, time-sensitive payments* for **tatari**

How Plastiq Accept streamlines payment processing and reduces costs for TV ad campaigns

⟨ OVERVIEW ⟩

Streamlining payments, capturing ad slots

Since 2016, Tatari has revolutionized TV advertising by combining the precision and measurability of digital ads with the reach and impact of television.

Advertisers' ability to secure ad spots and quickly adjust media plans hinges on fast payments. But traditional payment methods often delay the process, hindering immediate ad placements and potentially leading to missed opportunities.

Tatari worked with Priority to implement Plastiq Accept, a buyer-funded receivables solution that streamlines the payment process for its customers. The result? Ad buyers can use credit cards to instantly secure ad slots. And on the backend, Tatari still receives its funds electronically via wire or ACH, eliminating delays and ensuring operational efficiency.

⟨ THE CHALLENGE ⟩

Need for prompt and flexible payments

Securing ad spots often involves auctions that require immediate payment. Traditional payment methods, like wire transfers, involve multiple steps and can delay the process. This delay can mean advertisers miss crucial ad slots like prime-time commercials during nationally televised events or the finales of popular TV shows.

Additionally, traditional merchant processing can be costly, with fees ranging from 3% to 4% or even higher depending on the transaction volume and payment method. These costs can add up quickly, especially for high-value transactions typical in TV advertising, incurring substantial financial burdens for merchants.

To keep up with the fast-paced nature of the advertising industry, Tatari needed a proven solution that enabled quick and flexible payments without impacting their bottom line.
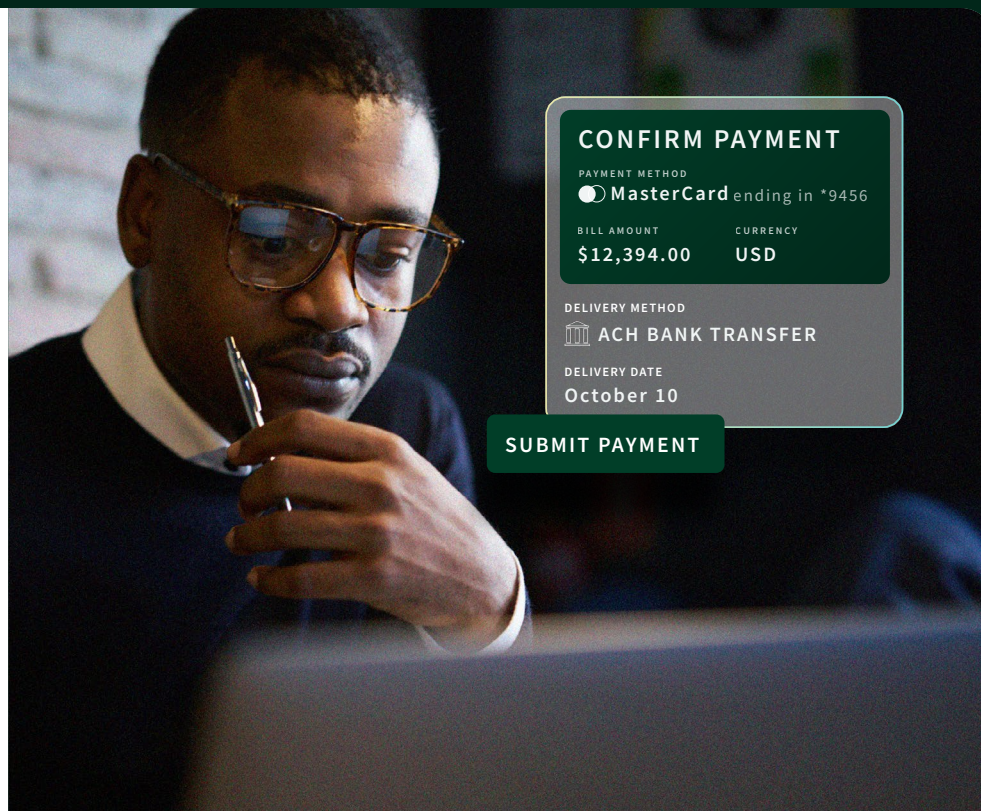
⟨ THE SOLUTION ⟩
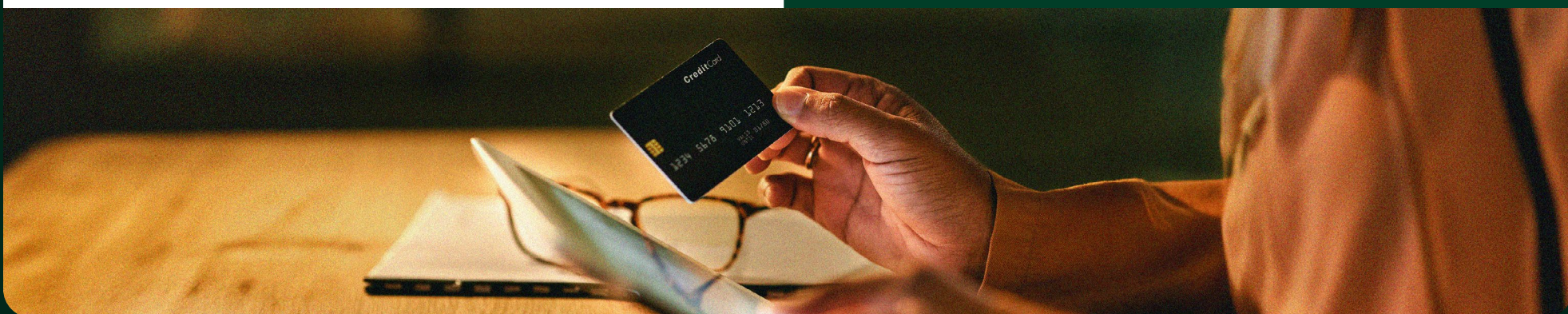
Plastiq Accept

To address this need, Tatari partnered with Priority, leveraging its receivables product, Plastiq Accept. Plastiq Accept handles card payments on behalf of Tatari, fitting seamlessly into the ad platform's time-sensitive receivables process. It allows ad buyers to use their credit cards for instant payments, while Tatari receives the buyer-funded payments electronically via wire or ACH, streamlining the entire process.

The integration minimizes administrative burdens, reduces compliance overhead and ensures quick, reliable funding.

Improved ad buyer experience

Plastiq Accept simplifies the payment process for ad buyers so they can use credit cards for faster liquidity and capital retention, eliminating the delays and complexities associated with traditional payment methods. This flexibility is especially crucial for emerging brands aiming to grow rapidly, manage cash flow effectively and operate efficiently in a dynamic market.

CONFIRM PAYMENT

PAYMENT METHOD
⬤ **MasterCard** ending in *9456

BILL AMOUNT
$12,394.00

CURRENCY
USD

DELIVERY METHOD
🏛 **ACH BANK TRANSFER**

DELIVERY DATE
October 10

SUBMIT PAYMENT

"

Plastiq gives clients a quick turnaround on funding their 'Tatari wallet,' from which we run their advertising campaigns … **the ability to implement Plastiq and move cards to one place and then quickly pay really speeds up the process."**

Muller Luo
SVP of Operations, Tatari

Enhanced transparency and productivity

For Tatari, Plastiq Accept provides efficient payment processing and reconciliation. It delivers real-time insights into payment status, ensuring transparency and efficiency in financial operations.

Plastiq Accept also eliminates the need to manually collect money, ask clients to send checks or call banks to confirm payments. By cutting down on these time-consuming tasks, Tatari increases productivity and unlocks time- and cost-saving opportunities.

Swift and reliable funding

By providing quick funding for advertisers and efficient payment processing for Tatari, Plastiq Accept helps avoid delays, minimize risks and prevent potential business losses. Fast and reliable payments ensure ad campaigns run on schedule, meet critical deadlines and achieve the advertiser's desired impact.
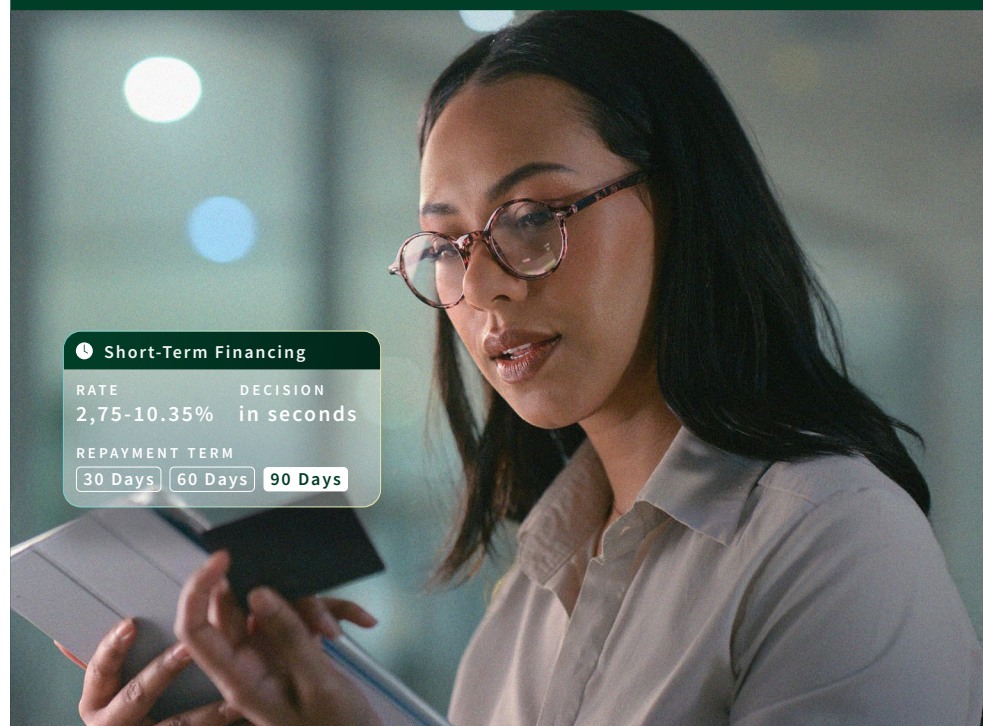
> "
> Payment status info sharing is critical. With Plastiq, it's set it and forget it. I don't need to get on a call and explain it to them. It's sorted right away ... **The only point I ever focus on is the time it takes for Plastiq to commit the payment to "processed."** Once we know that, our platform sends campaign orders out because it's a guarantee for us at that point."

Jordan Butts
Accounting Manager, Tatari

🕐 Short-Term Financing

RATE
2,75-10.35%

DECISION
in seconds

REPAYMENT TERM
30 Days   60 Days   90 Days

Realize time and cost savings with Plastiq Accept from Priority

Since implementing Plastiq Accept, Tatari has realized significant operational efficiencies and cost savings, avoiding nearly $100,000 in merchant fees during peak months and approximately $20,000 in regular months.

Tatari's adoption of Plastiq Accept has boosted its payment processing capabilities, providing the flexibility and speed to support rapid funding for TV advertising campaigns. The collaboration enhances Tatari's receivables operations and supports its mission to provide comprehensive TV advertising solutions for brands of all sizes.

Ready to transform how you process payments?

Get in touch **to learn more.**

About Priority

Priority is the payments and banking fintech that enables businesses to collect, store, lend and send funds through a unified commerce engine. Our platform combines payables, merchant services and banking and treasury solutions so leaders can streamline financial operations efficiently — and our innovative industry experts help businesses navigate and build momentum on the path to growth. With the Priority Commerce Engine, leaders can accelerate cash flow, optimize working capital, reduce unnecessary costs and unlock new revenue opportunities.