

REQUEST FOR EXPRESSION OF INTEREST (EOI)

Title of the EOI: **Provision of email marketing services**

Date of this EOI: **23 October 2025**

Closing Date for Receipt of EOI: **22 November 2025**

EOI Number: **UNSSC/EOI/202501**

Address EOI response by email to the attention of: **Shuai Zhang**

Email Address: **procurement@unssc.org**

UNSPSC Code: 80140000, 43230000

Description of Requirements:

Background and Context:

Established by the UN General Assembly in 2002, the United Nations System Staff College (hereinafter UNSSC or “Staff College”) is dedicated to serving the learning and knowledge needs of the UN system and partner organizations. We create first-rate learning experiences grounded in the bedrock values of multilateralism and dignity for all enshrined in the UN charter. Participants in our programmes rely on UNSSC to enhance their knowledge and skills across leadership and management, sustainable development, and peace and security. UNSSC is headquartered in Turin, Italy with an office in Bonn, Germany.

The UNSSC has been utilizing an email marketing platform to:

- Send up to 5,200,000 emails within a twelve-month period. These emails include communications about programmes and courses, targeted outreach, and newsletters.
- Manage over 110 contact lists maintained by both programme teams and the communications team. This includes the UNSSC monthly newsletter, "Learning Matters," which has 80,000 subscribers, the Course Promotion newsletter with 122,000 subscribers, and the Blue

Line, a platform for self-directed online learning, with +60,000 subscribers from the UN system.

- Create approximately 475 dynamic email layouts to inform, engage, and entice our audiences.

The Staff College is seeking an email marketing service provider to streamline mass email marketing and improve efficiency and effectiveness with the latest tools and features available.

Objectives

- **Enhanced Communication Efficiency:** Leverage robust email marketing features to streamline communication processes, ensuring timely and targeted outreach to different audience segments while reducing manual effort.
- **Audience Engagement and Growth:** Utilize email marketing tools to create engaging and visually appealing email campaigns, with the aim of increasing open rates, click-through rates, and overall audience engagement. This includes expanding subscriber lists through targeted lead generation strategies.
- **Performance Tracking and Analytics:** Implement analytics and reporting features to monitor campaign performance effectively. Set specific KPIs to evaluate success, such as subscriber growth, engagement metrics, and conversion rates, enabling data-driven decisions for future marketing and outreach efforts.

Deliverables:

Multi-Environment Account	• Two (or more) logically separate workspaces under one license for the College and the Blue Line¹ • Full control over user roles and permissions per workspace • Separation of lists, content, automation, and access levels
User Roles & Permissions	• Unlimited users • Custom roles can be created with granular access restrictions to certain lists, features, or sub-accounts • Roles can be adjusted or revoked anytime by admins
Database & List Management	• Import lists and segment, tag, and update directly within the platform

¹ The Blue Line is an online learning hub created by the UN System Staff College to equip all UN personnel with personalized and self-directed learning opportunities.

	• Native Salesforce Sync with easy login-based setup • Full GDPR consent tracking and secure attribute management
Email, Automation & Drip Campaigns	• Visual drag-and-drop editor, reusable templates, dynamic content, Utilizing AI for message optimization, and A/B tests • Advanced segmentation using engagement data, custom fields, scoring, etc. • Drip campaigns (a.k.a. Workflows) with logic based on opens, clicks, course progress, tags, etc. • Time-zone based delivery and optimal delivery windows
Reports & Visibility	• Real-time analytics on campaigns, lists, automations, user activity, webinar attendance, etc. • Scheduled custom reports (e.g., weekly reports sent to managers) • Exportable in PDF, Excel, CSV
Deliverability Support	• Dedicated IPs, deliverability team • IP warming assistance, spam-checks, inbox previews • Direct contact with Gmail, Yahoo, Microsoft in case of blocks
Customer Service Support	• Service desk support for UNSSC admin • Dedicated focal point/contact person
Email Migration	• Transferring data like emails templates, contact lists, A/B testing flow charts, and calendars from one email system to another

Vendors interested in participating in the planned solicitation process should submit the Vendor Response Form of this EOI via email to procurement@unssc.org before the closing date set forth above. The response must not be submitted through the UNGM portal, which serves only as advertiser.

Please note that no further details of the planned solicitation can be made available to the vendor prior to issuance of the solicitation documents.

VENDOR RESPONSE FORM

TO: UNSSC Procurement

E-mail: procurement@unssc.org

FROM:

SUBJECT: Response to UNSSC/EOI/202501 for the Provision of email marketing services

COMPANY INFORMATION

UNGM VENDOR ID NUMBER:

LEGAL NAME:

ADDRESS:

CITY:

POSTAL CODE:

COUNTRY:

FOCAL POINT:

CONTACT NUMBER:

E-MAIL ADDRESS:

COMPANY WEBSITE:

Signature:

Date:

Name and title: