Merchant Nift

Demo date: June 24, 2025  
Scoping start date: June 24, 2025

MSA Signature Date: July 29, 2025  
Onboarding Kick Off Date: TBD

[If Exists] Opt Out Date: None  
Go Live Date: Sept 1, 2025

GTM POC: Kat  
Implementation POC: Royce

ERP: QBO

Tax Integration: No Tax

**Key people at Merchant**

* Connor Perry (Senior Accountant): Handling day-to-day, will be Head Admin of Tabs
* Mike Whitman (VP of Finance): Economic Buyer

**Notes Sections**

*(AE/ Implementation to fill)*

**Info on how merchant bills**

* Billing Model: Nift uses a cost-per-click (CPC) performance advertising model. Spend is not static and changes every month per advertiser.
* Process: They generate invoices based on a backend transactions table that sums up CPC activity, then export this into Excel. Connor (Sr. Accountant) manually creates and sends ~100 invoices monthly using QuickBooks Online (QBO).
* Tools Used: QuickBooks Online (QBO), Excel, and Stripe (for PLG customers).

**Is there any important merchant relationship information?**

* Possible Scale: They are in a high-growth phase (run rate ~$30-40M, 75% YoY growth), so scalability is important.
* Audit Sensitivity: They’re undergoing audits and view audit readiness as a plus.
* They found out about us by receiving a Tabs invoice from Mode Mobile

**What is the merchant temperament?**

* Pragmatic and Candid: Mike is cautious about spending and ROI. He values Connor’s time but is budget-conscious.
* Open but Skeptical: Both Mike and Connor are thorough in questioning, but receptive to thoughtful answers.

**Is there a key POC: (i.e.: who is the buyer/decision maker?)**

* Primary Decision Maker: Mike Whitman, VP of Finance. He approves the budget and MSA.
* Key Evaluator: Connor Perry, Senior Accountant. He owns the day-to-day invoicing and will use Tabs the most.

**What are the Tabs features that the key POC cares about?**

Connor:

* CSV upload-to-invoice creation
* Flexible invoice fields (memo lines, PO numbers, credits, etc.)
* ACH and credit card reconciliation
* Dunning automation
* FX support (GBP to USD)
  + Future state (currently do not have)
  + Confirmed it will all becoming back to a US bank account
* Clean QuickBooks sync

Mike:

* Bank reconciliation via Plaid
* Minimal implementation burden
* Data integrity for audits
* Customer change management (email deliverability, transitions)

**Company summary**  
*(AE to fill)*

**Summary of what company does:**

* Nift is a performance-based advertising platform. They are a marketing and customer acquisition platform that helps businesses thank and acquire customers through free “thank-you” gift cards.
* Their revenue model is CPC, and they work with ~100 invoiced clients monthly. They also support a PLG motion through Stripe for small customers.

**Goals (North star)**  
*(AE/ Implementation to fill)*

**What is the merchant's goal?**

* Free up Connor’s time from repetitive invoice generation
* Improve accuracy and reduce the chance of billing errors
* Simplify audit preparation and reporting
* Maintain flexibility in invoicing process with potential for future automation (via API or HubSpot CRM)

**What pain are we solving?**

* Manual, repetitive monthly invoice creation from Excel to QBO
* Risk of human error (e.g., mistyped values)
* Lack of automation in follow-ups (dunning)
* Inefficient bank reconciliation
* Limited audit readiness and documentation centralization

**Why are they buying Tabs?**

* To reduce Connor’s monthly workload
* To scale the process with their growing advertiser base
* Tabs is offering a hands-on implementation and is compatible with their tech stack (QBO, Stripe, Plaid)

**Is there an opt out clause? If so, what is the merchant looking for so they do not exercise it?**

No

Billing model  
*(AE/ Implementation to fill)*

**Are there unique things about the customer creation process for this merchant?**

* Customer creation primarily occurs in QuickBooks, not HubSpot (though they use HubSpot for sales).
* They may move to use HubSpot as the source of truth eventually.
* They sometimes have insertion orders (IOs) stored in HubSpot.

**How contract is broken up**

* No contracts, will be pulling from the CSV file [here](https://docs.google.com/spreadsheets/d/1nFmy9RF7aPLPEsvv4EpfHioYKW18fxvHTXwYHUunISI/edit?gid=0#gid=0)
* [Loom here](https://drive.google.com/file/d/1cloxGr8lQ4pkSLESx6pgn7tofEHz471B/view?usp=sharing)

**One off things to know about the merchant**

* They give occasional credits/discounts, which must be shown on invoices as separate line items.
* For the future: some invoices will be in GBP (confirmed it will all becoming back to a US bank account)
* Certain clients require POs attached to invoices; Tabs must handle date-based PO logic (e.g., Jan-Jun vs Jul-Dec PO numbers).
* They are highly bandwidth-constrained and prefer minimal lift implementations (see [here](https://docs.google.com/presentation/d/1D-gAYEK9QwDPuC3qNehQ9Cg-_MiuYv0t/edit?slide=id.g3634fd2c196_0_7#slide=id.g3634fd2c196_0_7) for commitment)
* They may evaluate switching ERPs (e.g., to Netsuite) as they grow….not for a while.

Contract Processing Steps  
*(Implementation/Success to fill)*

1. Steps to process
2. Anything to ignore in contracts?
3. Specifics processing things the merchant has requested that may differ by contract (e.g. always back-date invoice date to final day of the month)
4. Default Service Term
   1. If None Listed, Ops Default is 1 Year
5. Default Net Payment Terms
   1. If None, Ops Default is 0
6. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
7. How do we handle taxes as a line item?
   1. If None Listed, Ops Default is every tax line item becomes a BT

Events Processing (if necessary)  
*(Implementation/Success to fill)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Implementation/Success to fill)*

* What are the instructions for assigning integration items?

Post Processing Communications (if necessary)  
*(Implementation/Success to fill)*

* Does the Ops Team need to notify anyone on the team re: completion of processing batches in Implementation or Active phase?
* Who needs to be notified and when?
  + Example:
    - Who: Customer Success [Azmat Aziz] needs to be notified
    - Where: Messari internal merchant channel
    - When: contracts are processed [Merchant Phase: Active]

Customer Information  
*(Implementation/Success to fill)*

Any important information on specifics customers of this merchant

* + Special memo’s certain invoices require
  + Invoice changes due to merchant/customer relationship

Feature Requests  
*(AE/Implementation/Success to fill)*

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* + What is it
  + Why it's important
  + Urgency

**Rewatch Calls**  
*(AE/Implementation/Success to fill)*

Rewatch by dates

* [Disco](https://us-56595.app.gong.io/call?id=6467524131682525880)
* [Demo](https://us-56595.app.gong.io/call?id=3032289290206091490)
* [Custom Demo](https://us-56595.app.gong.io/call?id=3673897879666828210)
* [Executive Alignment](https://us-56595.app.gong.io/call?id=3673897879666828210)