

EXHIBIT 1

MINIMUM EMAL MARKETING TOOL SOFTWARE SOLUTION REQUIREMENTS

The Judicial Council of California (JCC) Center for Families, Children & the Courts (CFCC) and other JCC offices require a three-year subscription (with two-year option to renew) for an email marketing software solution that can design and share custom email communications to various contact groups. All software functions, features, reports, etc. will be accessed via the Internet.

General Requirements

Application and subscription should contain the following features and functionality:

A. Account and Emails

- At least ten user account groups and workflows
- Software must have ability to design and save multiple email templates
- Software must have ability to insert graphics or images into email templates
- Software must have ability to save images and graphics
- Software must have ability for mobile-optimized templates
- Software must have possible drag and drop editor
- Software must allow for sending test emails
- Software must allow unlimited email campaigns a month

B. Analytics

- Software must provide real time email performance analytics
 - track number of contacts reached, number of emails opened, number of people who clicked on links, bounce back emails, error emails, opt-out emails, track any duplicate contacts, track individual contacts and their history of emails
- Software must provide possible response dashboard in analytics
- Software must provide a click map in analytics report

C. Data

- Software must allow at least 10,000 saved contacts or offer a corporate solution for more stored contacts
- Software must allow JCC to save contacts at least ten user account groups
- Software must allow unlimited contact groups
- Software must allow JCC to track individual contacts for email delivery data

D. Customer Support

- Vendor must provide JCC with ticket, chat, or phone support
- Vendor must provide JCC with online training videos of use of email marketing tool
- Vendor must provide available software updates to JCC

E. Integration

- Software must provide ability to create email subscription box to integrate on website with automated contact information storage to custom contact group

- Software must provide ability to integrate other applications into email communications, such as SurveyMonkey or YouTube
- Software must have ability to integrate with Drupal software
- Software must provide API access allowing management of member lists, controlling of states of pending mailings, and retrieving response information