



DATE: February 28, 2013  
TO: All Prospective Proposers  
FROM: Alicia Hopkins  
Senior Buyer, Information Technology  
301-985-7223  
RE: RFP 91077 – Marketing Analytics Solution  
Addendum #1 dated 02/28/13

The following amends the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal.

1. Section I, Paragraph 2.1, entitled "Issuing Office:" and located on page 4 of the RFP is hereby deleted and replaced in its entirety by the following:

**"2.1 Issuing Office:**

University of Maryland University College  
Office of Procurement, Room 4100  
3501 University Boulevard East  
Adelphi, MD 20783

Attn: Alicia Hopkins  
Senior Buyer, Information Technology  
301-985-7223  
[alicia.hopkins@umuc.edu](mailto:alicia.hopkins@umuc.edu)

Arza Gardner  
Director, Technology Procurement  
301-985-7206  
[arza.gardner@umuc.edu](mailto:arza.gardner@umuc.edu)

2. Questions from Potential Proposing Firms:

- A. *“Per [Section II. Scope of Work, Paragraph] 2.1 ‘Marketing Plan Management,, can you provide more detail regarding [2.1.9] ‘Workflow management’?”*

**UMUC Response**

Please indicate if your tool supports rule-based approval routing. For instance, our marketing agency may enter a series of proposed marketing campaigns that require approval by the UMUC team. Please advise if this use case can be supported by your proposed solution or if UMUC would need to handle this activity offline.

- B. *“[With respect to Section II. Scope of Work, Paragraph] 2.2. ‘Data Management,’ can you provide additional detail regarding the data sources (i.e what CRM system, [Third-Party Marketing Agency] Systems, etc.) Are the input systems cloud-based or on-premise? Can you provide an aggregate estimate of the data volumes from each system?”*

**UMUC Response**

UMUC leverages a combination of on-premise and cloud-based systems. Our general IT strategy is to move towards cloud-based solutions when appropriate. For instance, UMUC is moving from an on-premise CRM system to *Salesforce* over the next year.

Below is a list of potential data feeds to consider with high-end data volume estimates. Actual data volumes will likely be less, but we are providing conservative estimates for your scoping:

- Student Information System – (historical data 200GB; incremental annual data 50GB) Data from our *PeopleSoft* system which includes Enrollment, Program, Course, Financial, Demographic, Retention and Graduation data among other data points.
- CRM – (historical data 100GB, incremental annual data 25GB) Includes lead, application and activity data for our recruitment and enrollment efforts.
- Phone System Data – (annual volume 25GB) – We would store only current ACD data as of the start of the project.
- Web Traffic Data – (annual volume 25GB) – Current visit and conversion data from Google Analytics.
- Marketing Plans – UMUC expects the data volume to be very limited.

- C. *“Per [Section II. Scope of Work, Paragraph] 2.2.3 ‘Attribution,’ can you provide more detailed requirements regarding marketing mix modeling?”*

**UMUC Response**

UMUC expects the attributed data that links enrollments back to Marketing Activities through a series of business rules will be used as an input to a marketing mix model. Please indicate if your proposed solution includes statistical capabilities that can be leveraged to build a financial model to simulate the results of various spend levels across channels.

- D. *“What does UMUC estimate/expect the number of users to be who will use the solution?”*

**UMUC Response**

Per Appendix B-1 *Price Proposal Form* of the RFP, we expect an initial set of 25 users and will add users in five (5) seat increments. We do not expect a broad set of users to have access to this tool or data.

- E. *“...if possible, can you determine/document the estimated combined annualized data volume?”*

**UMUC Response**

Please see UMUC’s answer to Question 2.B. We do not expect the maximum aggregate data volume to exceed one-half (1/2) of one (1) terabyte during the term of the engagement.

- F. *“What marketing channels does UMUC use to reach prospects and customers today? What additional marketing channels does UMUC expect to utilize in the future?”*

**UMUC Response**

UMUC currently leverages a multi-channel approach that includes Broadcast (Television & Radio), Print, Online (Display, Paid Search, etc.) and Out-of-Home.

G. *“How does UMUC define a ‘campaign’? Is it a collection of individual marketing activities or just one specific activity?”*

**UMUC Response**

A campaign is a collection of individual marketing activities. We intend to capture spot level data and roll up to campaign and program levels.

H. *“Does UMUC execute multichannel/integrated campaigns? Please describe.”*

**UMUC Response**

Yes, UMUC executes multichannel/integrated campaigns.

I. *“What calls to action does UMUC put on advertisements?”*

**UMUC Response**

UMUC uses a variety of calls-to-action (CTA) depending on the campaign and/or promotion. Examples of CTA are directing prospects to specific landing pages or 800 numbers. UMUC plans to test different CTAs.

J. *“How many 800#s does UMUC use today?”*

**UMUC Response**

UMUC leverages less than 100 unique numbers for tracking purposes. Most of the media placed utilizes the main UMUC 800 number.

K. *“Does UMUC use unique [Uniform Resource Locator] URLs or [Persistent Uniform Resource Locator] PURLs on marketing materials today or is the focus to drive responses to the main UMUC website alone?”*

**UMUC Response**

Yes, UMUC uses both.

L. *“How do prospects and customers respond to UMUC marketing initiatives? What response vehicles are employed?”*

**UMUC Response**

Prospects primarily respond via landing pages, phone, email or face-to-face interactions (walk-ins, open house, events, and advising)

M. *“Are response channels managed in-house, with third-party vendors, or a combination of both?”*

**UMUC Response**

Response channels are managed via a combination of both in-house and third-party resources.

N. *“Does UMUC use a formalized process and/or tools to formulate forecasts and budgets today? What technology is used?”*

**UMUC Response**

UMUC formulates forecast models offline in Microsoft Office Excel and loads the resulting targets into data warehouse and Enterprise Resource Planning (ERP) systems.

O. *“Is there a registration requirement for responding or is the RFP open at this point to all respondents?”*

**UMUC Response**

Registration is not required for response to this RFP. Proposal submission is open to all respondents.

P. *“What percent of the current marketing spend is online versus offline and, if the percent is expected to change, by how much?”*

**UMUC Response**

UMUC leverages both Online and Offline Marketing Channels. Approximate current fiscal year allocations are:

Offline: 65%

Online: 25%

Other (non-media): 5%

UMUC anticipates the percentage allocation will adjust annually as we refine our media mix.

Q. *“What are the different marketing channels used by UMUC?”*

**UMUC Response**

See UMUC’s answer to Question 2.F.

R. *“How often (e.g. daily, weekly, monthly, multiple times per day) will data need to be integrated into the Marketing Analytics Solution?”*

**UMUC Response**

UMUC requests that data be loaded into the Marketing Analytics Solution at least daily.

S. *“How often will data need to be exported to the EDW?”*

**UMUC Response**

Please assume that the EDW will require weekly exports for scoping purposes.

T. *“Approximately, how many marketing programs and campaigns are launched each year and what is the typical duration?”*

**UMUC Response**

UMUC offers multiple start dates throughout the academic year, as such, marketing campaigns are continuously in market.

U. *“Does the solution need to convert or load historical marketing information? Are there specific tools/software being used for the legacy marketing campaigns and management?”*

**UMUC Response**

Yes. We are in the process of pulling historical data into a standard Microsoft Office Excel format for easy conversion to the new system.

V. *“How many Third-Party Marketing Agency systems need to be integrated?”*

**UMUC Response**

There is one (1) agency of record for online and offline media that will require integration. In addition, we have two (2) additional secondary agencies for other marketing functions.

W. *“What existing products are in place for Social Marketing, Personalization and Targeting, [Search Engine Marketing/Search Engine Optimization] SEM/SEO, and Analytics?”*

**UMUC Response**

UMUC primarily leverages *Google Analytics*. Social Marketing is not in scope for this RFP.

X. *“What Content Management Systems are in place and does the solution include Digital Asset Management?”*

**UMUC Response**

*CommonSpot* is currently being used. Digital Asset Management is not included in the current solution.

- Y. *“What marketing analytics dashboard tools are you considering? Are any of these shortlisted going into the RFP process?”*

**UMUC Response**

Currently, UMUC creates Marketing Analytics dashboards manually, leveraging Microsoft Office Excel and Microsoft PowerPivot. We intend for the tool selected during this procurement to replace these manual dashboards.

- Z. *“...it is unclear to me, if UMUC is looking for a Reporting and Analytics solution, a Campaign/Marketing Management solution or a combination of both. Can you help in that regard?”*

**UMUC Response**

UMUC is primarily seeking a Reporting and Analytics solution but the concept of a centralized 'Marketing Plan' that documents spend for each channel by spot, campaign and program is core to our ability to analyze the data.

An original, plus seven (7) printed copies [for a total of eight (8)], as well as a compact disc (CD), a flash drive or other portable electronic media, of the Technical Proposal **must** be received at the Issuing Office by **4:00 PM** on **March 6, 2013**, per the Solicitation Schedule, in order to be considered.

Proposals **must** be delivered to:

Alicia Hopkins  
Senior Buyer, Information Technology  
Administration Building, Suite 4100  
3501 University Boulevard East  
Adelphi, MD 20783-8044  
[alicia.hopkins@umuc.edu](mailto:alicia.hopkins@umuc.edu)

**Late proposals cannot be accepted.** Proposals are to be delivered to the University's Procurement Office, University of Maryland University College, Administration Building, Suite 4100, 3501 University Boulevard East, Adelphi, MD 20783-8044. The University recommends against use of mail or delivery services which will not guarantee delivery directly to Suite 4100. Directions to the UMUC Procurement Office can be found at the website [http://www.umuc.edu/visitors/locations/adelphi\\_building.cfm](http://www.umuc.edu/visitors/locations/adelphi_building.cfm).



**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM**

**RFP NO.:** 91077

**TECHNICAL PROPOSAL DUE DATE:** Wednesday, March 6, 2013 at 4 PM

**RFP FOR:** Marketing Analytics Solution

**NAME OF PROPOSER:** \_\_\_\_\_

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA**

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u>  1  </u>	dated <u> 02/28/2013 </u>
Addendum No. <u>          </u>	dated <u>                  </u>
Addendum No. <u>          </u>	dated <u>                  </u>
Addendum No. <u>          </u>	dated <u>                  </u>
Addendum No. <u>          </u>	dated <u>                  </u>

As stated in the RFP documents, this form is included in our Technical Proposal.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed

\_\_\_\_\_  
Title