



Contractors applying for the contract

Concerns:

prepare and perform a media campaign in Israel during the November - December 2018 period.

Question 1

What are minimal KPI requirements? In the offer there is such statement:

An offer will receive 0 points if the Contractor declares an equal or a smaller issue of the following Key Performance Indicators for at least of the following communication channel mentioned below:

SEM - 7.000 clicks

Facebook + Instagram - xxxxx clicks

Display banners - xxxx clicks/views

Answer 1

Below we present the table with detailed description how KPI will be calculated:

Publisher	Placement Targeting Data Options	Formats	Buying Model	Minimal Results
Ynet - very popular news website	tourism section including mobile application, with about 1 million reads per day.	billboard, 2billboard, rectangle, others	CPM	4 500 000 Impressions
				600 000 Impressions
Google Search	Poland's Hebrew banners on different websites and mobile's relevant pages that the specific Israeli consumer visit, clicking on the banners will target to: www.polin.travel/he	Headline 1: 30 Headline 2: 30 Description: 80	CPC	15 000 Clicks
Facebook	Poland's Hebrew ads on relevant pages, clicking on the ads will target to: www.polin.travel/he The audience targeting will be according to the agreed and relevant interest's criterions	Website Click Ads	CPC	6 000 Clicks

An offer will receive 0 points if the Contractor declares an equal or a smaller issue of the following Key Performance Indicators for at least of the following communication channel mentioned below:

Facebook – 6.000 cliks

Google – 15.000 cliks

Dispaly banners – mobile: 4.500.000 impressions

Dispaly banners – non mobile: 600.000 impressions

An offer will receive 0 points if the Contractor changes KPI balance values between the communication channels mentioned below:

Facebook – 28,6%

Google – 71,4%%

Contracting authority allows for a deviation from the aforementioned % values of up to 0.2 percentage points.

Question 2

Does Contracting Authority not require to prepare media plan at this stage of the tunder?

Answer 2

We are expecting that the offer will be prepared as media plan

Question 3

Is the Contracting Authority responsible for preparing creatives?

Answer 3

Yes, Contractor Authority will prepare creatives on the base of technical specyfication prepared by the Contractor

Question 4

When Contracting Authority is going to publish results?

Answer 4

After the evaluation of the offers and the selection of the best offer.

Question 5

The start of the campaign is provided for the date of 1st November when the public holiday is taking place. Does Contractor Authority allow to start the campaign on 5th November?

Answer 5

The Contracting Authority indicates the date of order completion in item 3, Open tender announcement i.e. from the date of signing of the contract.

The Contracting authority modifies item 3 (Description of the subject matter of the Contract).

It is:

The campaign shall be realized during the period from 1th November to 5th December.

It is changed into:

The campaign shall be realized from the day of signing the contract to 5th December.

Please find enclosed the modified version of the open tender announcement.

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