



NEGOTIATED REQUEST FOR PROPOSAL

ADDENDUM #01

NRFP# DC-2016-RL-01- Marketing Attribution Technology

Close Date/Time:

February 11, 2016
14:00 hours
Pacific Time

<u>Issue Date:</u>	February 4, 2016	<u>From:</u>	Destination Canada – Procurement Dept.
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below are answers to question(s) received in regards to the above noted as of February 1st, 2016.

Q1. Is the CTC currently obtaining travel data similar to what is being asked for in NRFP DC-2016-RL-01 Marketing Attribution Technology? If so, who is providing this data?

Answer: The CTC is not receiving conversion data similar to what is being asked for in the NRFP.

Q2. How is the CTC currently obtaining general audience/ consumer data? General data would refer to any sort of travel data (surveys etc.).

Answer: The CTC has a number of sources for general audience / consumer data, including Statistics Canada, consumer databases, air travel data, regular consumer surveys, focus groups, programmatic audience information, industry feedback / input and more.

Q3. Beyond learning if the CTC's marketing efforts ultimately lead to a consumer traveling to Canada, is there any other use for this data?

Answer: If the service or data is able to advance the business objectives outlined in the NRFP (i.e., becoming a content-oriented media organization, getting travellers excited about Canada, shifting to data driven marketing, improving partner's bottom line and helping us understand the customer journey and decision path) that might be taken into consideration.

Q4. Data Specific: Ideally would the CTC be looking for the consumers 'path to purchase' before they made their booking decision? Example; Customer X from New York City booked a flight to Toronto on Feb 1st, 2016 through Expedia.com. Is the CTC interested in learning:

- Did that customer interact with any CTC advertising prior to booking? If so what advertising did that customer interact with? What websites (URL's) was that advertising featured on?

- What was the customers' path to purchase? What sites did customer X visit prior to booking?
- What else did customer X search for while on the website?

Answer: Yes, any additional ability to further assist the business objectives may be taken into consideration

Q5. How would the CTC like this data delivered? Would it be through password protected electronic files the CTC can access at any point? Or would it be through a weekly/ bi-weekly report generated? Is there a preference?

Answer: There is no preference.

Q6. Can the model below be explained?

Answer: The model below is only to allow comparability of different pricing models. It is not based on actual spend or strategy. For example, if proponent "A" prices based on a cost per impression served, and proponent "B" is based on per traveller converted, we needed a way to assess the costs fairly and transparently, for evaluation purposes.

MARKET'S SIZE	# Travellers	% Conversion Rate (i.e. number of leisure travellers who were influenced by the CTC marketing)	# travellers converted through the CTC marketing	Paid Impressions Served
Large Market (assumptions applicable to US pricing)	15,000,000	10%	1,500,000	750M (\$3M at \$4CPM)

Q7. If so, is the CTC primarily looking for a partner that also provides paid media to utilize the data against?

Answer: No, there are different technology options available; a paid media partner is only one option.