

# Value Comparison



*The information contained herein is the sole and proprietary intellectual property of AdSwift, LLC, Portland, Oregon.*

*Disclosure and distribution must be obtained at the discretion of an authorized AdSwift representative. All rights reserved.*

## COMPARE "APPLES TO ADSWIFT"

AdSwift makes the claim that we are the the best-in-class for the services we provide. We state that we are specifically the nation's low-cost, low-run leader for direct mail. While many others may make the same claim, we feel that it is important to compare what services are really being offered. Not every postcard company has creative strategies, integrated technologies, and the delivery mechanisms to support them. Not every marketing company works from the same definition of marketing. Therefore, we have composed the following checklist of "apples" to watch for when comparing our service to others.

<b>THEM</b>	<b>PRINTING SERVICES</b>	<b>US</b>
<i>Often color only on front and black on back, or less.</i>	<i>Full rich glossy COLOR on BOTH sides...twice the impact!</i>	
<b>THEM</b>	<b>MAILING SERVICES</b>	<b>US</b>
<i>Usually provided as an upcharge or not at all. Addresses often just imprinted onto shell stock. Usually Bulk Rate postal delivery, shipping extra.</i>	<i>FIRST CLASS POSTAGE and ADDRESSING are printed directly inline and on one pass for mailed postcards, and OVERNIGHT SHIPPING of postcards to you is FREE!</i>	
<b>THEM</b>	<b>CREATIVE SERVICES</b>	<b>US</b>
<i>Usually provided as an upcharge or not at all. Limited &amp; poor selection of marketing solutions.</i>	<i>Hundreds of TURN-KEY ads are free with your order, and staff designers will build your CUSTOM requests!</i>	
<b>THEM</b>	<b>EDITABLE TEMPLATES</b>	<b>US</b>
<i>Few services have online customizable templates that let you insert images. Proofing is slow process.</i>	<i>Layout TEMPLATES with your own images &amp; text, and PROOF instantly! Variable compliance control for Groups.</i>	
<b>THEM</b>	<b>TURNAROUND-TIME</b>	<b>US</b>
<i>Others take average 3-10 days or bi-monthly batch.</i>	<i>Your postcards are MAILED the NEXT business DAY!</i>	
<b>THEM</b>	<b>AUTOMATIC SCHEDULING</b>	<b>US</b>
<i>Few services can post schedule multiple mailings.</i>	<i>Easy-to-use DRIP-MAIL tools &amp; multi-card CAMPAIGNS!</i>	
<b>THEM</b>	<b>REAL COSTS</b>	<b>US</b>
<i>Often add setup fees, account subscriptions, and hidden costs, or push "upsell to quality" options.</i>	<i>NO HIDDEN FEES AND NO SETUP CHARGES</i>	
<b>THEM</b>	<b>ROUNDING UP COSTS</b>	<b>US</b>
<i>Sheet-fed vendors only allow for round number quantity orders, charging you for the wasted extras.</i>	<i>Our true "on demand" system means any increment over 100 gets billed &amp; mailed to PRECISE LIST COUNT!</i>	
<b>THEM</b>	<b>CARD SIZES</b>	<b>US</b>
<i>Designs often limited to one or another size only.</i>	<i>All postcards available BOTH SIZES, regular and jumbo!</i>	

<b>THEM</b>	<b>PAPER FINISH</b>	<b>US</b>
<i>Usually glossy one side only, or on flimsy matte paper.</i>		<i>LAMINATED glossy BOTH sides, waterproof and tough!</i>
<b>THEM</b>	<b>MINIMUM QUANTITIES</b>	<b>US</b>
<i>Large minimum orders are usually required to qualify for their advertised low per-unit cost.</i>		<i>Our postcards are sent for our stated price for ANY quantity over 100! We are the best LOW-RUN economy!</i>
<b>THEM</b>	<b>VOLUME DISCOUNTING</b>	<b>US</b>
<i>Other services base the economies of volume on the size of just your order, not on all their orders.</i>		<i>We produce and mail over 100,000 postcards per day, and use "our" volume as the basis for ONE LOW PRICE.</i>
<b>THEM</b>	<b>TELEPHONE SUPPORT</b>	<b>US</b>
<i>Usually a long wait period if offered at all. Phone operators usually are not technically skilled.</i>		<i>Professional nationwide TOLL-FREE call center, operated by personnel trained in the business of direct mail.</i>
<b>THEM</b>	<b>STOCK GALLERY</b>	<b>US</b>
<i>Usually a limited choice if offered at all. No customization services, or at an upcharge.</i>		<i>Group Account admins get a "CAPTION-IT-YOURSELF" 30,000 image gallery! We create your request for FREE.</i>
<b>THEM</b>	<b>GROUP ACCOUNTS</b>	<b>US</b>
<i>Group &amp; User Network control often a premium or entirely absent. Little thought given to enterprises.</i>		<i>Special Group Accounts allow shared &amp; private mail marketing control! Made for SMALL BUSINESSES.</i>
<b>THEM</b>	<b>BRANDED LABELS</b>	<b>US</b>
<i>Rarely offered, or if so... as a hired project with a long development time and large setup cost!</i>		<i>Secure access company BRANDED sites setup FREE for volume commitment. Setup time is less than 1 WEEK!</i>
<b>THEM</b>	<b>STRATEGIC INTEGRATION</b>	<b>US</b>
<i>The true power of integrated marketing is often ignored by companies that just sell their printing.</i>		<i>We have a complete INTEGRATION PLAN designed to help organizations optimize direct mail performance.</i>
<b>THEM</b>	<b>TESTED PROCESSES</b>	<b>US</b>
<i>Few direct mail companies ever worked from the ground up with large companies to develop innovative solutions.</i>		<i>AdSwift has worked directly with large companies to develop processes and solutions for enterprise level marketing. Just look at our customers.</i>

## A SWIFT ARGUMENT

AdSwift is the only direct mail service where the ordering tools and creative approach are designed to work together. We take advantage of the "On-Demand" technology model that allows economical low-run advertising. By allowing small quantities of unique messages to be delivered more rapidly and to a more specific demographic, we can effectively increase RESPONSE RATES by as much as triple. Imagine your 1000 postcard mailing with another vendor gets an industry standard 2% response, or 20 replies. The same 1000 sent using AdSwift's formula will get 6% response, or 60 replies. In spite of the fact that we are already the lowest cost solution, it makes no sense to bicker over pennies on our product price when we can often triple the effectiveness of your marketing dollar!

## A SWIFT TESTIMONIAL

*Compare us to your company's existing direct mail system, and the savings may be surprising. The following letter was written by a satisfied customer to his upper management:*

My recommendation has the potential to save our company significant capital which would otherwise be spent in time and materials to send marketing pieces to customers.

Currently, Financial Advisors, branch staff, and corporate marketing and compliance staff are required to perform multiple steps in order to produce one mailing of postcards. The material expense alone is around **\$1.60** per card. The time frame involved can be an average of 3 weeks.

My recommendation reduces this process down to 15 minutes of the Financial Advisor's time and produces the same or better quality postcard for **\$.40** each.

AdSwift ([www.adswift.com](http://www.adswift.com)) has pioneered and perfected this time and cost effective, NASD and SEC compliant process which has attracted the attention of such financial juggernauts as MetLife and Farmer's Insurance. In fact, after a CMO of MetLife was given a demonstration of AdSwift's capacity, he called together his marketing department and directed them to expedite investigating applications for all Met lines.

In addition, Farmer's District Managers who are now using the system, commented that the simplicity and ability of the system to capture statistics such as success of each campaign, number pieces sent, etc., make it a valuable single source, marketing partner.

The application of AdSwift's system for our company in the Securities business alone, is profound. It is a cheaper, time and material efficient way for Financial Advisors and Affiliates to do more business. I would be remiss by not bringing it to your attention.

*(we must leave this endorsement anonymous by SEC guidelines)*