Media Attribution RFP Q&As

Q1: What is the expected project timeline for media attribution and visitor tracking efforts?

A1: The awarded vendor will be onboarded to begin tracking during the remaining period of FY25 (October 2024 to September 2025). The engagement is expected to extend into subsequent fiscal years, contingent upon the accuracy and reliability of reporting. Vendors must demonstrate their ability to provide effective tracking and deliver insights that make sense. Proposals should include detailed plans outlining how tracking will be implemented and validated over time.

Q2: How will the scope of digital media coverage and impressions be structured?

A2: The scope includes a significant number of digital media impressions across diverse platforms and regions. Vendors should propose scalable solutions that address high-volume campaigns with international reach.

Q3: What pricing models should vendors propose for this engagement?

A3: Vendors are encouraged to propose flexible pricing models that align with campaign objectives and scope. This could include pricing based on a fixed number of impressions with tiered costs, a percentage of the CPM (cost per thousand impressions), or other scalable approaches. Proposals should include scenarios outlining how costs will be estimated and adjusted based on campaign size, geographic reach, and additional services. Detailed explanations of cost structures and pricing flexibility are required to facilitate comparisons and evaluations.

Q4: Can you provide a topline overview of your methodology?

A4: Vendors should outline their attribution methodology, including key techniques, data sources, and analytical frameworks used to measure campaign performance. As part of the methodology, vendors should specify whether their solution is reliant on cookies, and if so, detail strategies for futureproofing in a cookie-less environment.
Vendors should also describe their data refinement processes, including steps taken to clean, process, and validate data for accuracy and relevance.

Vendors should detail their data sourcing practices, including the origin of data, reliance on IP addresses or bid stream data, and the measures taken to address potential challenges such as geo-location inaccuracies due to VPNs.
Additionally, it would be helpful for vendors to provide or suggest minimum data volume requirements for reliable insights and the conditions necessary for accurate campaign performance measurement.

Q5: How do you ensure privacy compliance?

A5: Vendors should explain their processes for maintaining compliance with global privacy regulations, including GDPR and CCPA, and detail data anonymization and consent practices.

Q6: Are there limitations within your dataset, such as markets that cannot be covered?

A6: Vendors should identify any gaps in market coverage, outline challenges, and provide a roadmap for achieving broader coverage where necessary.

Q7: How is data modeling conducted in your solution?

A7: Vendors should share insights into their data modeling techniques, including assumptions, algorithms, and validation methods. Additionally, as part of the methodology, it would be helpful for vendors to detail the timeline for delivering initial readouts and specify the average lag time on data reporting.

- Vendors should specify the minimum data volume necessary for reliable insights and the conditions required for accurate campaign performance measurement.
- Vendors should outline the minimum duration needed to gather sufficient data for robust analysis and meaningful results.
- Vendors should provide a timeline for when initial insights and results can be shared after the campaign begins.
- Vendors should specify the expected timeframe for delivering preliminary results and insights post-launch.

Q8: What is the implementation process, and how will the data be reported?

A8: Vendors should describe the steps for implementation, including setup, testing, and the reporting formats available to clients. As part of this process, vendors should provide insights on the types of media that can or cannot be measured by their solution and how flexible the reporting formats are to meet specific client needs.
Vendors should outline the standard formats for reporting results and describe any customization options to meet specific client needs.

Q9: What is the average lag time on data reporting?

A9: Vendors should specify the typical time delay between data collection and reporting, including factors that may influence latency. Vendors should clarify the scope of media measurement capabilities, highlighting any limitations and opportunities for extension.

Q10: How do you define economic impact metrics? Are those flexible?

A10: Vendors should detail how they calculate economic impact metrics, the flexibility of these metrics, and the ability to incorporate client-provided impact data for tailored analysis.

Q11: How will risk management be factored into project execution?

A11: Vendors should provide a clear risk management plan, addressing potential challenges in data collection, privacy compliance, and integration. Proposals should highlight proactive strategies to mitigate risks.

Q12: Will opportunities for feedback and continuous improvement be part of the engagement?

A12: Yes, the consideration of feedback for continuous improvement is key to success. Vendors should include plans to regularly incorporate feedback and refine methodologies over the course of the engagement.