

RFP UNSSC/2026/03 on Email marketing services

#	Question	Answer
1	<p>"Real-time analytics on campaigns, lists, automations, user activity, webinar attendance, etc."</p> <p>Could more information be provided on the type of data expected in these analytics reports? Particularly the "user activity" requirement. And is there a particular webinar platform which UNSSC currently use, to provide the data on "webinar attendance"?</p>	<p>Types of Data Expected in "User Activity" Analytics:</p> <ul style="list-style-type: none"> <li>- <b>Delivery Rate:</b> Percentage of emails delivered to recipients' inboxes compared to those that bounced;</li> <li>- <b>Bounce Rate:</b> Number and percentage of undelivered emails. Breakdown of hard bounces and soft bounces;</li> <li>- <b>Open Rate:</b> Percentage of recipients who opened the email, Information on which users opened the email and the time of opening;</li> <li>- <b>Click Rates:</b> Percentage of recipients who clicked links within the email. Details on which links were clicked and by which users, Click maps highlighting the most engaged sections of the email;</li> <li>- <b>Individual User Engagement:</b> Record of each recipient's actions, such as opening, clicking, or forwarding. Timestamps for activities, including when emails were opened or links clicked. Device and location data, if available;</li> <li>- <b>Unsubscribes and Bounces:</b> Identification of users who unsubscribed or whose emails bounced. Bounce reasons, if available;</li> <li>- <b>Download or Attachment Interactions:</b> For emails with attachments or downloadable content, identification of users who accessed or downloaded them.</li> </ul> <p>How we expect the data to be presented:</p> <ul style="list-style-type: none"> <li>- <b>Aggregate Reports:</b> Overall open and click rates, as well as cross-campaign comparisons and time-based trends across all users;</li> <li>- <b>Per-User or Per-Recipient Reports:</b> Detailed logs of each user's email activity.</li> </ul> <p>Exportable Formats: CSV, Excel, or PDF files for additional analysis.</p>
2	<p>"Drip campaigns (a.k.a. Workflows) with logic based on opens, clicks, course progress, tags, etc."</p> <p>Could more information be provided on the "course progress" and "tags" requirements?</p>	<p>In the context of drip campaigns, "course progress" refers to triggering and personalizing emails based on a learner's advancement within a course, with this progress data being passed to the email marketing platform during campaign setup. This allows for use cases such as sending reminders to inactive learners, encouraging those midway through, or prompting course completion. "Tags" refer to dynamic labels assigned based on user behavior, such as email opens or link clicks, enabling more granular segmentation and branching logic</p>
3	<p>We would like to ask whether any amendments to Annex D would be possible, specifically regarding the following points:</p> <ol style="list-style-type: none"> <li>1. Insurance</li> <li>2. Sub-contractors</li> <li>3. Intellectual property</li> </ol>	<p>Amendments to Annex D are usually not accepted. Acceptance of the UN General Terms and Conditions is a mandatory requirement. Minor changes may be considered if clearly identified and explained in the offer submission.</p> <p>The list of subcontractors (if any) may be included in the offer submission, either in Appendix A or in a separate file.</p>

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4	We would also like to understand whether approval of your DPA is required. If so, could you please send it to us? I could not find it among the RFP documents.	No approval is required. However, the awarded supplier(s) shall provide the services in full compliance with all applicable privacy and data protection laws and regulations. Suppliers shall disclose the data protection measures and policies they have in place to demonstrate compliance with recognized best practices. Such compliance is essential to safeguarding the fundamental right to privacy and ensuring adherence to the UN-system wide personal data protection and privacy principles: <a href="https://unsceb.org/principles-personal-data-protection-and-privacy-listing?web=1">https://unsceb.org/principles-personal-data-protection-and-privacy-listing?web=1</a>
5	Could you please confirm whether we may include our platform Special Service Conditions (CSS)?	Yes, please do include them in your proposal.
6	<b>Multi-environment requirement:</b> Could you please clarify whether the requirement for multiple environments/workspaces is intended only to separate content, or whether subscriber lists, unsubscribe functionalities, and user management/access rights should also be managed separately within each environment?	The multiple environments is intended not only to separate content, but also contact lists, campaigns and user management/access rights.
7	<b>Ability to attach documents to emails</b> Would it be acceptable to include links to documents/files within the email instead of attaching files directly? The links could refer either to files hosted on external systems or to files uploaded within the marketing platform itself	Yes this is acceptable.

The information shared in the present Q&As file shall be used only within the scope of the tender.