RFP Title: Email Marketing Tool Software Solution
RFP Number: CFCC-22-124RB

Requirement Description	Pricing	Allocated Cost Points
A. Account and Emails	**Software price:**	
Up to 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 up to 50,000 saved contacts		
Software must allow JCC to save contacts in up to ten user account groups		
Software must allow unlimited contact groups		
Software must allow JCC to track individual contacts for email delivery data		
SUBTOTAL		**37 POINTS**
D. Customer Support	**Training price**	**5 POINTS**
Vendor must provide JCC with email customer service		

Vendor must provide JCC with online training videos of use of email marketing tool		
Vendor must provide available software updates to JCC		
E. Integration	**Implementation price**	**8 POINTS**
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		
TOTAL		**50 POINTS**