Canadian Tourism Commission   Commission canadienne du tourisme

NEGOTIATED REQUEST FOR PROPOSAL

ADDENDUM #02

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

Close Date/Time:

February 11, 2016
14:00 hours
Pacific Time

Issue Date:	February 10, 2016	**From:**	Destination Canada – Procurement Dept.
To:	All Vendors	**E-mail:**	procurement@destinationcanada.com

Please note that the new closing date/time ("the closing time") is on February 12 at 14:00 Pacific Time (PT).

Below are answers to question(s) received in regards to the above noted as of February 2, 2016.

Q1. How much information does the CTC have access to from its web site and from partners' web sites and what kind?

- Web analytics
- Offline CRM data
- Marketing results from other marketing campaigns?

Answer:

- **Web analytics -** The CTC collects web analytics information from its owned and managed websites. It may, as appropriate, collect web analytics information from partner websites.

- **Offline CRM data** - The CTC does not currently use offline CRM data.

- **Marketing results from other marketing campaigns** - The CTC currently uses ad evaluation studies as the primary method for gathering information on its impact on arrivals.

Q2. Has the CTC put in-place and implemented around the world any user tracking platforms that provides results for marketing channels and can be integrated with the new solution?

Answer: No.

Q3. Which third party data providers (demographic, geographical, psychographics, behaviour) does the CTC use right now?

Answer: The CTC has proprietary demographic, psychographic and behavioural data bases. It may, from time to time, use third party data providers to provide additional information.

Q4. Does the CTC use any Ad Exchange servers or Ad Networks providers and/or other paid services?

Answer: Yes.

Q5. What are the priorities (order) in terms of marketing channels for the CTC by country (which channels must the solution cover)?

Answer: The channel priorities may vary from year to year depending on the strategy employed, the partners in market and market conditions. Channels to review include: CTC owned sites, paid content, and social channels (higher priority: Facebook, Instagram, Twitter, Pinterest, YouTube, Email; lower priority: WeChat, Youku, Renren, Kaixin, SinaWeibo, Douban, Tencent Weibo; Of interest: Tumblr, Snapchat)

Q6. What are the priorities (order) in terms of formats for the CTC by country (which formats must the solution cover)?

Answer: The CTC uses a variety of content and it is not possible to prioritize at this time.

Q7. Can the CTC make changes or propose additions (add data recollections tools or technologies) on its owned and operated sites?

Answer: Yes.

Q8. Can the CTC make changes or propose additions (add data recollections tools or technologies) on partners' owned and operated sites?

Answer: The CTC can propose changes to partner sites, but these changes would be assessed by the partners on a case by case basis. To date, partners have been open to inserting tags and tag containers on their sites to track information.

Q9. Can the CTC make changes or propose additions (add data recollections tools or technologies) on third party owned and operated web sites?

Answer: It is not likely that the CTC would be able to request changes to third party sites where there is no formal relationship.

Q10. Does the CTC have feedback (online or offline) from campaigns from around the world and, if yes, which format and/or platform?

Answer: The CTC currently runs ad evaluation studies in key markets. It also seeks reporting from key partners and key accounts on their estimated number of bookings generated from partnering with the CTC.

Q11. Does the CTC have Market Research on the markets listed in the RFP?

Answer: Yes, on all markets.

Q12. On the following statements:

    A) Provide a signal to the CTC that a consumer who has been exposed to CTC content has taken a booking action or travelled to Canada.
    B) Provide attribution back to a specific channel(s) (e.g., Facebook in Germany) or initiative (e.g., the CTC 2016 Ski Initiative).

How does the CTC expects the solution to track travels and booking to Canada? Does the CTC has agreements with travel agencies and/or Google or Facebook to have access to this data?

Answer: The purpose of the NRFP is to identify potential solutions to this question.