

# Request for Proposal (RFP): Marketing Analytics Software

## Solution

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### 1. Introduction and Background

[COMPANY NAME] is seeking proposals for a comprehensive marketing analytics software solution to enhance our data-driven marketing capabilities. This RFP outlines our requirements for a robust system that will enable us to measure, analyze, and optimize our marketing efforts across multiple channels.

#### 1.1 Organization Overview

- Company description
- Industry and regulatory requirements
- Organization size and current marketing operations

#### 1.2 Current Marketing Technology Stack

- Current marketing tools and platforms
- Existing analytics capabilities

- Integration requirements with current systems

### 1.3 Project Goals

- Primary objectives for implementing new marketing analytics software
- Specific challenges to address
- Desired outcomes

## 2. Project Objectives

The primary objectives for this marketing analytics software implementation include:

### 2.1 Primary Objectives

1. Enable data-driven decision-making across all marketing channels
2. Improve marketing ROI through better performance measurement
3. Enhance campaign optimization capabilities
4. Streamline reporting and analysis processes

### 2.2 Success Metrics

- Defined KPIs for measuring project success
- Expected improvements in marketing effectiveness
- ROI targets

## 3. Technical Requirements

### 3.1 Solution Type Requirements

- Standalone solution capabilities
- All-in-one marketing suite capabilities
- Preferred solution type for organization needs

### 3.2 System Architecture

- Cloud-based or on-premises deployment options
- Scalability to handle increasing data volumes
- High availability and disaster recovery capabilities

### 3.3 Data Management

- Support for various data types (structured, unstructured, semi-structured)
- Data storage capacity and scalability requirements
- Data retention policies and archiving capabilities
- Automated data import/export processes

### 3.4 Integration Requirements

- APIs for integration with existing marketing tools
- Support for common data exchange formats (CSV, JSON, XML)
- Integration with major cloud storage providers

### 3.5 Security and Compliance

- Data encryption (at rest and in transit)
- User authentication and access control
- Compliance with regulatory standards
- Security certification requirements

### 3.6 Performance Requirements

- Response time for queries and reports
- Concurrent user capacity
- Real-time processing capabilities
- System availability standards

### 3.7 Compatibility Requirements

- Supported operating systems for client access
- Browser compatibility specifications
- Minimum hardware requirements for optimal performance

### 3.8 Updates and Maintenance

- Frequency of software updates and patch releases
- Backward compatibility assurance

- Minimal downtime during updates

## 4. Functional Requirements

### 4.1 Data Collection and Analysis

***Tip: Effective data collection and analysis form the foundation of marketing analytics. Focus on comprehensiveness of data sources, automation capabilities, and the ability to unify data from multiple channels.***

Requirement	Sub-Requirement	Y/N	Notes
Multi-channel Data Collection	Support for social media platforms		
	Email marketing integration		
	Website analytics collection		
	Mobile app data integration		
	Offline marketing data import		
Campaign Monitoring	Real-time performance tracking		
	Custom metric creation		
	Automated data refresh		
	Historical data analysis		
Cross-channel Attribution	Multi-touch attribution models		
	Custom attribution rules		
	Channel influence analysis		
	Conversion path tracking		
Custom Reporting	Drag-and-drop report builder		
	Template library		
	Scheduled report generation		

	Custom metrics creation		
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#### 4.2 Campaign Management

***Tip: Campaign management capabilities should enable both strategic planning and tactical execution. Prioritize features that allow for agile adjustments based on performance data.***

Requirement	Sub-Requirement	Y/N	Notes
Performance Tracking	Real-time metrics monitoring		
	Goal tracking and alerts		
	Budget tracking		
	Performance forecasting		
A/B Testing	Split testing setup		
	Multivariate testing		
	Statistical significance calculation		
	Test result analysis		
ROI Measurement	Cost tracking by channel		
	Revenue attribution		
	ROI calculation automation		
	Custom ROI metrics		
Real-time Monitoring	Live performance dashboards		
	Automated alerts		
	Real-time optimization suggestions		
	Dynamic budget allocation		

#### 4.3 Visualization and Reporting

**Tip: Effective visualization transforms complex data into actionable insights. Look for flexible, customizable solutions that can serve both executive-level reporting and detailed analytical needs.**

Requirement	Sub-Requirement	Y/N	Notes
Customizable Dashboards	Widget library		
	Custom widget creation		
	Layout customization		
	Role-based views		
Interactive Exploration	Drill-down capabilities		
	Data filtering		
	Custom segmentation		
	Cross-report analysis		
Automated Reporting	Scheduled reports		
	Distribution lists		
	Format options		
	Automated insights		
Export Capabilities	Multiple format support		
	Raw data export		
	White-label options		
	API access		

#### 4.4 ROI Measurement

**Tip: ROI measurement capabilities should provide clear, actionable insights into marketing performance while supporting various attribution models.**

Requirement	Sub-Requirement	Y/N	Notes
Marketing Investment Outcomes	Quantify marketing outcomes		
	Investment tracking by channel		
	Performance benchmarking		
ROI Calculation	Automated ROI calculations		
	Campaign-level ROI tracking		
	Channel-specific ROI analysis		
Attribution Modeling	Multi-touch attribution		
	Custom attribution rules		
	Cross-channel attribution		

#### 4.5 Attribution Reporting

***Tip: Attribution reporting should provide flexible modeling options to accurately credit marketing touchpoints across the customer journey.***

Requirement	Sub-Requirement	Y/N	Notes
Attribution Models	Last interaction modeling		
	First click modeling		
	Multi-touch attribution		
Touchpoint Analysis	Channel contribution analysis		
	Conversion path mapping		
	Impact scoring		
Custom Attribution	Custom model creation		
	Rule configuration		

	Model testing and validation		
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#### 4.6 Multichannel Tracking

**Tip: Multichannel tracking should provide a unified view of marketing performance across all channels while maintaining granular visibility.**

Requirement	Sub-Requirement	Y/N	Notes
Cross-Channel Data Collection	Multiple channel tracking		
	Data unification		
	Channel mapping		
Campaign Effectiveness	Cross-platform analysis		
	Channel comparison		
	Performance benchmarking		
Attribution Insights	Cross-channel attribution		
	Journey mapping		
	Interaction analysis		

#### 4.7 Real-time Insights

**Tip: Real-time insight capabilities should enable immediate action on marketing data while maintaining accuracy and providing clear alerts.**

Requirement	Sub-Requirement	Y/N	Notes
Customer Interaction Data	Real-time interaction tracking		
	Behavior monitoring		
	Engagement analytics		
Performance Adjustments	Real-time optimization		
	Dynamic budget allocation		



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