Addendum 4 dated 09/18/2017

The following questions have been asked, and the corresponding answers are provided.

Q - Can you provide an overview of the current process and tools being used to manage Marketing Personalization today?
A - There are no marketing personalization tools being used today for public websites.

Q - What are the top challenges/pain points you are hoping to solve with a new solution? What do you need to improve upon that cannot be addressed with the current solution?
A - We will be using a new solution to target visitors with interest-specific content and use the interest data with future projects.

Q - Does the scope for this project include actions to be taken after the sites have been personalized for anonymous visitors (ie SMS/email nurture follow-ups)?
A - Not at the time, but include post-website actions in the response if it is something your tool provides.

Q - Can you share what criteria will determine if this project is successful? What is the expected outcome? (ie increasing enrollment by X%, decreasing student attrition by Y%, etc.) What KPI's are you looking to impact with this project?
A - The solution selected will help increase site visits and conversions into applications, donations, newsletter signup, and more by determining visitors’ interests and supplying personalized content on the public website to match those interests. It will also allow us to connect visit history with individual interests and utilize this outside the chosen solution.

Q - How many OU team members will be available to support this initiative?
A - To be determined based on solution needs and costs.

Q - What solution(s) are you currently using today to manage CRM, Marketing Automation, Content Management, etc (please list any applications that are part of your current Marketing Technology Stack)? What reporting/analytics applications do you currently use?
A - A CRM for this project will be determined at a later time, but will most likely be Salesforce. We currently use Adobe AEM for content management, but this tool may not necessarily need to work with the CMS. Current reporting and analytics tools include Google Analytics and home-grown tools for monitoring web performance.
Q - What Marketing Channels are you currently using?
A:
- Email
- Texting
- Facebook Page
- Facebook Ads
- Instagram
- Instagram Ads
- LinkedIn Company Page
- Twitter
- Twitter Ads
- Snapchat
- Mobile App push notifications
- Website
- Flickr
- On-campus signage
- On-campus partnerships
- Newspaper Ads

Q - Are you doing paid media campaigns? Who are your preferred paid media partners?
A - Yes, via social media. Facebook, Twitter, and Instagram Ads ad hoc.

Q - Are you marketing through mobile apps?
A - Not directly, but use push notifications for some transactional marketing.

Q - How do you measure the success of your Marketing organization?
A - Brand strength, sit visits, support for applications and donations, ease of finding information, student retention and graduation rates

Q - What marketing activities are you measuring? If you have any Key Performance Indicators (KPI's) please share them
A - We measure branding strength through survey data, social media marketing data, and website performance data.

Q - How many marketing contacts do you have in your database today? Please break down any separate audiences (students/prospective students/alumni etc) you focus on.
A - Various departments on campus own data for different groups in various CRMs. A collaboration between departments would be necessary to include all audiences. As an estimation, there are approximately 30,000 prospective students, 25,000 current students, 150,000 alumni.

Q - Do you outsource any work such as telemarketing or design work to other companies? Please explain?
A - This depends on needs and opportunities. Some design work is outsourced to other companies.

Q - What schools/school systems would OU consider its “Top 5 Competitors”
A - This is dependent on the context. This may be discussed after proposals are issued.
Q - Is there a larger executive initiative that is driving this particular project? If so, please share some details on that initiative

A - This project may fit a larger executive initiative depending on the solution and opportunities. This may be discussed at a later date.