**Request For Information**

**E-marketing system procurement**

Department of Health and Social Care

May 2023

**1.0 Introduction**

The Department of Health and Social Care (‘The Authority’) is seeking information regarding a procurement opportunity to find an email marketing platform to send bulk marketing and communication emails to a range of stakeholders.

This is a Request for Information (RFI) only. This RFI is issued solely for information and planning purposes – it does not constitute an Invitation to Tender (ITT) or a promise to issue an ITT in the future. This RFI does not commit the Authority to contract for any supply or service whatsoever.

Further, the Authority is not at this time seeking proposals and will not accept unsolicited proposals. The Authority will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party’s expense, by responding to the RFI the responder accepts these terms. Not responding to this RFI does not preclude participation in any future ITT, if any is issued.

Responding or not responding to this RFI does not preclude participation in any potential future ITT, if any is issued.

The information provided in the RFI is subject to change and is not binding on the Authority. The Authority has not made a commitment to procure and release of this RFI should not be construed as such a commitment or as authorisation, to incur cost for which reimbursement would be required or sought.

It is not intended that this RFI process will to be used to pre-qualify potential Respondents. The Authority simply wishes to gather general information about the services it wishes to obtain at this stage only. It is important, therefore, that Respondents should not prepare detailed proposals at this stage. Furthermore, a response or non-response will not guarantee inclusion or exclusion in any future procurement process.

**2.0 Background to the Requirement**

* 1. Background

The Department of Health and Social Care (‘The Authority’) requires an emailing marketing system that will be used company-wide to deliver customised, accessible, interactive marketing and communications. This will allow the department to continue sending circa 10 campaigns monthly with a combined total of 200,000 to 250,000 emails sent per month.

Running this information gaining exercise will allow DHSC to better understand the e-marketing platforms available in the market.

* 1. The Requirement

Teams across the department continue to regularly rely upon e-marketing to communicate with a range of audiences and we are looking for a system that offers:

* straight forward user interface to allow colleagues across the department to create bespoke, accessible e-communications
* segmented campaign lists to ensure we are always GDPR compliant
* user designated logins that have multi-factor authentication
* UK-based hosting in the cloud (however EU-hosting would be considered) that is fully DPA compliant
* a secure, robust platform that is resilient and responsive
* a supplier who is ISO27001 accredited
* the ability to authenticate and verify our domain(s)
* the ability to gain real-time metrics and reporting upon request
* great customer support that can answer our questions and provide technical support responsively, with e-learning or training available

**3.0 Requested Information**

1. Please provide more information about the user interface of your e-marketing platform for the creation, send and evaluation process.
2. Please describe how email distribution lists can be segmented.
3. Please provide further information regarding data security and back-up.
4. Please provide details of where the email marketing system is hosted, performance and availability, and outage management.
5. Please describe you user management model e.g. account types, access levels.
6. Please provide further information about the metrics and reporting available in your email marketing system.
7. Please provide details on your customer service model, how you provide technical and user support, plus training.
8. Please provide a document that gives an overview of the platform and its functionality.
9. Please indicate if you would be willing to offer us a demo of the platform (yes or no response).
10. Please provide information on your typical cost model (ie cost per user license or price per email sent) and a high level estimate for your solution based on the typical usage detailed above. This will help us understand the budget needed for a requirement of this scope.

**4.0 Responses**

Please provide responses are due no later than **5pm Friday 02 June 2023** and shall be submitted via email to: [cohennicholls@dhsc.gov.uk](mailto:cohennicholls@dhsc.gov.uk)

Section 1 of your response should be administrative information and include:

* Organisations’ name
* Organisations’ address
* Contact name
* Telephone number for contact
* E-mail address for contact.

Section 2 of your response should include answers to the questions in Section 3 of this document

Please make clear any commercially sensitive information you are sharing with the Authority.