



THE COMPANY

Company Type: DSP, Predictive Marketing

Year Founded: 2011

Investors Include: Octopus Ventures, Angel CoFund

Locations: London, Sydney

ffectv

THE STORY

Affectv is a UK-headquartered technology company operating in multiple markets. They have been developing solutions to find and deliver new customers to brands by identifying prospects for brands and tailoring content to make the ads relevant.

THE CHALLENGE

Despite clear evidence of success, indicated by recognition as one of the UK's fastest growing companies in the Sunday Times and City AM, Affectv was unable to secure sufficient credit facilities from a traditional lender, which would allow them to continue to scale. Banks didn't know how to deem them credit-worthy because of their limited 'tangible' assets and an unfamiliar billing model.

THE SOLUTION

With deep understanding of the adtech space and in Affectv's case, the DSP model, FastPay was able to provide them with the working capital solution that enabled the right mix of debt and equity needed to maximise growth. This was achieved through a large line of credit, flexible borrowing terms, and the ability to borrow against their full accounts receivable balance.

"FastPay is the perfect partner for ambitious tech companies, with great personal service."

PATRICK JOHNSON, CHAIRMAN
AFFECTV