**PPC & Display**

**ActionAid UK**

**Request for Proposal/Quote**

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# Copyright Information

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# Glossary

|  |  |
| --- | --- |
| AA | ActionAid |
| AAUK | ActionAid UK |
| Outsourcing partner | Your organisation responding to the request for proposals to tender |
| RFP | Request for proposal (this document) |
| Individual Giving | We define this as donors who give up to £5,000 on an annual basis, it includes our regular giving products such as Child Sponsorship, weekly lottery and trading products too. |
| CS (Child Sponsorship) | You can find information about Child Sponsorship at AAUK here: <https://www.actionaid.org.uk/sponsor-a-child/child-sponsorship> |
| RG (Regular Giving) | You can find information about Regular Giving at AAUK here:  <https://www.actionaid.org.uk/donate> |
| Unrestricted income | Are funds that AAUK has received which are not held for any specific charitable purpose. |
| Restricted income | Funds generated for a particular purpose i.e. income raised by emergency appeal |
| CPA | Cost per acquisition |
| CPC | Cost per click |
| DRTV | Direct response television |
| LTV | Lifetime value |
| PPC | Pay per click |
| ROI | Return on investment |
| SEO | Search engine optimisation |
| SERP | Search engine result pages |

# Organisation Information

**ActionAid is an international charity that works with women and girls living in poverty. Our dedicated local staff are changing the world with women and girls.**

We are ending violence and fighting poverty so that all women, everywhere, can create the future they want.

**Our vision**

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

**Our mission**

To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people’s organisations, activists, social movements and supporters.

**Our approach**

Our human rights-based approach aims to ensure that people are drivers of their own change and able to claim the rights they are entitled to. We focus on women and girls because the denial of their rights is a grave injustice and one of the underlying causes of poverty worldwide.

By working directly with communities, women’s movements, groups and networks, social movements and other allies, we aim to tackle the structural causes and consequences of poverty and injustice.

As part of the commitment to women’s and girls’ rights, we recognise, embody and champion feminist principles not only in our work or what we do but also in the way we work or how we do things. This includes how we work with our staff, supporters, partners, donors, suppliers and everyone else we come in contact with through our work and in our workplaces.

We are embracing intersectional feminist principles in the workplace not only because they are consistent with what we do, but also because we know that they are vital to the success of our mission.

More information on the organisation will be made available upon request or can be accessed through our website [www.actionaid.org.uk](http://www.actionaid.org.uk).

# Current Situation Overview

ActionAid UK (AAUK) is part of the ActionAid Federation, and, as such, plays a key role in global fundraising. AAUK’s fundraising model relies on donations, in particular regular committed giving, from generous members of the public.

PPC and online display has been part of AAUK’s fundraising channel mix since 2013. The Acquisition team at AAUK recruit new supporters and raise income (unrestricted and restricted) through a diverse range of channels inclusive of; DRTV, face-to-face, inserts, social media, online search (n.b. the grant account is managed in house) and display. The main aim of the Acquisition team is to recruit new committed givers who donate a regular (usually monthly) gift via direct debit or recurring card payment, and who continue to give over the long-term to support ActionAid’s work into the future.

Our 2024 target expenditure on PPC and Display Acquisition activity is £635,000. The aim is to attract 4.5k new supporters joining AAUK with a RG, CS or cash gift (year 1 income is expected to be in a region of £471k across three products).

The relationship with our online media agency is managed by the Individual Giving Acquisition team. The key PPC agency relationship will be maintained by the Senior Acquisition Campaigns Manager, with support from the Head of Acquisition. The team are supported in this area by the Digital team, which consists of content editors, an analyst, a developer and the Deputy Director of Digital.

Success of online activities is measured through:

* Volume of conversions
* Average gift values
* CPC
* CPA
* ROI
* LTV

**Platforms** – Drupal for the website, Stripe and Fundraise Up are our e-commerce platforms, Engaging Networks is our campaigning platform and Shorthand for storytelling pieces.

**Analytics and Reporting** – Our financial year runs from January-December. We use Google Data Studio and GA4 for digital reporting. Attribution, LTV and supporter recruitment & retention rates are all very important metrics in understanding the value of a marketing channel.

**Other** – Our email campaigns are run through DotDigital. The CRM we use is Microsoft Dynamics 365 which has been rolled out in Jan 2024.

Note, at the moment, AAUK does not own **SA360 and DV360 accounts**. These accounts are run under the Dentsu agency license. The appointed partner will be responsible for a seamless transformation of accounts to minimise disruptions to always on activities and to preserve data.

AAUK has set itself an overarching objective to become an anti-racist, decolonised organisation. An important part of this work is to ensure that the identity, voice and storytelling across all platforms are anti-racist and feminist. Hence this is an important time for AAUK and all partners we work with as the anti-racist storytelling approach is continuing to be developed, with an exciting ambition to become sector leaders in this area.

# Project Purpose & Scope

This request for proposal (RFP) established on behalf of AAUK is an invitation for agencies to pitch for the provision of integrated PPC, display and associated digital marketing services.

It is anticipated that the contract will be awarded for 3 years (dependent upon an acceptable annual review) with a possible extension of to up to 5 years.

**Programme Objectives**

With a focus on enhancing performance, we have outlined key KPI targets for your business planning.

|  |  |  |
| --- | --- | --- |
| **Target (Yr1)** | **PPC** | **Display\*\*** |
| **RG supporters** | 1,347 | 12 |
| **CS supporters** | 640 | N/A |
| **CPA (RG)\*** | £249 | £4,002 |
| **CPA (CS)\*** | £389 | n/a |
| **Projected spend in 2024** | £587,902 | £48,029 |

\*media spend only

\*\* post-click conversions only

**PPC**

**Objectives:**

* Work with AAUK to recruit new long-term supporters for the charity via promotion of CS and RG offers and one-time cash donations.
* Utilise PPC to capture demand in response to AAUK brand campaigns and PR moments reaching a wider new audience.
* Deploy emergency campaigns to support AAUK’s humanitarian response
* Work with AAUK to undertake keyword research, develop compelling ad copy, and advise on appropriate journeys to the website.
* Optimise campaigns based on learnings to ensure key metrics are met or exceeded (both soft metrics such as CTR, bounce rate, engagement rate, and annual targets such as conversion volumes, CPA, income).
* Deliver PPC marketing services on relevant SERPs and content networks
* Establish and scale both volume and efficiency metrics, whilst remaining mindful of search engine dynamics, and industry-specific product/service charges
* Work towards increasing online donor conversions. In particular, child sponsors and regular givers. Advise on how AAUK can integrate activity between the paid and Google Grant account

**Deliverables:**

* Review the current PPC strategy, define key priorities for Q3 & Q4 of 2024
* Propose new three-year strategy (the term of the contract) aligned with AAUK’s objectives
* Full PPC campaign management, including the scaling of campaigns across chosen search engines
* Keyword research and creation
* Bid management
* Ongoing optimisation of the campaign
* Campaign reporting and analysis
* Implementing testing where appropriate
* Weekend responses (keyword and ad copy rollouts) as required in emergency response appeals

**DISPLAY**

**Objectives:**

* Work with AAUK to recruit new long-term supporters for the charity via promotion of CS and RG offers and one-time cash donations.
* Deliver consistent and engaging narratives across prospecting and retargeting campaigns.
* Use audience insights to inform prospecting campaigns.
* Optimise campaigns based on learnings to ensure key metrics are met or exceeded (both soft metrics such as CTR, bounce rate, and annual targets such as conversion volumes, CPA, income).
* Deliver display marketing services on relevant publishers and content networks
* Establish and scale both volume and efficiency metrics, adhering to best practice, and industry-specific product/service charges
* Work towards increasing online donor conversions. In particular, child sponsors and regular givers

**Deliverables:**

* Review the current PPC strategy, define key priorities for Q3 & Q4 of 2024
* Propose new three-year strategy (the term of the contract) aligned with AAUK’s objectives
* Data driven prospecting and retargeting management
* Briefing suppliers and negotiating media
* Ongoing optimisation of the campaign
* Campaign reporting and analysis
* Implementing testing where appropriate

**TASKS/SERVICES**

* Strategy development and implementation
* Day-to-day campaign management
* Weekly reports on campaign performance
* Weekly update calls/meetings
* Quarterly campaign reviews/strategy planning sessions
* Out of hours emergency response
* Annual account reviews to optimise account structure and campaign performance
* Business/market research and insights

# Requirements Detail

We are seeking an experienced digital marketing agency with a wealth of experience in media buying, planning, delivering and managing online strategies to drive forward AAUK’s online fundraising activities.

Experience of working with non-profit clients is essential, and desirable to have worked with international development and/or women’s rights organisations.

It is imperative that the outsourcing partner has strong anti-racist and feminist values themselves, with a good understanding of how these values can be applied to PPC and display fundraising. We want to be pioneers in relation to Anti-Racist Storytelling (ARST) within the international development sector, ensuring we are proactive in our approach of working together and striving for best practice. We want to change the way we communicate with our audiences ensuring we follow our anti-racist storytelling guidelines and thinking.

**For PPC activity:**

* Expertise in tools such as Google Ads, Bing Ads, Search Ads 360, GA4 and Google Data Studio.
* Ideally agency certifications from Google, Microsoft.

**For Display activity:**

* Expertise in the Google Display Network, video and programmatic, and advanced understanding of their place in the digital marketing mix.
* Ability to improve and optimize strategies such as remarketing, contextual and demographic targeting, lookalike audiences and formats in order to maximise performance.

Please submit a proposal based on our projected spend in H2 of 2024 (c.£361,000), clearly detailing agency fees in relation to the media spend. For the sake of the contract, assume the same level of annual PPC and display spend (£635,000) for each of the subsequent years within the contract term (3 years)

AAUK’s financial year runs from January to December. Note, 2024 annual plans will be reviewed in a planned budget reforecast scheduled for July and August 2024.

Quarterly reviews and annual audits will be held to assess supplier performance. If performance is not in line with agreed standards, the contract will be terminated.

# Vendor Instructions

**Round 1**

We invite proposals which outline your vision for PPC and online Display in AAUK’s Acquisition programme. Your proposal should address following key points:

* Demonstrable experience and successes with paid search and display campaigns, particularly within the charity sector
* What digital fundraising challenges and opportunities such as AAUK be expecting over the next 3 years, based on your insights into the charity market
* How you would take forward our combined product strategy - child sponsorship and regular giving product, as well as one-time cash donations

Note, AAUK are also working on a new individual giving product, to be tested in Q4 of 2024.

* Demonstrate what you would do, how you would do it, and what you believe you can achieve in terms of estimated traffic, conversions and income
* How would you integrate PPC and Display with one another and with the rest of online (website, email and social media) and offline communication such as DRTV, OOH and direct mail
* How would you pivot in sudden emergency appeals (AAUK and the DEC appeals) maximising response while minimising disruptions to ‘always on activities’
* Expertise or insights you have around ways we can integrate our paid and Google grant account
* Relevant insights around the changing digital landscape, including your compliance with relevant regulations
* How you would utilize AI in your PPC and display strategy
* How you would transition your new approach into the account with minimum disruption
* The account team – who would work on our account (level of experience and time allocation) and how you would work with us

In the appendix of your proposal please provide a full cost breakdown for the services you would provide to support the PPC and display strategy (including agency retainers/fees and any marketing investment).

Round 1 shortlisting and interviews

The AAUK RFP Review Team will review all submitted proposals by:

**08 March 2024**.

Bidders who meet ALL our requirements will be invited to interview with a panel of ActionAid stakeholders. The purpose of the interview will be for the bidders to present their proposal and for the RFP Review Team to ask questions in relation to the proposed services and meet agencies’ representatives.

You should aim to complete your presentation within 45 minutes, followed by up to 15 minutes of questions.

**Round 2**

We reserve the right to invite no more than the three highest scoring suppliers to the 2nd stage interview. We may invite less than three suppliers if the difference in scores is considerable; this is to avoid wasting the time of suppliers who are unlikely to be successful.

Selected suppliers will be asked to review ActionAid UK’s activity over the last 24 months, including a situation analysis of ActionAid UK’s PPC and display advertising, and include an integrated paid search and display strategy for ActionAid UK to achieve growth, to present to the tender panel followed by questions and answers.

## 7.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows

|  |  |
| --- | --- |
| Process step | Date |
| RFP & Tender documents distributed to vendors | 19/02/2024 |
| Opportunity for vendor meetings with AAUK staff | w/c 26/02/2024 |
| Deadline for RFP responses | EoP 08/03/2024 |
| Vendor interviews | w/c 08/04/2024 |
| Second round vendor interviews | w/c 30/04/2024 |
| Selection of vendor | w/c 06/05/2024 |
| Vendors informed | w/c 13/05/2024 |
| Contract negotiation commences | w/c 14/05/2024 |
| Contract begins | w/c 01/07/2024 |

## 7.2 Proposal Submission & Contact Information

Please submit electronic copy of your proposal, including all supporting documentation to:

|  |  |
| --- | --- |
| Name | Joanna Armah-Kinson |
| Company | ActionAid |
| Address | 33-39 Bowling Green Lane,  London,  EC1R OBJ |
| Phone | 02013 122 0561 |
| E-mail | CommercialUK@actionaid.org |

Contact Person(s) for any questions about the RFP by email only.

|  |  |
| --- | --- |
| **Joanna Armah-Kinson** | CommercialUK@ActionAid.org |
| **Peter Fabian** | Peter.fabian@actionaid.org |

## 7.3 Proposal Format

A vendor’s internal template for responses to RFP will be accepted. The New Supplier Questionnaire provided herewith must be answered and attached along with the proposal in the PDF or PPT format.

## 7.4 Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

# Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the RFP Review Team.

Evaluation and selection of vendors to provide products and services as defined in this RFP to ActionAid UK will be based on the following criteria, which are given in no specific order.

* Price
* Cultural fit (matching anti-racist & feminist values will be an important part of evaluation)
* Company history and stability
* Depth of overall experience
* References provided
* Presentation and interview(s) conducted in the tendering process
* Expertise of proposed team
* Customer service including quality of service and account management
* Other various business compliance issues as referred or contained herein
* Timely and complete response to RFP

**Weighting** to scoring will be determined along these areas:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Proposed solution and support  10% | Depth of Experience  15% | Price 20% | Cultural Fit 10% | References  10% | Expertise of team  20% | Business compliance  10% | Time taken  5% |

The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of:

* Joanna Armah-Kinson, Contracts and Procurement Manager
* Peter Fabian, Senior Acquisition Campaigns Manager
* Daniel Bratt, Head of Acquisition
* Susan Wilders, Co-Director of Fundraising
* Sally O’Connell, Deputy Director, Digital

**ActionAid reserves the right to add or remove members of the panel at any time.**

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK.

If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.