As a result of additional questions received, the following amends the above referenced solicitation documents. Receipt of this addendum is to be acknowledged by completing the “Acknowledgment of Receipt of Addenda Form” and including it within the firm’s Technical Proposal submittal. Note: the deadline for questions was February 25, 2014.

1. Who will be managing the retargeting advertising?

UMUC’s advertising agency, TBC, will manage the purchase and day-to-day management of any media placements. The selected vendor will be providing recommendations for networks, placements, etc., as set forth in the Scope of Work of the solicitation.

2. What kind of retargeting have you done in the past?

The focus of display retargeting is to reach users who have visited the umuc.edu website and/or landing pages, and engage users with an appropriate ad and/or a program-specific ad.

The most commonly used networks are Google Display Network, advertising.com, Yahoo!, Quantcast*, and RocketFuel*. In the past, other networks have been tested, but removed from the plans due to low conversion to leads and correspondingly high costs per lead.

The ads shown via retargeting are the same ads shown to prospects. Currently, no sequential messaging or change in ad messaging has been done at a large scale.

*Please note: Quantcast and RocketFuel do not provide data broken out between prospecting and retargeting audiences, their effect on retargeting is not fully known.

3. Would UMUC be ok with using multiple retargeting platforms if they are producing results?

Yes.
4. Will there be an opportunity to meet in person and on-campus at UMUC to discuss the program?

   There will be no presentations or meetings prior to the award of this solicitation. Once the contract has been awarded, UMUC will arrange a meeting with the awarded firm.

5. What is your #1 challenge with display retargeting?

   The greatest challenge is gaining enough leads that are qualified and convert to enrollments for an appropriate cost-per rate.

6. What is more important to you, branding lift, or provable favorable cost per enrollment from display remarketing?

   As a direct response channel, a favorable cost-per-enrollment is more important.

7. What geographic areas do you want to focus your advertising on?

   UMUC advertises nationally, with an emphasis in the Maryland, D.C., and Virginia region (DMV).

8. Please describe all steps that a prospective student could go through between 1st digital impression of University of Maryland, enrolling, and starting class.

   There are many paths a student may take. However, the main avenues a student will initially enroll may include but are not limited to:

   • Impression via marketing - TV, Banner Ads, Display Ads, Social Media, etc.
   • Visit to UMUC.edu or a dedicated landing page
   • Lead form conversion OR call to 800-number
     o If a visitor completes a lead form, they receive an auto e-mail follow-up, as well as personal follow-up from an advisor via phone and/or e-mail
   • Application
     o Follow-up from advisors and/or other appropriate staff to discuss admission, classes to take, financial aid, etc.
   • Enrollment in Class via myUMUC.edu portal (aka, "Campus")

9. What CRM system are you using? Would you potentially be open to us syncing with your system via API so we can target students with remarketing based off of degree of interest, lead score, call center status, call center disposition, etc.?

   UMUC utilizes Salesforce. It is possible to set-up an API. Depending on the time frame it may not be feasible from a technology road-map standpoint.

10. What is your average remarketing display CTR today?

    This information is proprietary and cannot be shared without the prior execution of the UMUC Non-Disclosure Agreement between UMUC and the prospective proposer.

11. Can you prioritize better leads in your call center and admissions?

    Not currently. However, a project is underway to begin implementing a lead scoring and prioritization process. A final date has not yet been determined.

12. Please list the type of sites you would never want your banner advertisements to be displayed on.

    Websites that are not appropriate for our given target market, including sites of an improper nature, such as pornographic sites.
13. Is UMUC looking for the awarded company to design, copy write, develop, and test creative such as display advertisements, landing pages and microsites? If not, what elements would you like to do in-house vs. outsource?

This solicitation is for display retargeting consultancy services. The selected vendor is to suggest messaging and design elements for both banners and landing pages, not to create the elements. UMUC utilizes LiveBall, a dynamic landing page tool, for the creation of all landing pages. UMUC currently has contracts with two agencies for banner advertising creation work. Vendors are encouraged to include in their proposal other unique qualifications and services they are able to offer in addition to the display retargeting consulting services required.

14. What is your goal cost per enrollment?

A specific goal cost per enrollment has not been identified. It is UMUC’s goal to optimize, for the lowest possible cost, while maximizing enrollment, and determine the point of diminishing returns.

15. What is your average enrollment rate (a.k.a. Inquiry -> Enrollment rate) for in-house leads such as leads generated through your website?

This information is proprietary and cannot be shared without the prior execution of the UMUC Non-Disclosure Agreement between UMUC and the prospective proposer.

16. What percentage of your enrolled students start class?

This information is proprietary and cannot be shared without the prior execution of the UMUC Non-Disclosure Agreement between UMUC and the prospective proposer.

17. What is your average lifetime value of a student?

The numbers vary by student type and geography. An undergraduate student will have a very different lifetime value than a doctoral student. The full values are still being finalized by our analytics department.

18. Are you currently doing email remarketing and marketing automation?

E-mail remarketing is used on a routine basis, it is currently executed manually.

19. How many start dates do you have per year? What is the latest duration before a start date that students can enroll?

There are three primary terms: Fall, Spring, and Summer. The start dates vary based on undergraduate and graduate studies - please see the academic calendar online to see the specific start dates: http://www.umuc.edu/students/calendar/ (note, Fall mirrors Spring in terms of the number of starts). You must be registered at least 5 days prior to the start of a given session.

End of Addendum 2 dated 2-26-2014
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 91174

TECHNICAL PROPOSAL DUE DATE:
March 3, 2014 on or before 4:00 P.M. EST

RFP FOR: Display Retargeting Consulting Services

NAME OF PROPOSER: ________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

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

Addendum No. 1 dated 2-25-2014
Addendum No. 2 dated 2-26-2014
Addendum No. ______ dated ______
Addendum No. ______ dated ______
Addendum No. ______ dated ______

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

________________________________________
Signature

________________________________________
Name Printed

________________________________________
Title

________________________________________
Date

END OF FORM