

CHICAGO, Illinois – [VendScore](#) launched their first ever [Kickstarter campaign](#) called “#savethemarketers” today, April 1, 2016. The Kickstarter video was inspired by the current state of marketing, and likened the treatment of marketers to the neglected and abused puppies in Sarah McLachlan PSA videos, and is using the hashtag #savethemarketers in social media.

VendScore is a Chicago based company that launched their Kickstarter campaign to help them launch beta mode at [Collision Conference 2016](#) in New Orleans on April 26, 2016.

Much of the pain that marketers experience on a day-to-day basis is from the incredible growth driving the digital landscape. In-house marketing departments and marketing agencies have higher expectations, with smaller budgets; so there are growing needs to partner with new digital marketing partners. One of the biggest challenges that companies have when hiring a third party/new digital marketing partner, is determining the expertise of the vendor. Basically, how can you tell if your vendor actually knows how to walk the walk and not just talk the talk?

VendScore is a new B2B review site for digital marketers that offers transparency and accountability through real reviews that help find and match clients with qualified vendors that share the same values and working styles. VendScore aims to make business relationships easier.

How it works: [VendScore](#) provides an easy four-step process that lets users find, and compare a variety of vendors and clients, with the specific needs that they are looking for.

Why it works: Peer reviews and referrals drive business decisions- period. A recent eMarketer survey found that 95% of B2B decision makers trust their peers and colleagues when researching purchasing decisions—yet there is no current review site that aggregates peer reviews around business partners. You can find reviews on local businesses, very specific niche markets- but there are no easy tools for digital marketers.

One of the biggest complaints/concerns that people have around review sites are that they are very vendor driven and can be easily manipulated. VendScore helps prevent that by utilizing LinkedIn’s API and by allowing both vendors and clients to write reviews. This allows VendScore to provide qualified anonymous reviews. VendScore also lets users review vendors AND clients. So users get a more accurate picture.

Make it work: Please. Donate now. Go to Kickstarter and pledge to not to stand by and let another marketer suffer. You can also sign up for more information on VendScore at <http://www.vendscore.com> and support the Kickstarter at <https://www.kickstarter.com/projects/1933963323/vendscore>

VendScore is comprised of a select group of rogue marketers looking to clean up the digital landscape by utilizing technical savviness and their over 45+ years of expertise. The pre-launch video was executive produced by VendScore and features: Rachael O'Brien, Matt Saunders, Matthew Paine, and Vivienne Tran. Robin Humbert Co-Executive Produced with Adam Garnaas and Marla Guloien (with GlamRockStudios) as producers. Zach Groll was the director of photography, Marc Schmidt composed the music and Casey Roth the editor.