E-Mail Marketing Clarification Q&As

* **What is your current email service provider**?

Wired Marketing

* **What would be the KPI’s for this project**?

Our requirements for the service, and how we will assess them, are specified in the published ITT

* **Why are you looking for a new provider**?

Our current contract is coming to an end and, as is customary, we are now revisiting the marketplace to determine the best solution for us for the next contract period.

* **How are you capturing data at the moment**?

New subscribers are captured through a dedicated online sign-up form on our website and from other systems that capture customer data, e.g. Eventbrite for event bookings. Transactional data (e.g. opens and clicks) is captured at contact and campaign level through the current email service solution.

* **List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.**

All information is published at <https://www.contractsfinder.service.gov.uk/Notice/30793355-6641-47c3-9561-66c6ddae05c2>

* **Soft Copy of the Tender Document through email.**

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* **Names of countries that will be eligible to participate in this tender.**

There is no such eligibility list, but we draw your attention to one of the mandatory requirements in the published ITT which is that The National Archives is looking for a fully hosted solution with all data held within the European Economic Area (EEA), and preferably within the United Kingdom.

* **Information about the Tendering Procedure and Guidelines**All information is published at <https://www.contractsfinder.service.gov.uk/Notice/30793355-6641-47c3-9561-66c6ddae05c2>
* **Estimated Budget for this Purchase**

All information is published at <https://www.contractsfinder.service.gov.uk/Notice/30793355-6641-47c3-9561-66c6ddae05c2>

* **Any Extension of Bidding Deadline?**None
* **Any Addendum or Pre Bid meeting Minutes?**

None