



CASE STUDY

Friendemic

ABOUT FRIENDEMIC

Friendemic is a fast-growing leader in social media management and online reputation. Founded in 2010, it services its clients with “everything social media,” including DIY software tools, social advertising, and organic engagement.

Clutch, a ratings and reviews firm based in Washington D.C., recently rated Friendemic in the top 15 social media marketing agencies. Coming in at No. 7, Friendemic has 5,000+ projects, 100+ employees, and an average price range of \$100-\$149 per hour.

FINDING DIVVY

While Friendemic was hitting the rankings as a top social media marketing firm, it had some internal room for improvement when it came to organizing company expenses. Expense reports and constant nagging for receipts and reimbursements took a toll on how the company managed payments and exhausted any time for creating and monitoring budgets.

“Honestly, I spent too much time on expense reports,”

Friendemic CFO Travis Landry said. “We never really spent any

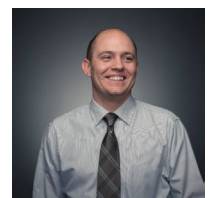
time on budgeting because we were too busy trying to gather receipts and expense reports.”

Friendemic jumped on the opportunity to start using Divvy in August 2017 when they saw how it simplified expense management and promoted secure budgeting. Divvy not only got rid of Friendemic’s tedious expense report process, but also created a budgeting system for every employee to use based on individual and departmental needs.

“Divvy helped us organize, assign, and monitor our spending,” said Landry.

“I love at any moment I can login and see who just spent money. It is so user friendly for me as the CFO, but also super easy for our staff to use and comprehend.”

- Travis Landry



RESULTS FROM USING DIVVY

Time

Before Divvy, Friendemic spent 25 hours a month completing expense reports. With Divvy, it now takes roughly 2 hours.

"We've saved considerable time and money since signing up with Divvy,"
-Travis Landry

"Time is the thing we value most at our company, and we just got a ton of it back. Divvy gives us the chicken before the egg even hatches; in other words, the expense report comes before the employee spends the money. The way it really should be!"

Money

Friendemic has calculated an average monthly savings of \$700 using Divvy. With real-time transaction monitoring and secure

budgeting, Friendemic proactively prevents any unauthorized or wasteful spending.

"I love at any moment I can login and see who just spent money, see if they still need to submit a receipt and so on," said Landry.

Budgets

Friendemic went from spending 0 to 5 hours a month budgeting.

"We just never really spent the time to plan out how much we thought things were going to cost," said Landry. "So it was refreshing to sort of be forced to do it--not forced in a bad way, but in a healthy way. Adding new team member, new budgets, and looking back at expenses are so easy to do from the Divvy UI. It's made the biggest difference for our management team."

23

HOURS SAVED PER
MONTH

\$ 700

MONTHLY
SAVINGS

5

HOURS NOW USED
TO BUDGET

ABOUT DIVVY

Founded in 2016, Divvy is pioneering a secure financial platform for SMBs to manage payments and subscriptions, build strategic budgets, and eliminate expense reports. By integrating real-time tracking for every transaction, Divvy provides organizations with instant insight into their spend. With Divvy, you can make informed cash flow decisions, curb losses before they happen, and never have to save a receipt again. For more information, visit getdivvy.com

Get a free Demo today: <http://go.getdivvy.com/demo>

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