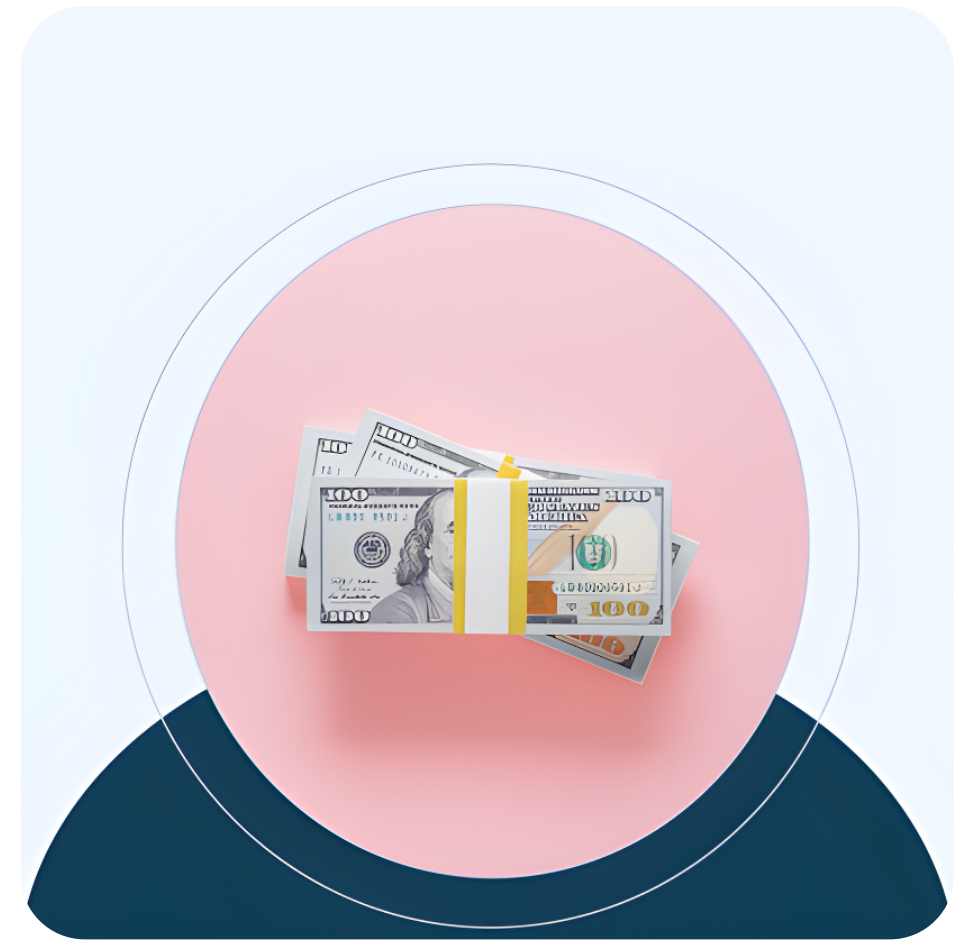




PastPay

B2B BNPL Fintech Solution, Financial Services, Payment Processing Software

Explore how GlockApps helped detect and solve email deliverability issues for PastPay, a fintech company that facilitates liquidity for businesses across the EU through innovative and digital financing solutions and empowers merchants with seamless offline and online transactions and flexible payment terms.



 **FOUNDED 2019**  **Germany, Poland, Hungary**  **B2B**

INTRODUCTION

PastPay helps businesses increase their e-commerce revenues with BNPL by receiving payments instantly and allowing their B2B customers to pay on flexible terms. Committed to transforming the future of B2B commerce and changing the payment process, PastPay enables business customers to pay on their own terms and merchants to manage online and offline transactions easily.

The company's founders realized the endless possibilities of digitizing B2B commerce and created the BNPL platform, which changed the standard rules of digital invoice factoring. Today, PastPay provides merchants and their business customers with the ability to conduct offline and online transactions seamlessly and offers flexible payment terms.

The main goal of PastPay is to stimulate the economy by facilitating liquidity for businesses across the EU through innovative and digital financial solutions. The company is noted for its dedication to innovation in financial product development, emphasizing simplicity and efficiency.

Fintech Solution Company PastPay Improved Email Deliverability with GlockApps

Check Your Campaign and Improve Your Results

[Get 2 Free Deliverability Tests](#)

CHALLENGE

Searching for Email Deliverability Testing Solution: PastPay Journey

To achieve productive business communication with customers, timely and uninterruptedly providing them with important information, it is crucial to pay close attention to the proper functioning of the email marketing channel. In efforts to increase lead generation and conversion, maximize ROI, build brand awareness, improve customer service, and develop strategic partnerships, PastPay sought a reliable tool that would help them identify existing and potential email deliverability challenges.

Main challenges the company faced:

- Email deliverability issues
- Low open rates
- High spam rate
- Need to improve email marketing effectiveness

Ensuring smooth email performance would optimize sales and increase the success of PastPay marketing campaigns, which prompted the use of GlockApps service.

SOLUTION

Easy GlockApps Implementation with Expert Onboarding

PastPay utilized Inbox Insight and DMARC Analyzer tools.

Key criteria for choosing GlockApps:

- Customizable parameters
- User-friendly interface
- Integration capability

Implementation process:

PastPay took advantage of the onboarding call with a GlockApps expert to simplify the implementation process. Therefore, as a tip for other businesses considering GlockApps tools, the fintech company recommends participating in an onboarding call, as it greatly helped them understand the key features and benefits of using the platform.

RESULTS

Successful Email Deliverability Testing

PastPay conducted tests using GlockApps to analyze the spam scores of their emails. This allowed them to optimize their campaigns based on the diagnostic data obtained. By regularly tracking email deliverability, the company can maintain consistent communication, provide high-quality customer service, and increase lead generation and conversion rates.

// We checked SPAM scores and were able to optimize our email campaigns based on that.



Fruzsina Peti / Head of Marketing at PastPay

BOOST THE SUCCESS OF YOUR EMAIL CAMPAIGNS

Try GlockApps and get 2 FREE email tests



Inbox Insight

Achieve Exceptional Delivery and Open Rates



DMARC Analytics

Protect your brand from phishing and spoofing



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