



Float for Marketing Teams









Float for marketing teams

Introducing a simpler way to manage marketing and advertising spending.

If your marketing team is constantly asking for the corporate credit card, don't worry – you're not alone! With Float, you no longer have to use a single card for all of your business purchases. Your finance team can instantly issue physical and virtual corporate cards specifically to your marketing team — including managers, employees, and even interns!

Float gives marketing teams flexibility to spend while providing the finance team with oversight and control. It's a win-win.

Marketing is typically one of the biggest spenders in an organization — regardless of the industry you're in. In the age of digital advertising, the list of expenses is always growing and can be even more complicated to manage without the right tools in place. These day-to-day expenses can include:

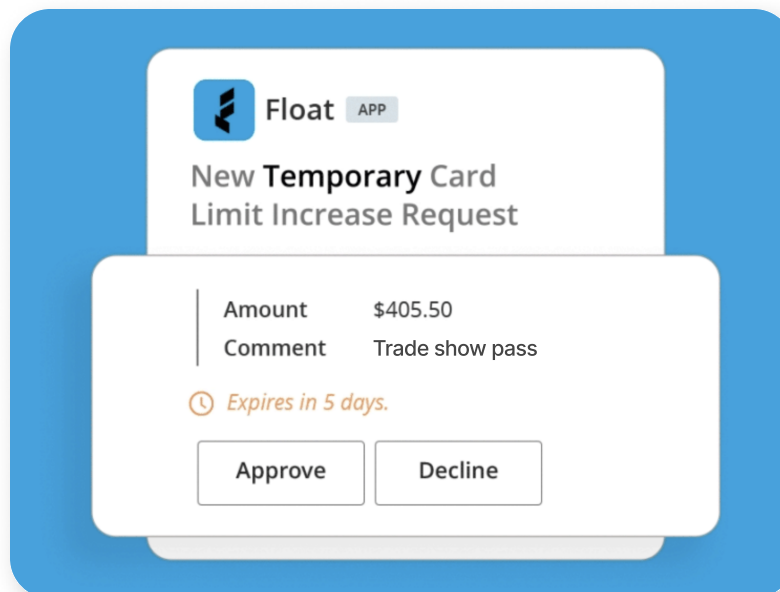
-  Funding social campaigns
-  Travelling to conferences
-  Purchasing software subscriptions
-  So much more!



Easily manage team spend

Automate spend requests and approvals, all within company expense policies

Your marketing team needs to be able to make strategic decisions fast, without any bottlenecks. Float enables marketing team leaders to quickly approve spend requests from their staff while automating financial controls and audits for the finance team.



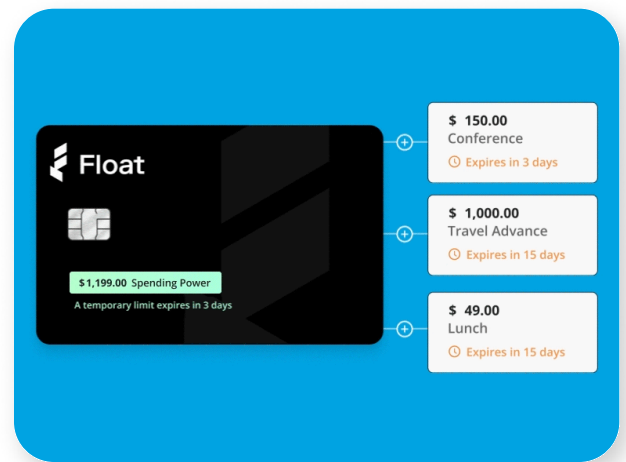


Spend cards marketers love




Physical cards to travel, conferences, and events that's easy to track.

The finance team can issue a physical card to each marketing team member who has on-the-go expenses for travel, conferences, or client meetings. Physical cards are issued with \$0 balances, and teams can request or approve **Recurring** or **Temporary** limits when purchases need to be made.

Recurring limits reload card balances at defined intervals and are great for stipends. Temporary limits boost card balances within a defined time period and expire once funds are spent or the time limit passes.




A physical card for each marketing member allows you to:

-  Enable team spending without losing control
-  Easily track of team spending in real-time
-  Set limits and controls to every card to proactively ensure team spending meets guidelines

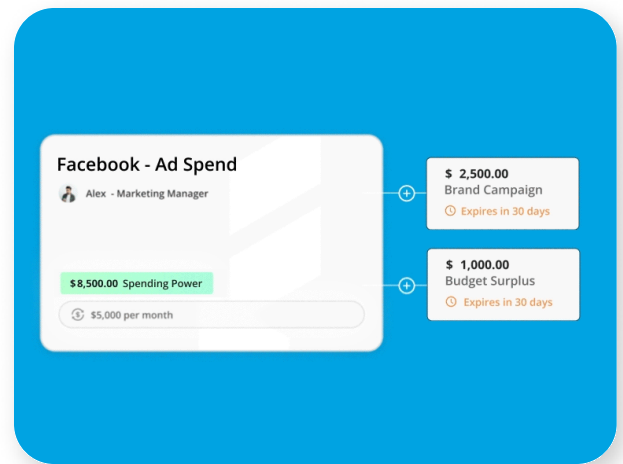


Virtual cards for large ad spend

Create virtual cards by ad platform or software tool for ultimate oversight

If you're responsible for large software or advertising expenses, you can easily request a virtual card for each vendor and get rid of your catch-all credit card. Float gives you the option to request **Recurring** limits based on your billing or budget cycles, and **Temporary** limit increases for one-time billing increases. 

You can also request a single-use virtual card that will auto-delete after use. Single-use cards are great to use at new merchants that you don't feel comfortable giving out your card number to.



A virtual card by vendor allows you to:



Set monthly budgets for specific marketing activities



Ensure vendors don't overcharge the card without your authorization



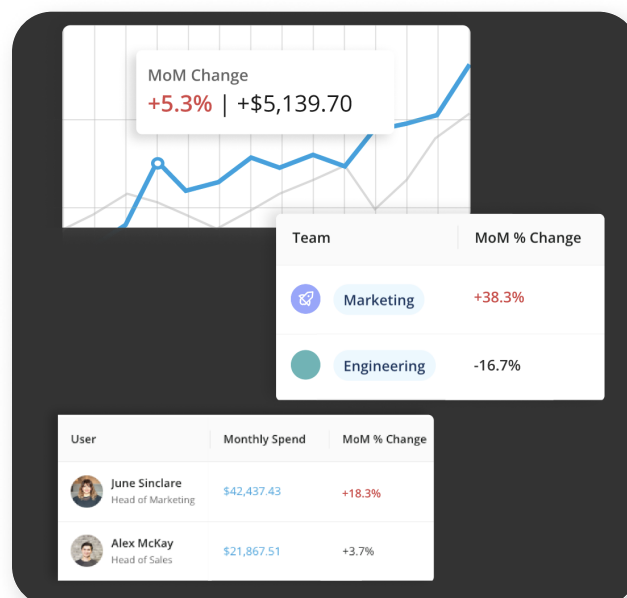
Avoid disrupting other subscriptions or payments when you pause or cancel a card



Track spending in real-time

Create virtual cards by ad platform or software for ultimate oversight

Marketing leaders can log into Float and monitor their team's spending in real time. Expenses like Google ads, travel costs and even miscellaneous expenses like morning coffee and lunch are all visible and categorized by vendors too. Gone are the days of asking for budget updates over Slack and tracking spend through a spreadsheet. Float makes everything available for you right from the **Reporting** page. No guesswork, no errors, and no stress!





Collect and manage receipts in a flash

With so many transactions being made, marketing teams typically generate a ton of receipts. Float makes it easy to stay on top of those receipts through our SMS receipt upload and email forwarding features as soon as a purchase is made.



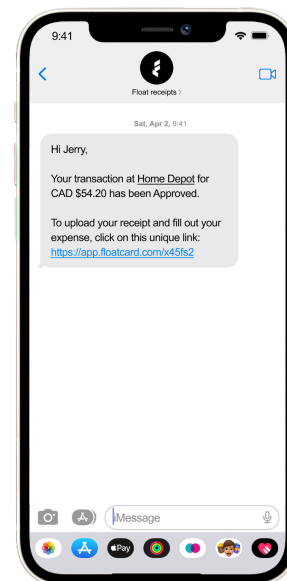
Simply snap a picture of their receipt and submit it via text or email



Instantly upload it into the platform or forward the invoice directly to Float



Automatically forward receipts from their email inbox



Float also allows Spenders to code their own expenses by vendor, GL code, or tag and add additional notes to every receipt submission so that managers and finance teams know exactly what every purchase is for.



Ready to get started?

Scan to book a demo!

