

 paykickstart



CASE STUDY
POSTAGA

“PayKickstart checks ALL of the boxes for our SaaS business!”

Can you give us a quick overview of Postaga and who you serve?



Postaga.com helps businesses and agencies more easily build links, get PR, and drive traffic to their websites.

Our SaaS platform is an all-in-one tool that finds relevant websites, gets contact details for those websites, and builds and sends personalized outreach email campaigns.

With Postaga's many different outreach campaign types, you can promote your blog posts, get press coverage for your business, or do cold email outreach to get more customers.

What challenges and pains you use to have before using PayKickstart



Before PayKickstart, we explored many different options for accepting payments for our SaaS - everything from all-in-one solutions to piecemeal approaches.

Our ideal solution was a platform that could help us accept payments from customers around the world, give us meaningful data on our subscribers, manage dunning and prevent churn, integrate with the tools we were already using, have good developer API documentation, and also have a way to manage affiliates.

From what we saw in the marketplace though, there weren't many that checked all the boxes for us.

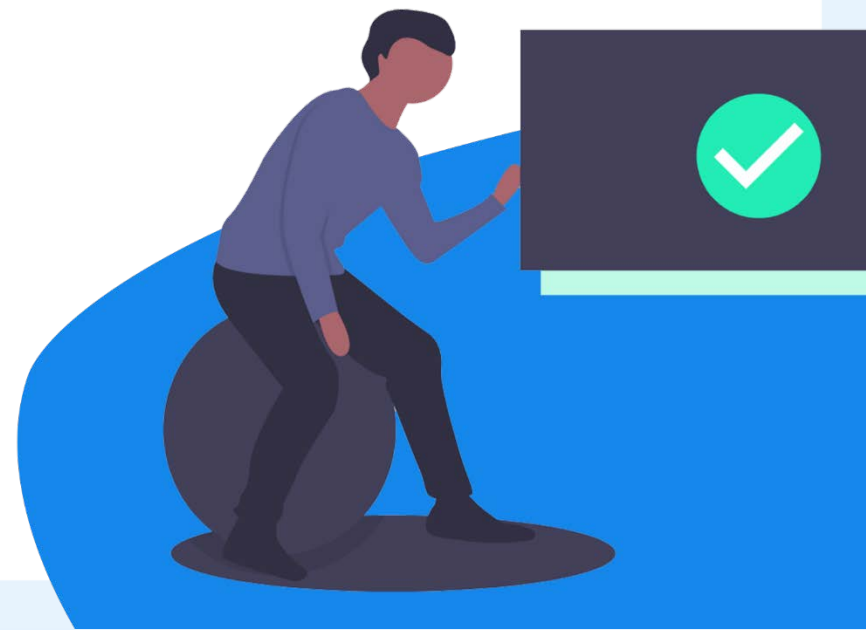
The piecemeal approach of having many different apps that each handled one thing well - like one app for subscription management, one app for affiliates, etc., was not appealing to us.

We even got pretty far along in the development process with one all-in-one provider. But, their customer support was atrocious (their "live chat" support entailed getting 1 response to a message every 24 hours) and without warning they deprecated a feature we were relying on.

Why did you decide to go with PayKickstart?

Right from the beginning, PayKickstart checked all our boxes for what we wanted in a payment platform. It handles payments, subscription management, dunning and churn prevention, and affiliate management. And PayKickstart had more than that.

We weren't initially thinking about things like upsell campaigns, in-app messaging, or cancellation-saver features, but they were really appealing to us when we heard all that PayKickstart provided out of the box.



Beyond that, onboarding with PayKickstart looked to be an easy process, as the documentation was thorough and the support team was incredibly helpful and responsive to our questions.

Our experience with PayKickstart vs. the provider we didn't go with was like night and day. Unlike the other provider, it felt like **PayKickstart actually wanted us as a customer and wanted to help us succeed.**

How has your experience been?



Overall, our experience has been fantastic!

I'm amazed that everything about PayKickstart works so well. You'd think that, in trying to have a wide breadth of features, some things would be lacking or would have issues. But, everything works perfectly and exceeds our expectations.

It can be a bit nerve-racking to develop an integration between your SaaS and a product that controls all your company's incoming revenue and customers. You never know if it's going to work 100% of the time or have bugs until you get to testing it. We were happy to see that PayKickstart worked exactly as we hoped it would.

We would need at least 3 different tools to do what PayKickstart does in ONE.

And aside from the product itself, the support team has been incredibly responsive and helpful. Any time we've had a question on live chat, we've gotten a prompt response within minutes, and it helped us get up and running a lot quicker.

READY TO TEST-DRIVE

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