

# Specification for Digital Advertising Services

## University of London

The Specification for the Digital Advertising Services details on all aspects of the Services required by the University of London ('UoL') under the Contract. Suppliers should familiarise themselves with this section and propose how they will deliver the Services in the Tender Response Document, released in the ITT pack.

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## Part I – The Services

### 1.0 Digital Advertising Services

The successful Supplier will be required to deliver the following Digital Advertising Services, which will include the criteria detailed below for all Services under this Contract. Although the Worldwide Department will be the largest client, the Services will be available to all areas across the University of London. The Supplier must be able to deliver to multiple University stakeholders.

### 1.1 Consultancy: Campaign Strategy, Planning & Research

The Supplier will provide objective advice on areas such as strategy, planning and research in line with the University's marketing objectives, which may or may not include delivery or implementation.

#### a. Strategy

The Supplier will work with the marketing team to develop campaigns that reach the right audiences and deliver a strong return on investment, meeting or exceeding agreed KPIs.

The Supplier will provide strategic consultancy in the following areas:

- i. Market selection
- ii. Platform selection
- iii. Attribution modelling
- iv. Reporting & data
- v. User journey (including post-ad click experience and landing pages etc.)

#### b. Planning

Collaboratively create campaign plans using appropriate cloud-based project management software such as Smartsheet or similar, including a board/card workflow system, allowing effective scheduling & trafficking of assets, working to agreed (SLA) deadlines and working with third party providers, affiliates, publishers and design agencies.

This will include:

- i. The ability to work with a creative management platform (CMP) where appropriate

- ii. Developing a fully costed campaign plan for each programme or project area inclusive of a clear breakdown of all management, platform, media and technology/tracking fees
- iii. Ensure individual campaign plans are agile and provide an overview of updates through version history
- iv. Working with the Marketing Team of various Departments to develop an annual cycle providing an overview of all campaigns and a reporting timeline
- v. Ensuring capacity is available for tactical and ad-hoc activity
- vi. Advising on appropriate channels to meet and exceed agreed targets, based on research
- vii. Ensuring advertising activity and tracking integrates, where possible with the rollout of the CRM system (Microsoft Dynamics 365) or other common CRM systems used by other parts of the University
- viii. Providing ad hoc media buying services as and when required and a willingness to work directly with publishers/third parties

### **c. Research**

To provide research into audience sizes/markets for a variety of platforms and countries including:

- i. Keyword research including search volumes
- ii. Differentiated Social audiences
- iii. Programmatic audiences

## **1.2 Campaign Management & Delivery**

The Supplier will be required to set up and optimise campaigns across a range of digital channels, based on research. This service will include, but will not be limited to, the following elements:

- a. Ensuring all advertising activity is run on platforms owned by UoL and accessed through agency settings or equivalent where applicable
- b. Paid search campaigns using Google Ads and other platforms (where appropriate), ensuring ad relevancy is maximised and keywords, bids and targeting is closely monitored and optimised.
- c. Remarketing across a range of platforms including display, social and search
- d. Work with third parties and affiliates when required to implement tracking of Return On Investment where available and report on activity as part of wider campaigns
- e. Expertise in and thorough knowledge of programmatic techniques to deliver an effective programmatic strategy, minimising wastage and ensuring targeting is effective
- f. Deliver and optimise paid social activity to improve week-on-week performance
- g. Provide a weekly update on all activity, highlighting optimisations and suggesting improvements
- h. Managing activity through Google Campaign Manager or similar ad management platform, providing live reporting
- i. Ensuring brand protection through website exclusion lists
- j. Nominate an experienced Campaign Manager for each Campaign or Project, who will be responsible for ensuring delivery to completion to a high standard as expected by the University
- k. Collaborate with University stakeholders to ensure the Campaign has realistic objectives that will deliver measurable results or Returns On Investments
- l. Provision of advice and recommendations in line with the latest digital trends, developments and innovations
- m. Work with a variety of stakeholders including UoL and third parties to ensure all elements of campaigns are delivered effectively, on time and on budget
- n. Creation of campaign plans in line with individual campaign budgets
- o. Provide management and delivery for ad hoc and tactical projects
- p. The University will also name one or more Contract Manager(s) for the Contract term

## **1.3 Tracking**

- a. Tracking at campaign level with the ability to track conversions etc.
- b. Report on ROI (cost per application & registration, bookings etc.) against programme-specific and campaign-specific budgets
- c. Ensuring tracking activity has minimal effect on system performance
- d. Work closely with the Worldwide Information Technology and Data Management Team and other technical teams to ensure tracking is functional and is tested regularly in a separate non-production environment
- e. Working with third parties and affiliates when required to implement tracking to conversion where available
- f. Provision of technical expertise to provide effective and integrated business solution

- g. The University's preferred solution would be based on the use of Google Marketing Platform products, i.e. Google Tag Manager, Google Analytics, Google Ads etc. However, Suppliers may provide alternative solutions for this. Our conversion goals currently include (and are not limited to):
  - i. Course/landing page views
  - ii. Enquiry submission
  - iii. Applications
  - iv. Registrations
  - v. Room bookings
- h. Recommend and/or implement new goals/events where appropriate. Provide recommendations on e-commerce tracking where applicable
- i. Expertise and a proactive approach to exploring and, where required implementing effective alternative tracking methods in line with current and future changes to privacy legislation and technology changes, particularly around developments relating to cookie-based tracking

#### **1.4: Budget Management & Reporting**

##### **a. Budget Management**

All budgeting will be at programme or campaign level and the Supplier should include the following:

- i. Provide full costings ahead of any work
- ii. Record and monitor campaign spend through a live budget document/platform
- iii. Ensure spend is in line with allocations in campaign plan

##### **b. Reporting**

- i. Provide a week-on-week performance statistics update, detailing optimisations and highlighting recommendations
- ii. Set up and maintain a live self-service dashboard in Data Studio or similar to report on conversions and onsite behaviour across all platforms and non-paid activity. This should have the ability to filter using criteria (location/device/date etc.) available in Google Analytics.
- iii. Advise on conversion rate optimisation techniques to increase effectiveness
- iv. Platform conversion data should be de-duped to ensure conversions from multiple platforms are reported accurately
- v. Ensure fees are including in budget/ROI reporting
- vi. Implement effective optimisations to improve performance
- vii. Provide ROI on programme-specific or campaign-specific spend
- viii. Implement a/b testing across all relevant platforms to inform creative work
- ix. Develop an appropriate and effective attribution model to inform channel selection
- x. Provide insights and recommendations that complement and enhance SEO activities (including international SEO)

## **Part II – Particulars of Performance**

### **2.0 Contract, Performance & Quality Management**

In order to provide high quality Digital Advertising Services to the University of London, the Supplier must put in place performance tools and methods that monitor and manage the service(s) for the duration of the Contract. The successful Supplier will:

- a. Provide an implementation plan for establishing quality Digital Advertising Services. The plan must provide key milestones and actions and will be reviewed as part of the Supplier's first Contract performance review
- b. Develop, enable and maintain performance and quality assessment systems that will monitor key service performance areas to fulfil the Contract KPIs, Critical Success Factors and the SLA.
- c. Quality checks will include, but are not limited to, the following:
  - i. ensure checks on creative/copy and targeting settings are carried out in a timely manner
  - ii. provide the ability to test a small sample of applications
- d. External performance and quality checks must be conducted if a sub-contractor is engaged to deliver any aspect of the contract, to ensure that the same quality level is maintained and guaranteed
- e. Provide periodic reports, detailing activity, performance, quality, service delivery and spend against Contract KPIs, Critical Success Factors and the SLA
- f. Nominate an experienced Contract or Account Manager for the University, who will have responsibility for the management and performance of the Contract. A backup person must also be nominated in the

event the primary contact is not available. The Contract or Account Manager will oversee day to day Contract business as well as strategic service delivery, quality and performance

### **3.0 Service Level Agreement (SLA)**

The successful Supplier will work in collaboration with University of London stakeholders to deliver a high quality, efficient Contract. The SLA must provide guarantees both at campaign level and for all Services within this Specification, for the duration of the Contract Term. The SLA will include, but is not limited to, the following elements:

- a. Campaign initiation procedures as agreed with the University
- b. Campaign, project or task specific provisions covering all operational aspects, including timings, deadlines for advertising inventory etc.
- c. Campaign technical and reporting issue resolutions
- d. Timescales for dealing with data teams
- e. Response and resolution timescales for customer service queries and issues

The University will not make payment for poor quality, delayed or incomplete work. The SLA will include a methodology for service credits or defaults in the event of Supplier failure, including but not limited to, the following:

- i. Poor quality or unapproved work
- ii. Delays in delivery of services
- iii. Lack of availability of data/dashboards

### **4.0 ICT Solution**

For the duration of the Contract the Supplier will be responsible for providing a software or cloud based system that supports the delivery and management of the Marketing Services. The system and the staff members using it must manage the solution in a secure and confidential manner. The successful Supplier will:

- a. Provide and maintain an ICT or web based system that will support the delivery and management of the Digital Advertising Services
- b. Establish an approach towards the secure and accurate management of their system which provides an efficient service yet manages the University's data in accordance with Best Practice and all relevant laws and statutes
- c. The system must support the Supplier's continuous improvement of performance, quality and efficiency
- d. Work with relevant team members to ensure tracking is implemented through the University's application/registration platform

### **5.0 Risk & Security**

For the term of the Contract Suppliers will be responsible for the risk and security management elements of their provision of the Digital Advertising Services Contract. The successful Supplier will:

- a. Maintain a security & risk analysis regime that will be employed in managing the Contract
- b. Provide contact details of a nominated manager or staff member who will be responsible for security and risk management for the term of the Contract
- c. Implement processes and procedures to ensure complete security and protection of any and all commercial and personal data to be used (whether physical or electronic), processed, transferred or stored through the duration of the Contract, in compliance with GDPR policy and business confidentiality standards
- d. Employ a Health & Safety programme for the duration of the Contract
- e. The Supplier and its sub-contractor(s) must demonstrate that they are compliant with [ISO27001 Information Security Management Systems](#) with respect to all of the services they shall offer the University. If the Supplier is not fully accredited by ISO 27001, it must be able to evidence that it meets the main principles
- f. The Supplier shall take all measures necessary to ensure that all personnel involved in the performance of the Contract are aware of all on going data security and confidentiality requirements
- g. All responsibility for physical, cyber and data security is assumed by the Supplier and it's sub-contractor(s), therefore both entities should adhere to strict standards and practices

## 6.0 Resource Management

The Supplier must manage their staff members, sub-contractor(s), technologies, equipment, consumables and other resources to deliver a quality Digital Advertising Services Contract to the University. For the term of the Contract the successful Supplier will:

- a. Maintain a group of skilled, qualified, knowledgeable and experienced staff members, who will deliver the Digital Advertising Services for the University
- b. The Contract will be awarded to the Supplier **ONLY** and thereafter they assume all responsibility for their sub-contractor(s), including their outputs, quality, performance, standards and staff working conditions.
- c. The University of London is a London Living Wage organisation. All the Supplier's staff members and those of its sub-contractor(s) who work on the University Contract must be paid the current London Real Living Wage salary, if based in London, for the term of the Contract. If staff are based outside of London or the UK, the Supplier's staff must be paid the UK Real Living Wage as a minimum
- d. The Supplier will be responsible for delivering the Digital Advertising Services Contract with full regard to all UK equalities legislation, particularly the UK Equalities Act 2010.
- e. Provide equalities training for their staff members who will be directly involved in delivering the services for the University.
- f. The Supplier shall ensure that the sub-contractor(s) appointed have the technical and professional resource and experience to unreservedly deliver in full all the service requirements set out in this Contract

## 7.0 Customer Service & Complaints Resolution

For the term of the Contract the Supplier will be responsible for managing the customer service and complaints procedures regarding the provision of the Digital Advertising Services, including but not limited to the following elements:

- a. All communication is to be conducted in English
- b. The successful Supplier will provide various methods of communication for a range of circumstances, from day-to-day business to urgent actions
- c. The successful Supplier will implement an efficient Customer Service system for identifying, monitoring, resolving and reporting on issues and queries
- d. The successful Supplier will implement a system for managing and resolving complaints, including a proactive and transparent escalation process
- e. The will Supplier provide a named person or persons who shall be designated as a "first point of contact" regarding customer service and complaints

## 8.0 Ordering, Invoicing & Payment

- a. The Supplier must be able to trade on a Purchase Order > Invoice > 30-Day Credit basis
- b. The Supplier invoices must clearly distinguish or identify Departments, Institutes or business areas
- c. Invoices must include a detailed and itemised description of the work undertaken and must provide appropriate information that identify the specific campaigns, projects, consultancy etc.,
- d. Payment will be made in 30 days, unless the invoice is in dispute
- e. All invoices must show the order's relevant, valid purchase order number and must be submitted to [invoice@london.ac.uk](mailto:invoice@london.ac.uk) for payment

## 9.0 Sustainability & Ethical Business Practices

Suppliers must provide details on how they will provide the Marketing Services Contract service(s) in a socially, economically and environmentally sustainable way. The successful Supplier will:

- a. Provide Digital Advertising Services to the University that manages the social, economic and environmental elements of the service, in support of the University's Corporate Social Responsibility Policy
- b. Name the individual responsible for the sustainable issues in the delivery of the Digital Advertising Services Contract
- c. Provide regular reports to the University on their sustainability achievements in delivering the services
- d. Deliver the key elements of the ISO14001 Environment standard for the environmental management of businesses. It is not a requirement that Suppliers have this accreditation but if not, they must provide evidence that they can deliver upon the key principles of this ISO.

- e. Provide details on how they will manage their supply chain to ensure they are free of slavery and human trafficking, in respect of the [Modern Slavery Act 2015](#).
- f. The successful Supplier shall implement policies and initiatives that promote ethical business practices. This will include but is not limited to: recycled material content; product rationalisation and standardisation; leverage opportunities within the Supplier's supply chain; carbon emission reduction; energy efficiency improvements and waste reduction management e.g. reduction in paper-based office products

#### **10.0 Innovation & Added Value**

The University is very interested in any added value, benefits or innovation that the Supplier can provide to the University through the delivery of the Digital Advertising Services. It is particularly important that Suppliers are able to keep ahead of new and emerging products and services in Digital Advertising. Suppliers are encouraged to demonstrate examples of innovation and submit their added value proposals for this Contract; some examples would be:

- a. Additional, relevant services or technologies that have not been specified in this tender. The University may discuss the additional services with the successful supplier before and after Contract award
- b. The facility to employ an embedded credit card payment system, to support the University's efficiency plan
- c. Added value or benefits for the University of London students, e.g. internship opportunities
- d. Additional environmental benefits or practices
- e. Social value or community benefits for the local area

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