

Addendum #2
ITQ TDD 30-16
Lead Generation Services

The following are questions and answers for ITQ TDD 30-16 Lead Generation Services:
(Questions received 22 March 2016)

Do you have a database that can be used for marketing purposes, specifically lead generation purposes.

If you do have this database please outline the following if possible

- Database age **current back to three years**
 - Size of database (lead count) **5,000 plus**
 - Most recent date you worked with the database **January**
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1. Do you have any *quantifiable metrics* from the previous vendor – specifically, how many leads/appointments did they set for ECCC in a specific period of time (i.e. per week or month)
 2. Since you "want to review a variety of lead generation services and processes", are we allowed to propose multiple recommendations and the pricing associated with each? **Yes, we welcome multiple recommendations and related pricing**
 1. We assume pricing should be broken out as a monthly price, with the agreement the price quoted will remain valid for a minimum of one year. Is this correct, or would you like to see pricing broken out differently? **Yes, a minimum one year agreement is desired. The county pays for services in arrears, so monthly or quarterly pricing is preferred.**
 2. Is it okay to separate one-time charges for components like list fees, initial programming/set-up fees, etc. from the fees for regular, on-going services or do you require these to be included as a 'lump sum' price? **Yes, fees may be separated.**
 3. If you would like these components to be included as a lump sum, the prices will vary based on the length of contract – for example, the same fees divided over an initial 12 month contract will be higher than the same fees divided over a potential 24 or 36 month contract extension. If so, how would you require this be handled in our quote? **n/a; lump sum not required**

Please provide the name of the current/previous vendor performing Lead Generation Services and what the contract # is/was

Our current Lead Generator is SDR (Strategic Data Research).

I do not have a contract number. It is included in our SMP with Peter Mayer.