

John-

Thanks for keeping our appointment today. I've created an Adform "followup four" site here: [Adform and Detroit](#), which includes:

- 1) One Sheet as requested.
- 2) Agreement with terms. Highlights: a) **\$5K**, b) **10%**, c) **\$5M** incentive, d) **Walk away** for any reason in first 3 months.
- 3) References Sheet.
- 4) A full Deck in PDF - especially if you'd like us to handle the entire automotive vertical for no extra charge.

John - obviously since you barely met me today I feel it would be presumptuous to expect you to simply ok the agreement which I have included. I'm perfectly willing to fly in and meet you face to face. Minimally we should Zoom or Google Hangout next meeting.

We want Adform because we already know we can sell it here. Adform is massive - the type of real digital company Detroit can work with globally. Detroit has a dealer in every hamlet on planet earth which took us over 100 years to build.

I will send PDFs of the four these along to you in a separate email next just in case they can get through your server. Otherwise you can [download](#) them.

Naturally you'll take as long as you need to decide - Adform has done quite well without Detroit. However, I think your success makes you quite "Detroit Worthy" now and ready for our 3 Ad Age top 20 Advertisers to become Adform clients: GM, Ford, and Stellantis. As an incentive to make a decision this summer - the Auto Show in September is the perfect time to secure your first round of tests, so let's sell Adform here soon.

I've included some references below - I earned them through the sweat equity of long time consistent service.

May we schedule a follow up zoom for next week?

Best,

Greg

References:

"Greg Swan is a killer asset for any organization to have...opens doors, delivers value, and closes deals. Our revenue fortunes in Detroit were solely a result of Greg's stellar work." ~ Jason R. Krebs SVP, Chief Media Officer, **Disney's** Maker Studios."

"A great partner in the early years of Visible Measures. THANK YOU for introducing me to the Motor City clients. Couldn't have done it without you." ~Seraj Bharwani Chief Strategy Officer, **AcuityAds**.

"Knowing Greg Swan and Detroit Digital...an incredibly delightful person, he is also one of the best-connected individuals in the automotive arena of Detroit. ~Uwe Ellinghaus Chief Marketing Officer, **Cadillac**



35 digital companies have scored BIG using us.

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