



RFP-CMIP21201903

Amendment No. 3: To the Tender Documents

2019/20 Digital Media Buy

Amendment Date: March 13, 2019

To all Proponents:

The Purpose of this Amendment is to address the following questions:

1. What is the current traffic levels that you have? Knowing if you are getting 100,000 a year or 1,000,000 a year and increasing by 5% within the requested budget will be crucial in determining if we feel confident in hitting your target.

CMI's 2018/2019 paid onsite traffic goal was 63.5K. This goal will be slightly increased for next year's fiscal. Exact goal will be shared with successful proponent.

2. After the initial in person meeting, do you prefer video calls or phone calls for work?

Phone calls would be sufficient.

3. Do you have a % breakdown that is preferred for ad vs project work?

As this is a Digital Media Buy RFP, CMI is looking to vendors to propose a thoughtfully planned breakdown of costs.

4. If you want to see 5% increase to visitations, then 5% increase in website traffic wouldn't be enough... if one is reached and not the other is that considered success to your team or is ultimately the goal here to increase visitations by 5% and all other increase values are whatever is required to reach that goal?

The ultimate goal of this campaign is to drive foot traffic. Success will be measured by 5% increase of visitations to the Museum.

5. Is the team willing to address any website or branding issues if our team feels those changes would be necessary to boost the image of the museum? (So long as the cost falls within budget and is included in our proposal?). From the looks of things any changes would be in-line with how traffic is driven to convert the most traffic effectively.

The CMI team is open to discussing issues that can be addressed within our environment. Please note that CMI has no interest in investing in making changes to the overall brand at this point.

6. If the proposal is not what you are looking for, but close is there a way for us to adjust our proposal to make it work for your team?

The successful proponent will be chosen based on the evaluation criteria and award process outlined in the RFP.

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