



Media Monitoring Software RFP – Q & A Document – March 11th, 2021

1 What is the contract duration you intend for this project?

1-2 years

2 Given the possibility of additional discounts depending on the contract duration, what is the maximum contract duration you would be willing to pursue?

2 years

3 What is the max annual budget for this project?

Kindly, we do not share budgets.

4 What is the reason for this RFP? Do you have to do an RFP or you wish to?

An RFP is part of Mercy Corps' procurement process.

5 You mention the platform access will be required for 7-8 members of your team. Please state clearly where the individual users are located, in which countries.

We have four team members in the United States, one in the United Kingdom, one in the Netherlands and one in Kenya.

6 Who is currently your media monitoring and analysis provider?

We do not disclose supplier information.

7 What are your focus countries where we should monitor media? Please list all countries of interest.

United States

Canada

United Kingdom

Netherlands

Germany

Burkina Faso

Central African Republic

DR Congo

Ethiopia

Kenya

Liberia

Libya

Mali

Niger

Nigeria

Somalia

South Sudan

Sudan

Tunisia

Uganda

Zimbabwe

Afghanistan

India

Indonesia

Kyrgyzstan

Mongolia

Myanmar

Nepal

Pakistan

Tajikistan

Timor-Leste

Iraq

Jordan

Lebanon

Palestine

Syria

Yemen

Georgia

The Bahamas

Colombia

Guatemala

Haiti

8 What kind of analysis are you looking to receive - automated or bespoke?

Automated

9 You mention "Track reporter interactions" with the media team - please elaborate in more detail what you mean by that.

We would like to track all our emails with reporters including organic inquiries and proactive pitches.

10 You mention "Analyze peer media coverage" - please elaborate in more detail.

We would like to monitor media coverage of our peers and access share of voice charts that compare Mercy Corps' media coverage to our peers.

11 You mention "Curate unlimited list of reporters" - do you mean by that the possibility to have an updated list of journalists?

We would like to manually create unlimited lists of reporters in a software as well as access updated reporter contact information.

12 Should it be possible to add online sources easily in the local countries?

Yes

13 Should it be possible to go back in time a minimum of 10 years?

No

14 List the data types that your services currently monitor e.g. social media, broadcast media, online news, blogs, forums, reviews, e-commerce channels etc.)

We currently monitor online news, print news and blogs.

15 What geographies does your data coverage include?

We currently track media coverage from around the world in various languages.

16 What languages does your data coverage include?

We currently track media coverage in English, Spanish, Arabic, French and other languages.

17 Should it be possible to translate the articles directly from the service/morning report?

No

18 Should the platform have auto-translation capabilities to English and other languages?

No

19 Describe any geographic or language limitations that you face in collecting data today

We haven't run into any limitations thus far.

20 Should it be possible to override a sentiment? This is especially useful should you need very thorough sentiment KPIs for your internal reports

Yes

21 Should the system be able to include an unlimited number of keywords per search?

No

22 Should it be possible to share the articles through Email, Twitter, Facebook from the morning report/service?

Yes

23 Should it be possible for the users to login to the platform themselves so they can add users and update/change settings and searches?

Yes

24 Should it be possible to get unlimited alerts

Yes

25 Should it be possible for the user to choose any hour of the day regarding the delivery time and also be able to set morning, afternoon, alert reports?

Yes

26 Should it be possible to get full Twitter firehose data for bespoke reporting analysis?

No

27 Would you like to be able to get useful automated reports with one click, where the person responsible can add some text and insights manually?

Yes

28 Should users be able to decide how their KPIs should be set up, in other words which KPIs/graphs they should have as a default in their account to facilitate their job?

No, KPIs can be set up the same across all user accounts.

29 Should it be possible to save and share unlimited numbers of password secured Dashboards via links to all your internal stakeholders, regardless if they are users or not?

No

30 Should it be possible to get push notifications from the mobile app as an alert?

No

31 Should it be possible to view the results of the search terms in the mobile app?

No

32 Should it be possible to archive articles into tags directly from the mobile app?

Yes

33 Should it be possible to see statistics/graphs such as media exposure, sentiment, word clouds in the mobile app?

Yes

34 Should it be possible to get unlimited alerts via e-mail?

Yes

35 Should it be possible for the user to choose any hour of the day regarding the delivery time and also be able to set morning, afternoon, alert reports?

Yes

36 Should it be possible to translate the articles directly from the service/morning report?

No

37 Should it be possible to share the articles through Email, Twitter, Facebook from the morning report/service?

Yes

38 Should it be possible to see metadata, KPIs, such as reach, sentiment, Social shares on articles directly in alerts?

No

39 Would you like to combine the online publications of a specific journalist with the respective journalist profile?

Yes

40 Would you like to get insights about the journalist's activities on social media (Twitter, LinkedIn, and Facebook)?

Yes

41 Would you like to identify journalists not just through the filtering of beats, location, reach etc. but also written articles in the recent past?

Yes

48 Should it be possible to have the media database, the distribution tool and the monitoring all in one platform to directly evaluate the success of your activities?

Yes

42 Disseminating multimedia content through a media database: Will a link to the original source of the respective multimedia content be sufficient?

Yes