

BillFront strengthens its US market ambitions announcing a new seven digit working capital financing facility for leading international mobile ad-tech company AppThis



BillFront, a leading technology enabled finance provider dedicated to digital media companies, has announced a new seven digit dollar working capital facility for leading digital advertising technology company AppThis.

The financing facility will help AppThis manage their working capital as they grow 100% year over year in the competitive mobile app marketing space, as well as aid in further developing their programmatic and self-serve offerings. The deal also signifies BillFront's further progression into the US market.

Pete Emms, BillFront's Managing Director for the UK comments:

"We are absolutely delighted to welcome AppThis into the BillFront family and we look forward to supporting them through this exciting next stage of their growth. The USA still represents a great hub of innovation in the ad-tech and media space. We see this partnership as yet another important milestone in further developing our presence in this important market."

According to Jim Mansfield, AppThis CEO, AppThis chose BillFront due to its strong position in financing companies in the ad-tech and media space:

“We were looking for a flexible solution that could scale in line with our growth and that could incorporate our ever growing portfolio of international receivables. Also, being a technology company, we were impressed with the technology driven approach that BillFront takes to deploying and growing their financing. The fact that we are able to request early payment for our advertiser invoices in just a few clicks made BillFront the best operational choice for us too.”

About BillFront

BillFront is a leading and fast growing technology enabled finance provider dedicated to digital media companies globally. Through its technology platform, BillFront enable their clients to free up working capital and accelerate their growth. BillFront provides financing between €50,000 and several millions of euros each month through integrating directly into its customers' invoicing systems.

About AppThis

AppThis is an international mobile ad tech company focused on the global app ecosystem. Founded in early 2014 by experienced tech entrepreneurs, Jim Mansfield and Mike Fitzpatrick, AppThis has grown quickly to become one of the largest players in the mobile ad-tech space. The company's focus is on mobile app discovery, targeting users via a host of different ad formats such as native, video and targeted appwalls. The AppThis technology utilizes machine learning and data analytics to identify mobile audiences of greater relevance for advertisers and ensures that users are only shown the ads that are most appropriate to them.



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