

# Case Study

## Usage-Based Monetization and Analytics in a High-Volume Financial Loyalty Network

### Banking Loyalty Rewards Company

## Company Overview

A cloud-based banking loyalty rewards company delivers purchase-based intelligence to more than 2,000 financial institutions and marketing organizations. By combining loyalty programs, transactional data, and campaign management tools, the company enables banks to deepen customer relationships while giving marketers access to powerful spend analytics across stores, categories, and locations.

As the company has expanded its product lines and supported more simultaneous campaigns, it faced growing pressure to modernize its monetization operations and meet increasing internal, and customer demands, for detailed, scalable, and analytics-ready data.

## Business Challenge

The company originally built a custom in-house system to manage its usage-based pricing, which allowed it to track billing across loyalty and media campaigns. However, as the business grew, the volume of transactions, complexity of pricing models, and demand for detailed reporting quickly outpaced what the internal tools could support.

With up to 450 active campaigns and a rapidly expanding set of services—including audience analytics for digital and television media—the company needed a way to:

- Manage pricing at scale across six product lines
- Support hundreds of millions of transactions each month
- Extract granular transactional data for customer analytics
- Streamline a SQL-heavy revenue process and reduce manual effort

The in-house system had become a barrier to growth, limiting flexibility and slowing monthly close cycles.

# The Solution

After evaluating multiple vendors, the company selected Gotransverse to deliver an intelligent, automated solution for usage-based pricing and monetization. Gotransverse was the only one capable of scaling with their volume, handling complex pricing models, and integrating with critical systems like Salesforce.

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*We knew we had to migrate to a new billing solution that could massively scale to meet our tremendous growth – far more than one hundred million records per month – and still offer detailed transactional data for marketing analysis. We considered different vendors, but only Gotransverse gave us the flexibility, security, and scalability we needed to get the job done. The Gotransverse order-to-cash platform was the only solution that could automate our billing processes, integrate with our existing systems, and aggregate data with the level of detail required for analytics.”*

*– Vice President of the company*

Gotransverse enabled the company to fully automate its rating and invoicing operations, streamline month-end processes, and configure flexible pricing models including:

- Flat-rate pricing per click
- Percentage-of-transaction fees
- Per-engagement fees
- Pass-through charges

All while ensuring compliance with financial data standards and privacy protocols.



## Results

With Gotransverse, the company replaced manual processes with intelligent automation—achieving end-to-end visibility, efficiency, and control across its monetization operations.

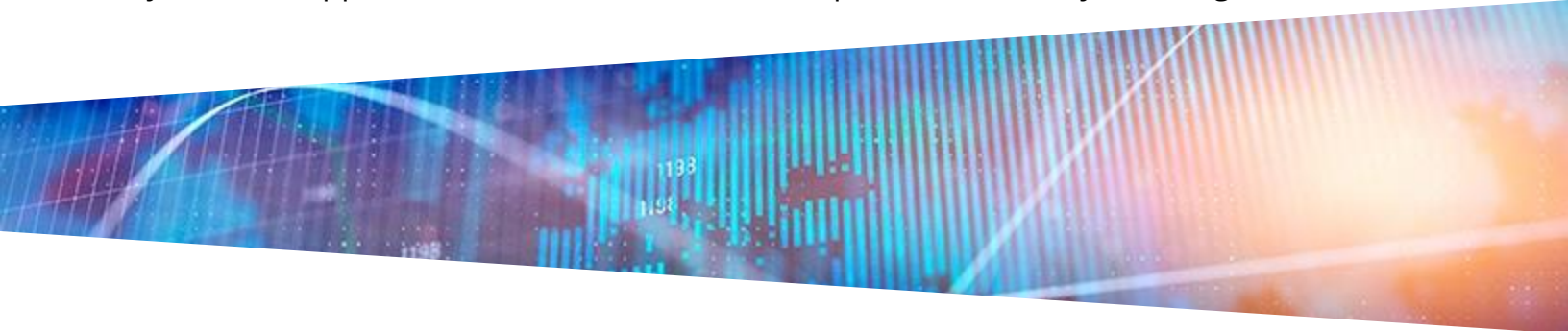
Key outcomes included:

- **Faster invoice processing**, with cycles reduced from days to hours
- **Improved data transparency**, enabling customers to receive detailed insights on transactions by campaign, advertiser, affiliate, and rate
- **Accurate, service-level commission tracking**, improving internal financial operations
- **Integration with Salesforce**, delivering billing visibility for sales and customer success teams
- **Support for complex analytics**, access to high-quality data without additional development overhead

## Conclusion

As pricing models grew more complex and customer expectations evolved, this financial loyalty company needed a modern, scalable approach to monetization. Gotransverse delivered the automation, precision, and data accessibility required to support hundreds of concurrent campaigns and millions of daily transactions—all while improving visibility and control across the order-to-cash process.

With Gotransverse, the company now has the flexibility to scale operations, extract meaningful analytics, and support its clients with accurate, transparent, and timely invoicing.



**Ready to Get Started?**  
**Connect with a GT Strategist.**

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## About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to [gotransverse.com](https://gotransverse.com).