



Case Study

## Turn it Blue Digital reduces costs and simplifies transactions

The accelerated growth Turn it Blue was experiencing required a platform that could consolidate their payment stack and improve the customer experience.



Industry	Features	Business type	Website
Software	B2B checkout	Marketplace	<a href="https://turnitbluedigital.com">turnitbluedigital.com</a>

The problem

In 2018, Nick Passanante, Co-Founder and Managing Partner at Turn it Blue Digital, wanted to make it easy for advocacy organizations and political agencies to run their campaigns. The result was Turn it Blue Digital, a suite of digital tool kits specially designed for teams to run successful ads for their voters. The company has a high-growth SaaS ad platform and since they started working with Balance in June, they have seen the following results:

- \$30,000 saved in processing fees
- 4 hours saved every month in reconciliation and AR resources
- Migrated over 30% of card only customers to ACH and wire



Customers were dealing with a lot of paperwork and having to fill out their banking details manually.

Nick Passanante / Co-Founder and Managing Partner at Turn it Blue Digital

The challenge

The accelerated growth Turn it Blue was experiencing required a platform that could consolidate their payment stack and improve the customer experience.

“We were using a mishmash of payment processing providers,” Nick recalls. “Customers were dealing with a lot of paperwork and having to fill out their banking details manually.”

If Turn it Blue was truly going to offer a self-serve product, then Nick knew that payments and the checkout had to be too. The process, according to Nick, was far from seamless with ACH and credit card payments only adding friction for the customer and work for the Turn it Blue team.



The solution

In June, Turn it Blue started to work with Balance knowing the platform could provide a sophisticated digital payment experience. In fact, Turn it Blue fosters a consumer-like checkout by using Balance’s embedded payment flow where customers can easily pay in just one click.

“It’s a truly seamless checkout experience that fits right into the transaction flow,” says Nick. “It bridges the gap between where the buying starts and where it ends.”

Plus, with Balance’s APIs, they were able to keep the Turn it Blue brand look and feel.

“Balance allows us to provide a truly native experience. We were able to customize the checkout so customers can have a consistent and connected purchasing journey,” Nick says. “It’s something that would’ve taken a lot of internal development work to accomplish. But with Balance, we can do what we want almost immediately and be confident it’s going to be seamless.”

Turn it Blue is also using Balance’s dashboard, which offers merchants the ability to easily pay out vendors and automatically track all upcoming and paid transactions.

Results

Since using Balance, the Turn it Blue team has been able to focus solely on growing platform usage and driving simple solutions to more organizations.

Trusting that Balance could streamline and cut payment costs helped the company save thousands of dollars in fees over the course of a few months, enable multiple payment methods at once, and track all transactions, all in one place.

“Balance is a true partner that emphasizes the importance of having a direct line and contact with our team and makes a strong point in sharing a common goal of growing and succeeding together,” Nick says. “Thanks to Balance, a small team like ours is able to give a highly sophisticated payment experience, where we can ensure that each one of our customers is able to pay via a simplified, secure, and convenient digital checkout.”