ADDENDUM NO. 1 TO ALL OFFERORS:

Reference: Request for Proposal: RFP# 3067MG

Commodity: Email Marketing Service Provider

Dated: May 14, 2019

All Offerors are required to acknowledge all RFP addenda in their proposals.

1st Round of Questions and Answers

1. Q: SWAM Business - We are do not qualify for as a SWAM business. Is this a disqualifying event?

   A: No

2. Q: Company Location – Our company is based in San Diego, CA. Is this also a disqualifying event since VA Lottery is a state agency?

   A: No

3. Q: I would like to participate in the RFP process for the VA Lottery. Please advise next steps.

   A: Please review the RFP and follow the instructions outlined within.

4. Q: "Proposed solution shall not retain email addresses or any other Lottery data without express written permission from the Lottery."

   We need more clarity into what you are looking for. The software that we'd like to recommend has an extensive privacy agreement with customers that stipulates they won’t share or sell any of the data that is stored in their CRM. Getting more information is important so we can figure out how to set this up.
A: The Lottery would need to review security protocols and systems in place to further understand how your solution works prior to giving permission to store email addresses and Lottery data.

5. Q: "Ability to leverage creative assets directly through the integration with Sitecore."

We will need a little more clarity on specifically what “creative assets” you would like to integrate with the email solution.

A: Sitecore is the Lottery’s Content Management System (CMS), so it would be an added benefit to have the ability to access content and images directly from the Lottery’s Sitecore managed website within the ESP.

6. Q: "Proposed solution shall have the ability to send no less than 7,000,000 emails per month."

How many contacts (email recipients) are in your database at this time?

A: 285,000

7. Q: What roles/organizations within Virginia Lottery are part of the cross functional evaluation team for this RFP process?

A: The Lottery does not provide this information at this time.

8. Q: How many corporate Virginia Lottery users will require access to the vendor platform?

A: The Lottery estimates five (5) users will be required. This number is subject to change depending on solutions proposed.
9. Q: Please explain your current process around message deployment today including audience development, creative development, message set-up and execution and analysis. Is this process working? If not, what needs to be corrected?

A: The Lottery’s current email marketing process is mostly homegrown, but it leverages a third-party email deployment vendor. The overall process meets the basic needs for email marketing, but the Lottery would like to address the following pain points in the existing process with the onboarding of the email marketing service provider chosen through this RFP:

- The Lottery cannot develop or deploy new campaigns without leveraging web development team resources.
- The Lottery has limited insight into campaign performance as engagement (i.e. opens, clicks, conversions) is not currently being tracked.
- The Lottery cannot easily segment audiences based on player preferences or behavior, so promotional communications are usually one-size-fits-all messages.
- The Lottery cannot easily build out automated communications triggered by player behavior, so there are currently no customer journey programs in place.
- The Lottery cannot easily perform subject line or creative tests to optimize campaigns as they require the ability to track performance and additional hours of HTML development time prior to each deployment.
- The Lottery cannot easily personalize the email creative or copy based on player preferences. Current promotional HTML templates are static with the exception of winning number alert templates.

10. Q: What automations and journeys does Virginia Lottery currently use?

A: The Lottery deploys triggered winning number alert and jackpot alert emails. There are no other automated emails or journeys currently in place.
11. Q: What percentage/ratio of your emails are currently Marketing vs. Transactional?

   A: The 6,000,000+ emails currently deployed each month are all considered marketing communications. Transactional emails are handled separately and are not part of this RFP.

12. Q: What level of personalization does Virginia Lottery use within the email channel?

   A: The Virginia Lottery currently uses a minimal level of personalization. Most campaigns are one-size-fits-all.

13. Q: Can you share examples of potential types of data that would be sent into the campaign management system?

   A: Demographic data, behavioral data, preference data, etc.

14. Q: Confirming, the final RFP submission can only be submitted via mail or in person (not via email)?

   A: Yes, responses must be sealed.

15. Q: Can you provide more insight/detail into what your time sensitive communication looks like?

   A: The Lottery sends winning number alert emails that are deployed multiple times a day after game drawings. Recipients need to receive these alerts in a timely manner after the drawing takes place in order to check their tickets against the winning numbers.
16. Q: Outside of Microsoft Dynamics CRM and Sitecore CMS – Are there additional solutions/vendors that Virginia Lottery incorporates in their Marketing program (i.e. vendors specifically for Reporting, Mobile/SMS, etc...). If so, what vendors?

A: The Lottery leverages OpenMarket for their SMS program, Neopollard Interactive for their e-subscriptions platform and account registration process, and IGT for their mobile app development.