



**Purchasing, Accounts Payable & Travel**  
202 PCO  
Iowa City, Iowa 52242-2500  
319/335-0115 fax 319/335-2443  
[www.uiowa.edu/~purchase](http://www.uiowa.edu/~purchase)

## MEMORANDUM

**Date:** April 26, 2016  
**To:** All Firms for Request for Proposal Number 15737  
**From:** Rodney Anderson  
**Subject:** Addendum Number #1

All Firms are hereby notified that this is the University of Iowa's official "Addendum Number 1" related to Request for Proposal (RFP) Number 15737 for Email Marketing Services.

This Addendum includes clarifications as to the scope of this bid.

---

**PLEASE NOTE: FINAL RESPONSES FROM ALL FIRMS ARE DUE ON OR BEFORE 3:00 PM CDT/CST ON THE BID CLOSE DATE LISTED IN THE EBID SYSTEM. ANY RESPONSE SUBMITTED AFTER THE DATE AND TIME WILL AUTOMATICALLY BE DISQUALIFIED BY EBID. THEREFORE, ALL FIRMS ARE CAUTIONED TO SUBMIT YOUR BID RESPONSE IN A TIMELY FASHION.**

---

RFP Scope Clarification – the objective is for an email marketing provider to provide a reliable hosted solution which facilitates the delivery of dynamic, personalized and user centric emails and eases deliverability issues. The solution should also allow programmed automation to ease of integration and campaign optimization.

Strategic guidance from the provider to aid in advancing email program sophistication may also be required.

Email Marketing Service needs to meet or exceed the following capabilities:

- Management of 150,000 email addresses
  - Send limit of 650,000 emails per month
  - Provide analytics and tracking system, including system set up and configuration, that tracks at a minimum the following criteria:
    - Open rates, click through rates, conversion rates, unsubs bounces, social share, etc.
-

## **RFP 15737 Addendum Number #1**

- Please list other analytics and tracking that is offered by the proposed solution.
- Advanced reporting: reporting of list growth, of subscriber interaction, of inactive subscribers, of new subscribers (from-to-date), overtime subscribers engagement.
- Customization/Personalization
  - Design of custom email templates: ability to easily create email templates using HTML editor without assistance from vendor
    - Also offer option that is managed by vendor
  - Custom web forms: enable to specify list where the data is sent, i.e. e-n ewsletter sign up or some other method
  - Personalization ability to customize images and content in email body and subject lines, based on specific subscriber's info, such as name, etc.; offer unlimited personalization option from external database.
- Data Management:
  - List management: enable to easily set up and manage email lists, allow to easily import and export email lists.
  - Automated bounce processing: remove invalid email addresses from list automatically based on "smart bounce rules."
  - Automatic unsubscribe handling: enable automatic unsubscribe and multi-subscription (i.e. unsubscribe form selected lists not from all)
- Deliverability:
  - Use of deliverability monitoring tools to ensure excellent deliverability to all major email services such as Yahoo, Gmail, Hotmail, etc.
  - Email scheduling: supports one-shot and recurring email scheduling
  - Fast email delivery: sends bulk email via fast, multi-threaded email delivery engine.
  - Load balancing: support high volume of email broadcast without risks of delays in rendering the email and consequences on user experience.
- Interface
  - User friendly and accessible interface compatible with major browser such as IE, Chrome and Firefox

### **RFP 15737 Addendum Number #1**

- Solutions provided shall be compliant with Federal statute Section 508 standards and WC3.org Web Content Accessibility Guidelines (WCAG 2.0 Level AA) for accessibility for persons with disabilities for the minimum level of accessibility. Please review the links provided for specifics related to these referred to standards and guidelines. WCAG guidelines <http://www.w3.org/TR/WCAG20/> and Section 508 <http://www.section508.gov/>. The University reserves the right to request that the Supplier provide audit and/or test results that document the software's compliance and the testing methodology utilized.
- Provide 'best practice' guidelines and advice on analytics, subject line, email formatting, messaging, creative, etc.
- Provide advice on reactivation, conversion and other email marketing communication strategies to burst responses and increase activity.
- Assist in testing of email strategy
- Provide performance based recommendations for email templates, email copy and adjustments to improve metrics.