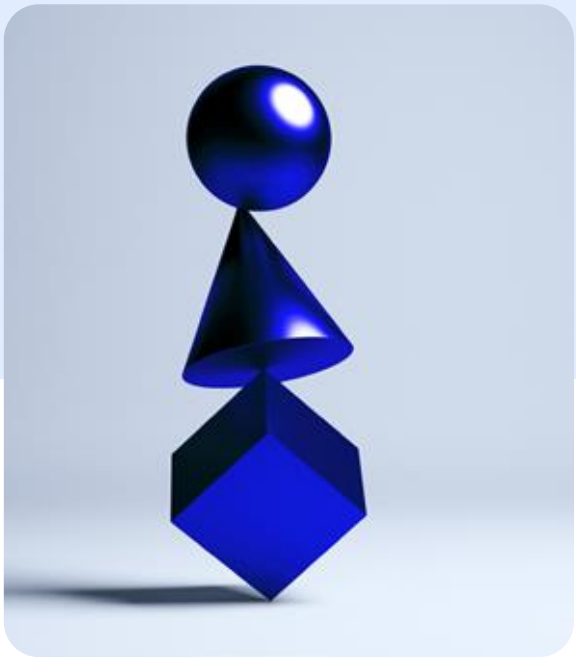
Counta™

Empowering the Strategic CFO

Comprehensive financial management, built exclusively for agencies.



The agency CFO is increasingly seen as a change agent and strategic leader. Counta serves as the foundation for your financial operations, so you can focus on driving growth and uncovering commercial opportunities.

You need real-time, actionable data on your agency's financial health. A platform that connects your entire agency, while giving each department control of its process, is foundational in a highly dynamic industry.

Key Features

Executive-Level Dashboard
An at-a-glance view of your agency's KPIs through a customizable dashboard, with drill-down to specific job or media transactions in real time. Use pre-built views or create your own.

Comprehensive Job Management
Job, estimate, and purchase order management with integrated time tracking. Monitor work-in-progress (WIP) and enforce approval gates at key phases of the workflow to prevent budget overruns.

End-to-End Accounting
Centralized general ledger, receivables, payables, revenue, and budget management, with an extensive report library to assess financial health in real time without leaving the platform.

Integrated Media Finance
Integrations with media buying platforms automate posting of client and supplier invoices into AR and AP. Manage financial operations for production and media in one place.

Global Scale
Used by agencies across 30+ countries, Counta supports single or multi-office configurations and transactions in any currency, with a flexible structure tailored to local tax and fees.

Modern Architecture
Built from the ground up in the cloud and available 24/7 across all devices. Open APIs enable integrations with media systems and project management tools for a connected agency.

Key Benefits

Profitability and Cash Flow

Effectively manage billable hours and forecast revenue. Lower your total cost of ownership with a global SaaS solution and increase ROI through automation.

Efficiency

Automate onerous activities like revenue recognition and month-end reporting. Key control accounts are managed within the platform, eliminating external reconciliation.

Control

A strong financial foundation at the core of your agency, with dynamic APIs to integrate the best-in-class systems of your choice so you can focus on differentiating yourself.

Accountability and Data Integrity

Centralized data supports key business decisions. A platform that is intuitive and integrated with your agency tools ensures adoption across departments.

> "The manner in which Counta worked with us throughout the planning and implementation process has been outstanding, and from day one, it has been a true partnership. It never felt like a client relationship but instead they functioned as a part of our team. Accountability is a great solution staffed by the best people to work with."
>
> **JEFF SNYDER, CEO, INSPIRA MARKETING GROUP**

Why Counta

1. Foundation for your financial operations
2. Powered by agency finance experts
3. Trusted by agencies across 30+ countries

To see Counta in action, contact info@counta.com