

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"> - Delivery Rate: Percentage of emails delivered to recipients' inboxes compared to those that bounced; - Bounce Rate: Number and percentage of undelivered emails. Breakdown of hard bounces and soft bounces; - Open Rate: Percentage of recipients who opened the email, Information on which users opened the email and the time of opening; - Click Rates: 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; - Individual User Engagement: 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; - Unsubscribes and Bounces: Identification of users who unsubscribed or whose emails bounced. Bounce reasons, if available; - Download or Attachment Interactions: For emails with attachments or downloadable content, identification of users who accessed or downloaded them. <p>How we expect the data to be presented:</p> <ul style="list-style-type: none"> - Aggregate Reports: Overall open and click rates, as well as cross-campaign comparisons and time-based trends across all users; - Per-User or Per-Recipient Reports: Detailed logs of each user's email activity. <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"> 1. Insurance 2. Sub-contractors 3. Intellectual property 	<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: https://unsceb.org/principles-personal-data-protection-and-privacy-listing?web=1
5	Could you please confirm whether we may include our platform Special Service Conditions (CSS)?	Yes, please do include them in your proposal.
6	Multi-environment requirement: 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	Ability to attach documents to emails 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.
8	Is there a mandatory format required for the Technical Proposal (Appendix A), or are bidders free to present it in a format of their choice (e.g. PowerPoint presentation)? If a specific format is required, could you please confirm whether there is a maximum file size or page limit to be respected?	Yes, please fill-in Appendix A (word document). Additional files may be submitted to provide more details and they can be presented in any readable format, however pdf, being not editable, is preferred than PPT or word. There is no page limit, but we ask to be clear and concise. Maximum cumulative size of attachments per each email is 20 Mb. If size of attachments exceeds this limit, it may be necessary to send more than one e-mail for the whole submission. If so, please indicate the number of e-mails that are sent (example: 1 of 2, 2 of 2).
9	Does the solution require a native connector with Salesforce, or would an integration via API or other methods also be considered compliant?	At moment no we do not need a native connector, but we would like the option to be available in case this is needed in the future. An integrator via API is fine too.
10	Would you be open to receiving a proposal that offers a choice between two email marketing platforms with similar functionalities but different licensing models, allowing you to select the option that best fits your needs?	UNSSC has no objection in receiving two different platform options, as long as the requirements are met and that all costs, including licenses, if any, are included and clearly listed in Appendix B. If you want to propose 2 different options, please do submit 2 technical and 2 financial offers.
11	Would you be open to signing two separate contracts: one with the system integrator and one with the vendor?	No, UNSSC will sign a single contract with the supplier appearing in and signing Appendix A and Appendix B. The system integrator may perform services as subcontractor to the vendor, but it will not have a direct contract with UNSSC.

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12	In the financial Excel template, Table 1 requires bidders to enter an annual licence fee for the email marketing tool. However, Tables 2a and 2b present tiered fee structures based on volume thresholds. Could you please clarify which fee or pricing tier should be entered in Table 1 — for example, should it reflect a base fee, a specific tier, or an estimated fee based on projected volumes?	The Appendix B is designed to allow bidders to submit a proper quotation based on their financial structure. Please fill in the table(s) that are relevant to your financial structure. If you have fixed fees, please add them. If you do not have them, please leave the table, or the cells not relevant, blank. If you have a platform with price per contact, please fill-it in, leaving blank the table for price per email, etc.
13	Which email marketing platform is currently in use?	This information should not relevant to submit an offer. UNSSC uses a well known platform. Migration will be coordinated with UNSSC and not with the existing platform provider.
14	Of the ~475 email layouts, how many are currently active and in regular use, and how many are archived or obsolete? Will migration cover all layouts or only an active subset?	Migration will only require the active subset. For easy reference of email templates we send, please refer to file named "UNSSC Email templates" with screenshot of emails samples with typical requirements.
15	Are the existing layouts built with the current platform's proprietary template builder, or with custom HTML? Are they responsive and mobile-optimized?	They are built in platform's proprietary template builder. Yes, they are responsive and mobile optimized (this is a standard feature offered by the platform that is currently in use).
16	Of the 110+ contact lists, how many are actively used for regular sends?	Yes these lists are actively used.
17	How many automation workflows are currently active and needed to be migrated? Do they involve complex logic (e.g. multi-step branching, CRM data conditions) or are they predominantly simple sequences?	At moment we have no active automation workflows. We use predominantly simple sequences.
18	Which Salesforce CRM edition is in use at UNSSC (e.g. Sales Cloud, Service Cloud)?	Sales and Service
19	Are read-only users expected (e.g. managers or directors who need access to reports and dashboards but no operational access)? Should these count toward the 35-user minimum?	No, read only users are not required.
20	Which webinar platform is currently in use?	This information should not relevant to submit an offer. UNSSC uses different platforms and links to the webinars are sent an embedded link in the email.
21	Which email marketing platform is currently in use?	See answer to question n. 13
22	Can you provide additional details regarding the migration complexity of the 475 existing email templates (e.g., template types, customization levels, dynamic content, and integrations)?	UNSSC is looking for an existing platform that can meet the listed requirements, WE ARE NOT LOOKING FOR A CUSTOM PRODUCT . Therefore, template types, customizations levels, content, integrations, etc are expected to be already available in the current market. For easy reference of email templates we send, please refer to file named "UNSSC Email templates" with screenshot of emails samples with typical requirements.
23	Is Salesforce Marketing Cloud currently being used within your organization?	No.
24	In case of proposing a new email marketing tool, who will be purchasing the licenses?	Our expectation is to appoint a supplier that covers the full cost of the platform (including licenses, if any, maintenance, developments, customer support, etc). WE ARE NOT LOOKING FOR A CUSTOM PRODUCT , but rather an existing platform that can meet the listed requirements.

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25	How many administrators and/or users will require training as part of the project?	Roughly 35 people.
26	What are your expectations regarding support SLAs (response times, coverage hours, severity levels, etc.)?	We would expect you to adhere to industry best practices in terms of support. Namely a 24 hour turn around time on tickets and a dedicated focal person/account manager for UNSSC.
27	What are your expectations for future email volume growth over the next few years?	We anticipate an annual email volume growth rate of 10% to 20%. This is an estimation. In no way this represent a commitment of volume increase.
28	Will UNSSC require the implementation team to redesign, recreate, and migrate all existing email templates, layouts, and campaign content from the current email marketing platform into Salesforce Marketing Cloud?	No.
29	Approximately how many email templates, newsletters, landing pages, and reusable content assets need to be migrated or rebuilt? (The RFP mentions approximately 475 dynamic email layouts that may need to be transferred.)	This is clearly articulated in the TOR. Please refer to section I. "Background and Context" of the TORs in the RFP package.
30	How many Journey Builder journeys (drip campaigns/workflows) are currently in use or expected to be implemented in Salesforce Marketing Cloud during the initial deployment?	See answer to question n. 17.
31	Can UNSSC provide a list of the anticipated customer journeys, including trigger events, audience segments, decision logic, and communication channels?	This information is not relevant to submit an offer, but it will be disclosed to the awarded company/ies for the delivery of the services.
32	Are there any existing automated nurture campaigns, course promotion workflows, onboarding journeys, newsletter subscriptions, or engagement-based follow-up journeys that need to be migrated from the current platform?	The needs of the college are clearly articulated in the RFP. Migration will be coordinated with UNSSC and not with the existing platform provider.
33	Besides the native Salesforce CRM synchronization, are there any data integration requirements involving external systems, files, or databases?	No.
34	Apart from Salesforce CRM, are there any other systems that will serve as sources of prospect, lead, contact, subscriber, or engagement data for Marketing Cloud?	Yes, we will need the ability to create forms within the email marketing platform for new newsletter subscribers to sign up.
35	Does UNSSC currently use any Learning Management System (LMS), webinar platform, event management system, website forms, or third-party applications that will need to integrate with Marketing Cloud?	This information should not relevant to submit an offer. UNSSC uses different platforms and links to the webinars are sent via an embedded link in the email.
36	Will contacts be created and maintained exclusively within Salesforce CRM, or will Marketing Cloud also need to receive subscriber data from external applications or file-based imports?	Contacts are not exclusively maintained on Salesforce (eg newsletter subscribers). If by Marketing Cloud you refer to the Salesforce Marketing Cloud, this is currently not used in UNSSC. Please refer to answer n. 23.
37	Does the bidder need to be the software publisher/platform owner?	UNSSC would expect to identify a supplier that owns the platform, being able to provide full maintenance, features developments and customer support. WE ARE NOT LOOKING FOR A CUSTOM PRODUCT, but rather an existing platform that can meet the listed requirements.

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38	Alternatively, can a consulting, implementation, or systems integration company submit a proposal based on a third-party platform?	See answer to question n. 37.
39	In the event that a third-party platform is proposed, would UNSSC expect the bidding entity to be the sole contractual counterparty under the Long-Term Agreement (LTA)?	In case of award, UNSSC will sign the LTA only with the contractor signing the Appendix A and B. The contractor will be responsible for the services, even when provided by subcontractor(s)/third-parties, if any.
40	Is it acceptable for the software vendor to be the contracting party while an implementation/integration partner participates in delivery and support activities?	See answer to question n. 37.
41	Does UNSSC allow joint proposals, consortium arrangements, or prime contractor/subcontractor models?	Joint proposals in the form of contractor/subcontractors are allowed as per art. 4 of the UNGCCs. The list of subcontractors (if any) may be included in the offer submission, either in Appendix A or in a separate file.
42	When evaluating experience and references, would UNSSC consider the combined experience of the proposed partnership (platform vendor and implementation partner), or only that of the legal entity submitting the bid?	Experience of the contractor and subcontractor(s), if any, will be considered in the evaluation.
43	Can customer support, onboarding, migration, and implementation services be delivered by a certified partner while the platform licensing and contractual obligations remain with the software vendor?	See answer to question n. 41.
44	In the case of a vendor-partner arrangement, would the LTA be signed exclusively with one entity, or can multiple entities be formally associated with the agreement?	Yes, in case of award, UNSSC will sign the LTA only with the contractor signing the Appendix A and B. The contractor will be responsible for the services, even when provided by subcontractor(s)/third-parties, if any.

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