

Feedback Form



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AdSwift is a Service.

Simply put, AdSwift represents the natural progression of marketing as influenced by the internet. Our first service is postcard direct mail, and is inexpensive, turn-key and fast. With internet-fed digital printing, you can now mail small quantities very quickly.

The advantage is that you can more accurately target a specific demographic with each campaign that you mail. You can schedule direct mail in steady increments that make it easier to follow up in a timely manner. And, you can tailor your message as you mail, measuring results in a more "real-time" way.

In fact, "real-time" is the future of advertising. It is driving our 'self-serve' agency model and helping us to eliminate middleman costs. Our next service; internet-fed digital signage, is just around the corner. You will be able to air your own broadcast spots only in specific locations at precise times. And, you can edit your message in mid-stream via any internet device. You pay only for the most applicable spots and maximize your effectiveness.

AdSwift is the internet "content hub" that connects business marketing users to marketing delivery vendors. We provide tools that ease and unify the process of advertising placement. And unique to AdSwift is the third spoke of the hub, ready-to-use quality marketing content by a professional design community.

AdSwift is a Community.

A key survivor of the dot-com bubble is 'eBay'. Their model is simply to connect those who 'have' to those who 'want'. They provide online tools to exchange descriptions and bids, then facilitate a sale, making them a 'service'. However, people who use eBay regularly will tell you that is more like a community to them.

The AdSwift vision is to be the 'eBay of Marketing', where creative talent can showcase and offer their ideas for use by people who need marketing. Unlike eBay however, there is no bidding competition, no price bickering, and no waiting. The cost for using the artwork is fixed and built into the order price. Designers get a royalty per postcard ordered.

The resulting dynamic is a win-win for both users and designers. The users will get a more competitive selection and wider variety of marketing ideas. The designer will earn royalties in direct relation to the merit of their creativity and talent. And, neither has to trouble with delivering the art to the vendor. We do that.

In addition, AdSwift provides an online communication process that allows users to post general requests to the design community, and for the design community to analyze and respond to demand and site statistics with improved ideas. Your feedback actually matters, and helps shape this site! The community is by nature both responsive and self-adjusting. We expect it to become a central internet resource.

HOW TO PROVIDE FEEDBACK

In the left column of the web site is a button labeled "Feedback & Requests". Click it.

- 1 *Fill out the requested information. The more information you provide, the better we can evaluate the feedback for use. If you need an answer from us, be sure to include a way we can contact you, preferably by email.*

Notice that there are 4 comment boxes at the bottom of the form. These are:

 - A** Request specific **POSTCARD IDEAS**. This request gets automatically posted to ALL of the participating Designers.
 - B** Suggest specific **INDUSTRY CATEGORIES**. This suggestion gets automatically sent to an AdSwift Administrator.
 - C** Suggest general **IMPROVEMENTS**. This request gets automatically sent to AdSwift Management.
 - D** Report a **BUG**. This alert goes directly AdSwift Technical Support Staff. Please be specific about the bug.
- 2 *Click the button that says "SUBMIT FEEDBACK".*