



# University of Maryland University College

DATE: September 27, 2016

TO: All Prospective Proposers

FROM: Beth Kirk  
Assistant Director, Goods and Non-Technology Services  
301-985-7618

RE: RFP 91435 – Online Digital Advertising Placement and Media Buying Services  
Addendum #3 dated 09/27/2016

As a result of questions received, 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. As well, the addendum number and date should be noted in the appropriate space on the Price Proposal form.

1. Is there any single current media or strategic partner that has a direct engagement with UMUC that garners more than 5% of the \$14,000,000 budget? Example: Military.com, militarytimes.com, taonline.com. **Historically, UMUC has focused on larger networks, using specific sites to “plus up” the buy to reach specific audiences. Direct buys to each specific site/s like those mentioned are typically less than 5% of the annual budget.**
2. Are there any current media or strategic partners that have a direct engagement with UMUC that collectively garner more than 5% of the \$14,000,000 budget? **Answer provided above.**
3. Does the service requirement include driving qualified inquiries and maintaining the integrity of the brand outside of the United States or is all media placement US only? **Currently, the focus is on media placements within the U.S. only.**
4. When marketing in the United States, is the marketing limited to specific states? **UMUC’s current focus is within Maryland, D.C., and Virginia (DMV). However, UMUC supports a number of military bases throughout the nation. Most digital placements are run nationally (paid search and display) or with some limited state exclusions to maximize efficiencies. Note: UMUC has advertising restrictions in some states.**

5. What paid digital media is currently being utilized and what is the 2016 projected spend by media channel? UMUC uses the primary paid digital media channels: search, display (prospecting & retargeting), social media, and online video/audio. The current rough breakdown of our fiscal year budget across these channels is:

- Search: 65-70%
- Display: 15-20%
- Social Media: 10%
- Video/Audio: 3%

Note: These budgets are subject to change pending performance and recommendations from selected agency(s).

6. How seasonal are the campaigns? What is the magnitude of change in monthly spend? UMUC's campaigns are "always on". However, there is a natural seasonality to higher education that results in more interest, and correspondingly higher budgets. The variance month to month is not large, generally less than 25%.

7. Is there any paid digital media for UMUC that is explicitly *not* covered by this RFP? If so, who manages that program? All of UMUC's paid digital media is covered by this solicitation.

8. Do any of the calls-to-action on your pages result in revenue for different programs not supported by this budget, and if so, does that impact this program's budget or definition of success? Generally no, however, UMUC's Website has links to the UMUC's Europe & Asia divisions. In addition there are a few select links to non-academic program training classes that would not be supported by this budget. Most of the traffic for the paid digital initiatives goes to dedicated landing pages which do not contain these links, the impact is minimal.

9. What is the average daily number of landings, both organic and paid, to the website? Approximately 80k landings, including all traffic (prospect, student, faculty, etc.).

10. Have success goals been identified for 2017 and if so, what are they? The university has a goal to increase enrollments by 5-10%. The paid digital media advertising needs to support this goal by driving qualified inquiries, with the anticipation of driving a corresponding 5-10% growth or better annually.

11. Are there specific financial targets for student acquisition and how are those defined? UMUC's goal is profitable acquisition of students. UMUC has a historical cost per acquisition and conversion metrics, and these are UMUC's benchmarks. It is UMUC's expectation to continually improve upon these metrics.

12. What other financial metrics will the campaign be evaluated against? UMUC strives to drive cost effective inquiry volume, with quality inquiries that convert well to applications and enrollments, ultimately achieving continuous student retention and graduation. Metrics including: cost-per-inquiry, cost-per-application, and cost-per-enrollment are measures UMUC utilizes to aid in optimization.

13. What non-financial metrics are used to determine the success of the existing program?  
Volume of inquiries, application, and enrollments, inquiry-to-application-to-enrollment conversion rates (rates at each step of the funnel, as well as full-funnel), and lead score.
14. Are there established documented brand guidelines that will be furnished to the vendor?  
Yes, UMUC brand guidelines will be provided upon initiation of work.
15. Are there significant restrictions on messaging, or on media use or targeting?  
Yes, UMUC has guidelines regarding what can be communicated in messaging. All messaging requires approval from UMUC's Office of Legal Affairs. However, the priority is accuracy and protecting UMUC's brand. UMUC is a non-profit and our mission is to educate. UMUC is not aggressive in our marketing tactics. In regard to media, if it is professional and respectable (and cost-effective), UMUC will consider utilizing any form of digital media. There are some advertising limitations by state, which will be detailed/provided when work is initiated by the successful firm/s.
16. Can you briefly describe the non-paid initiatives, such as SEO, PR, Social, Sponsorship, or Affiliate marketing and who is managing those programs?  
SEO, PR and Organic Social are not managed by the marketing media team; the work performed is fairly typical. Sponsorship and affiliates is managed and overseen by the media team. However, UMUC does not utilize affiliates (and probably would not) and only do limited sponsorships.
17. Other than the FTP input to the data warehouse, are there other existing technologies that must be supported? [Not at this time.](#)
18. When will the data specification for the FTP data transfer be made available?  
[The data specification will be provided to the shortlisted firms invited to the First Orals Presentation/Interview Sessions. UMUC will send the specifications to the shortlisted firms at the time of notification/scheduling of the Oral Presentation/Interview Session.](#)
19. What tracking tools are currently in use?  
[Salesforce®, Google Analytics®, and Tableau®. Each paid placement is tagged with a unique identifier, which is captured when someone completes an inquiry form, and is tracked through to enrollment.](#)
20. What tools are you using for split testing and marketing automation, if any?  
[For creative tests; ad platforms are utilized, i.e. Google AdWords®. Landing page tests, Ion Interactive® is utilized \(aka, Liveball®\).](#)
21. Is UMUC utilizing a tag management system such as Google Tag Manager?  
[Yes, we are currently utilizing Google Tag Manager®.](#)

22. Are there any limitations to adding additional tracking inside or outside of Google Tag Manager®?  
When possible, UMUC prefers to maintain all tracking codes within Google Tag Manager®. However, there are no, or very limited restrictions to adding tracking tags on the umuc.edu website and/or on landing pages within Ion Interactive® - beyond available resources to implement any necessary changes.
23. Phase 2, Section III, Article 1, point 4 specifies the need for references, but point 2 does not ask for references. Do the references that were provided in Phase 1 fulfill this requirement, **Yes**. Or, would the University like us to also include them in the Technical Proposal (Phase 2 response)? **No**.
24. Can we receive a breakdown (by percentage, is fine) of how much of the total \$14 million annual budget is allocated toward the digital media services up for award with this RFP (we see those areas as: Paid Search, Display, Mobile, Paid Social & other as outlined on page 7 of the Phase 2 document issued on the 20th)? **Answer provided above.**
25. Provided that budget allocation to the aforementioned services, what is the % breakdown of that budget to each section individually? AKA: if the paid digital budget is \$700k total per month, what percentage will go to Search vs. Display vs. Social and so on? **Answer provided above.**
26. In section 2.2, it is requested that we provide client subjects to address key areas of management (i.e. Growth, Innovation, etc) - do these need to be provided as 7 different subjects or can one client cover multiple areas? **Yes, a single client can be used for multiple subjects, but please separate the subject areas in your response.**
27. If allowable under the policies of the RFP, how many total vendors have been selected through to Phase 2 to continue participation? **This information cannot be shared at this time.**
28. May we receive any specific data points on metrics on UMUCs top level goals (enrollments, inquiries, etc. - both volume and cost per for each) as well as where current average performance lies in relation to those goals? a. Example: Cost per enrollment goal for paid digital is X but is performing at Y; OR cost per inquiry goal is A but is performing at B. **This information cannot be shared at this time. UMUC may provide this information to the firms invited to the Second Oral Presentations/Interview Sessions.**
29. What current platforms, tools and engines does UMUC currently utilize for the management & reporting on paid digital campaigns? **Answer provided above.**
30. How many years of financial history details from our agency would you like to see?  
**Three (3) years. Firms are to provide current YTD and two (2) previous years. However, UMUC may request for additional years, or specific financial reporting, if necessary.**
31. In answering Section 2.2 (Situational Subjects) can vendors provide some work examples for clients, who may not ultimately be open to reference discussions (assuming Section 4 points to

- 2.2)? Yes, this is permitted. However, at minimum three (3) Situational Subjects must include the Client's name.
32. To what level are you able to track conversion (inquires, applications, enrollments)? UMUC can track all of these milestones very precisely, as each digital ad is tagged with a unique ID that feeds into Salesforce.
33. Do you measure your campaigns on a blended target (ex. CPL) or multi-tier (CP-inquiry, CP-application, CP-enrollment)? If multi-tier, which is KPI for online marketing? Both. UMUC tracks various KPIs and all of these are relevant.
34. What is the average lead-to-enrollment time frame? This range is very broad. Some convert within a few weeks, others many months. Seasonality impacts this as well.
35. Can you provide us basic demographic make-up of your student body (i.e. age, gender, geographic)? UMUC will provide the successful firm(s) with more information at time of engagement. The average age for UMUC's students' is 33. The gender split is approximately 50/50. UMUC's students are predominately located in the Washington, D.C. metropolitan area, although UMUC has some pockets elsewhere.
36. Is the age group 50+ an important demographic for you to reach (ex. continuing education)? Yes, UMUC has students in the 50+ age group.
37. What percent of your inquiries come from mobile advertising (display or search)? Currently, this is a very small group. It is UMUC's desire to grow it, assuming it is cost effective.
38. What % of students attend ground schools vs. purely online vs. both? A majority of UMUC's 90,000+ enrollments are purely online.
39. Can you briefly describe what offline channels you are currently leveraging? TV, radio, print and out-of-home.
40. What CRM platform do you use to capture and manage prospective student information? Salesforce.
41. Are you able to pass campaign tracking codes into this CRM platform in order to track back to campaigns? Yes, this is currently being done.
42. What percentage of prospective students phone in as first contact and are you tracking these calls back to campaigns? UMUC's call tracking is not robust. The majority of our inquiries complete a web form.
43. What is (are) the main analytics platform(s) you use to track site activity (web analytics) and campaign performance? Google Analytics®.

44. Are you currently using any landing page testing platform? If so, which one? [Ion Interactive®](#) (aka, [Liveball](#)).
45. Are you currently using any means to assign assisting channels partial credit for conversions? [Only on an adhoc basis](#).
46. For the “Situational Subject” section of our response to the RFP, we intend to mask the names of our clients due to confidentiality agreements. Is this acceptable? [Answer provided above, Question #31](#).
47. Can you briefly describe the make-up (titles, size of team) of the UMUC online marketing staff that we would potentially be working with? [UMUC’s media team is small. Day to day contacts would be approximately two to four people, ranging from the manager to AVP level.](#)

End of Addendum Three dated 09-27-2016

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM**

**RFP NO.:** 91435

**TECHNICAL PROPOSAL DUE DATE:**

September 30, 2016, on or before 4:00 P.M. EDT

**RFP FOR:** Online Digital Advertising Placement and Media Buying Services

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

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA**

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

Addendum No.  1  dated  09-19-2016

Addendum No.  2  dated  09-20-2016

Addendum No.  3  dated  09-27-2016

Addendum No.  \_\_\_\_\_  dated  \_\_\_\_\_

Addendum No.  \_\_\_\_\_  dated  \_\_\_\_\_

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

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**END OF FORM**