

Iliad Media Group Reduces Monthly Expenses by 20% by Adopting E-Invoicing from Marketron

Background



[Iliad Media Group](#) offers radio and online advertising in the markets of Boise and Twin Falls in Idaho. The

company operates 14 stations that provide a variety of programming and uses Marketron Traffic to manage its linear advertising. Olga Espinoza, Regional Business Manager, shared her experience transitioning to e-invoicing.

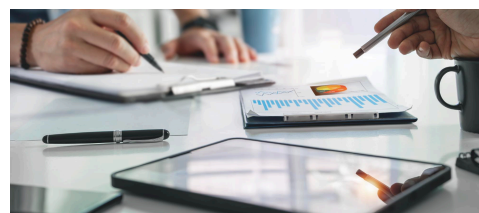
The Challenge:

Manual Billing Required Too Much Labor, and Customer Engagement Was Low

The process of monthly invoicing before moving to e-invoicing was labor-intensive and costly. Twice each month, employees had to run two batches of invoices, as they have two locations. "It took a whole day of multiple people in our conference room, adding inserts and stuffing envelopes," Espinoza described.

Prior to 2020, the company had an optional opt-in for e-invoicing, but most advertisers weren't choosing this method. Directing invoices to the proper party was also a challenge, as the advertising buyer wasn't necessarily the billing contact.

The COVID-19 pandemic accelerated Iliad's decision to go all-in with e-invoicing. "We made the change in March 2020 to protect employees that were working from home. We also wanted to provide a better service to our customers," Espinoza said. So began their journey to implement e-invoicing across the board.



**Saved 20%
monthly**
in administrative costs

Reduced labor hours by
**9 hours
monthly**

Decreased delivery time
from
**3-5 days to
1 hour**



The Solution:

E-Invoicing Simplifies Accounts Receivable; All Invoices Sent in Only One Hour

The transition to e-invoicing wasn't without challenges. The first thing they needed to solve was getting the right billing contact into their database. "We had multiple people calling to get the correct person and email address," Espinoza commented.

Once the team had the correct data, they had their first live run. "Every invoice was sent in an hour," Espinoza recalled. In all, the new process reduced labor time by nine hours each month.

There was some opposition from certain clients at first, Espinoza explained, because it was a new delivery method. Many wanted to confirm that the e-invoicing emails were really from Iliad and not spam. The company continued to communicate often with customers about the new workflow, assuaging their hesitations. "The platform allows for self-service by the customer. They can access past invoices, too," Espinoza shared.

Iliad launched both markets at the same time. Within three months, the process was smooth, and customers were well informed. Espinoza also noted that new advertisers must complete a required form with billing contact information, so the account is set up accurately from the start.

In discussing features of the e-invoicing platform, Espinoza pointed out the automatic stamping for invoices requiring a notary. "That's a huge time saver versus manual stamping!"

Finally, security was also a top priority for Iliad. E-invoicing offers layers of protection. Primary contacts receive the invoice by email and must have an electronic ID (EI code). If users want to see more invoices, they must log in to the portal.

"Marketron is a great partner. We appreciate how they listen to feedback and how helpful everyone is."

Olga Espinoza
Regional Business Manager

The Results:

Two Years In, Iliad Saves Money and Improves Cash Flow

It's been over two years since Iliad adopted e-invoicing. They have experienced many benefits from using digital channels. What once took over a day now happens in an hour. The invoice also goes to the right person. As a result, they receive payment faster, and they appreciate using a more eco-friendly approach.

Espinoza had some advice for companies making the switch. "Engage your team while embracing the challenge, and look forward to the benefits for your company and customers. Adopt steps in the workflow that align with the e-invoicing process."

On working with Marketron on this project, Espinoza shared, "Marketron is a great partner. We appreciate how they listen to feedback and how helpful everyone is."

