**Visitor segmentation: tender**

**Additional clarification:**

***Q1*** *Do you have an existing customer record database, and would you wish to have the segmentation applied back to these records?*

**Response:** This is currently out of scope for this project.

**Q2** *When it comes to your mission, values and messages, please could you confirm whether these are still in early development or whether they are more or less confirmed?*

**Response**: these are more or less confirmed and we are looking for the next stage of this development for different audiences. What we have will be shared with the contracted supplier.

***Q3*** *Is your focus on attracting visitors from London, national, or international (any or all)?*

**Response:** this work will help us to define this question.

***Q4*** *What previous data sources do you hold which will inform the audience segmentation?*

**Response:** we have information on current audience segments but these may or may not be the segmentation used in the future – this will depend on the outcome of this work.

**Q5** *Do you already have visitor data that can be shared and used to create*

*segmentation and do you require primary research before the segmentation work can take place?*

**Response:** We have some visitor research available that can be shared to the successful bidder for this project. At this stage we cannot specify whether or not more research will be needed to complete this work.

**Q6** *Do you have a visitor/member database that could be used for research purposes?*

**Response:** We have some visitor research available that can be shared to the successful bidder for this project.