



CITY OF GRAND JUNCTION, COLORADO

PROFESSIONAL SERVICES CONTRACT

This CONTRACT made and entered into this **21st** day of **May, 2021** by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **AdTheorent, Inc. of New York, New York**, hereinafter in the Contract Documents referred to as the "Contractor."

The Contractor shall perform the work set forth and described by the Solicitation Documents and known as **RFP-4855-21-SH Advertising and Media Measurement Services.**

The total amount of the Contract shall not exceed **\$1,522,000.00** paid by the Owner. The Contractor shall be paid in accordance with the work done based on each individual campaign, or season, or key performance indicator (KPI) being driven by Visit Grand Junction (Visit GJ). **There is no guarantee that any work will be done, nor is there a guaranteed amount of work, or a minimum cost of work. There is no minimum or maximum guarantee as a result of this contract.**

Seven (7) firms were chosen as finalists and all seven (7) may or may not have the opportunity to participate in the advertising and media measurement needs of Visit GJ. The six (6) firms are divided into three categories as follows:

- Advertising:** Centro, Epsilon/Conversant, Foursquare, Adtheorent
- Measurement:** PlacelQ, Foursquare/Placed
- Verification:** Lucidity

This contract signifies approval that Visit GJ may work with each individual firm as needed, if needed.

To receive payment, Contractor must **submit invoices to Elizabeth Fogarty, Visit Grand Junction Director at elizabethf@gjcity.org** for work completed.

Contract Administrator for the Owner is **Elizabeth Fogarty, Visit GJ Director, 970-256-4052, elizabethf@gjcity.org**

Contract Administrator for the Contractor is **Zachary von Kummer, Director, Corporate & Legal Affairs, 860-803-2377, zach.vonkummer@adtheorent.com.**

The term of this Contract shall be from **May 21, 2021 to May 21, 2022**, with the option for up to three (3) annual renewals at the same rates noted above.

Firms shall provide the insurance bonds and indemnities required in the Solicitation Documents.

Contract Documents: The clauses provided in the Solicitation apply to the terms used in the Contract and all the Contract Documents. It is agreed by the parties hereto that the following list of instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated herein by reference constitute and shall be referred to either as the "Contract Documents" or the Contract, and all of said instruments, drawings, and documents together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein. The order of contract document governance shall be as follows:

- a. The body of this contract agreement
- b. Solicitation Documents for the Project and all Addenda; **IFB-4855-21-SH**;
- c. Contractors Response to the Solicitation
- d. Change Orders.

CITY OF GRAND JUNCTION, COLORADO

DocuSigned by:
By: Elizabeth Fogarty 6/17/2021 | 23:17 EDT
Elizabeth Fogarty, Visit Grand Junction Director Date

ADTHEORENT, INC.

DocuSigned by:
By: Zachary von Kummer 5/21/2021 | 09:56 PDT
Title: Zachary von Kummer, Dir of Corp & Legal Affairs Date



**Request for Proposal
RFP-4855-21-SH**

**ADVERTISING AND MEDIA
MEASUREMENT SERVICES**

RESPONSES DUE:

January 27, 2021 prior to 2:30 P.M.

Accepting Electronic Responses Only

**Responses Only Submitted Through the Rocky Mountain E-Purchasing
System (RMEPS)**

www.bidnetdirect.com/colorado

(Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor MUST contact RMEPS to resolve issue prior to the response deadline. 800-835-4603)

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

**Please join Advertising & Media Measurement Svcs RFP-4855-21-SH on GoToConnect from your computer using the Chrome browser.
<https://my.jive.com/meet/929354797>**

**You can also dial in using your phone.
US: (571) 317-3129**

Access Code: 929-354-797

PURCHASING REPRESENTATIVE:

Susan Hyatt
susanh@gjcity.org
970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

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REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction. All contact regarding this RFP shall be directed to:

RFP Questions:

Susan Hyatt

susanh@gjcity.org

The City would like to remind all Contractors, Sub-Contractors, Vendors, Suppliers, Manufacturers, Service Providers, etc. that (with the exception of Pre-Bid or Site Visit Meetings) all questions, inquiries, comments, or communication pertaining to any formal solicitation (whether process, specifications, scope, etc.) must be directed (in writing) to the Purchasing Agent assigned to the project, or Purchasing Division. Direct communication with the City assigned Project Managers/Engineers is not appropriate for public procurement prior to award and may result in disqualification.

- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to provide paid advertising and media measurement services for the Grand Junction, CO, area as described in Section 4.0.
- 1.3 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.4 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.5 Submission:** Please refer to section 5.0 for what is to be included. Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado. The uploaded response shall be a single PDF document with all required information included. This site offers both "free" and "paying" registration options that allow for full access of the City's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 5.0 "Preparation and Submittal of Proposals." Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)
- 1.6 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.

- 1.7 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.8 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.
- 1.9 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. "**Proprietary or Confidential Information**" is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words "**Confidential Disclosure**" and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.10 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City's option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled "Confidential Material". Disqualification of a proposal does not eliminate this right.
- 1.11 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.12 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions

- 1.13 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.
- 1.14 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.
- 1.15 Public Opening:** Proposals shall be opened in the City Hall Auditorium, 250 North 5th Street, Grand Junction, CO 81501, immediately following the proposal deadline. Offerors, their representatives and interested persons may be present. Only the names and locations on the proposing firms will be disclosed.

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

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You can also dial in using your phone.
US: (571) 317-3129

Access Code: 929-354-797

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings

contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.

- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Change Order/Amendment:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders/amendments to the contract shall be made in writing by the City Purchasing Division.
- 2.5. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.6. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.7. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.8. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.
- 2.9. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.10. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.11. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.12. Project Manager/Administrator:** The Project Manager, on behalf of the City, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Work.

- 2.13. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.14. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.14.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - 2.14.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
 - 2.14.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.15. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et. seq.* (House Bill 06-1343).
- 2.16. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.17. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.
- 2.18. Failure to Enforce:** Failure by the City at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the City to enforce any provision at any time in accordance with its terms.
- 2.19. Force Majeure:** The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.
- 2.20. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits,

actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.

- 2.21. Independent Firm:** The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the City. The City shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The City shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the City shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the City for its employees.
- 2.22. Ownership:** All plans, prints, designs, concepts, etc. shall become the property of the City.
- 2.23. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.24. Patents/Copyrights:** The Offeror agrees to protect the City from any claims involving infringements of patents and/or copyrights. In no event shall the City be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.
- 2.25. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
- 2.26. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.27. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and cannot be charged to the City.
- 2.28. Sovereign Immunity:** The City specifically reserves the right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.
- 2.29. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.

- 2.30. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.31. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.32. OSHA Standards:** All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the City may require the services to be redone at no additional expense to the City.
- 2.33. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.
- 2.34. Benefit Claims:** The City shall not provide the awarded Firm/s any insurance coverage or other benefits, including Worker's Compensation, normally provided by the City for its employees.
- 2.35. Default:** The City reserves the right to terminate the contract immediately in the event the Contractor fails to meet delivery or completion schedules, or otherwise perform in accordance with the accepted proposal. Breach of contract or default authorizes the City to purchase like services elsewhere and charge the full increase in cost to the defaulting Contractor.
- 2.36. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.
- 2.37. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with a City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

2.38. Keep Jobs in Colorado Act: Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a). If Contractor claims it is entitled to a waiver pursuant to C.R.S. §8-17-101(1), Contractor shall state that there is insufficient Colorado labor to perform the work such that compliance with Article 17 would create an undue burden that would substantially prevent a project from proceeding to completion, and shall include evidence demonstrating the insufficiency and undue burden in its response.

Unless expressly granted a waiver by the City pursuant to C.R.S. §8-17-101(1), Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a).

2.38.1. "Public Works project" is defined as:

- (a) any construction, alteration, repair, demolition, or improvement of any land, building, structure, facility, road, highway, bridge, or other public improvement suitable for and intended for use in the promotion of the public health, welfare, or safety and any maintenance programs for the upkeep of such projects
- (b) for which appropriate or expenditure of moneys may be reasonably expected to be \$500,000.00 or more in the aggregate for any fiscal year
- (c) except any project that receives federal moneys.

SECTION 3.0: INSURANCE REQUIREMENTS

Insurance Requirements: The selected Contractor agrees to procure and maintain, at its own cost, policy(s) of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by the Contractor pursuant to this Section. Such insurance shall be in addition to any other insurance requirements imposed by this Contract or by law. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this Section by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types. Contractor shall procure and maintain and, if applicable, shall cause any Subcontractor of the Contractor to procure and maintain insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the City. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Minimum coverage limits shall be as indicated below unless specified otherwise:

(a) **Worker Compensation:** Contractor shall comply with all State of Colorado Regulations concerning Workers' Compensation insurance coverage.

(b) **General Liability insurance with minimum limits of:**

**ONE MILLION DOLLARS (\$1,000,000) each occurrence and
TWO MILLION DOLLARS (\$2,000,000) per job aggregate.**

The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interests provision.

(c) Comprehensive Automobile Liability insurance with minimum limits for bodily injury and property damage of not less than:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and
TWO MILLION DOLLARS (\$2,000,000) aggregate

(d) Professional Liability & Errors and Omissions Insurance policy with a minimum of:

ONE MILLION DOLLARS (\$1,000,000) per claim

This policy shall provide coverage to protect the contractor against liability incurred as a result of the professional services performed as a result of responding to this Solicitation.

With respect to each of Contractors owned, hired, or non-owned vehicles assigned to be used in performance of the Work. The policy shall contain a severability of interests provision. The policies required by paragraph (b) above shall be endorsed to include the City, and the City's officers and employees as additional insureds. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers, or its employees, or carried by or provided through any insurance pool of the City, shall be excess and not contributory insurance to that provided by Bidder. No additional insured endorsement to any required policy shall contain any exclusion for bodily injury or property damage arising from completed operations. The Bidder shall be solely responsible for any deductible losses under any policy required above.

SECTION 4.0: SPECIFICATIONS/SCOPE OF SERVICES

- 4.1 General:** The City of Grand Junction, Colorado (City) is seeking proposals from qualified firms with the experience, resources, and expertise to provide paid advertising and ad measurement services. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud).

Visit Grand Junction (Visit GJ), a Department of the City, deploys paid media to promote the area as a destination to attract year-round travel and tourism, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents. Visitor spending accounts for about 30 percent of the City's sales tax revenue and helps to diversify the local economic base. Visit GJ measures the results of advertising through a variety of indicators depending on the nature of the campaign (e.g., long-term brand awareness/inspiration vs. short-term arrivals/conversions). However, the two primary Visit GJ outcome measures (i.e., conversions) are: (1) in-person visitor arrivals in the destination that can be attributed to Visit GJ marketing & advertising exposure, and (2) visitor spending in the destination. Visit GJ also measures ad results based on media metrics, including click-through-rate (CTR), cost-per-click (CPC), quality of impressions (e.g., lack of waste or bot traffic/click fraud), and average website landing page duration, among others.

Visit GJ operates the official destination marketing website: VisitGrandJunction.com. In addition, Visit GJ operates a walk-in Visitor Center staffed by volunteer Tourism Ambassadors year-round, seven days a week. The Official Visitor Guide is published by Visit GJ and is distributed to all 50 states and internationally.

The City of Grand Junction is located along the I-70 corridor, halfway between Denver and Salt Lake City. Community partnerships and collaboration are vital to the success of destination marketing in Grand Junction. The City partners with a private management company to operate the Grand Junction Convention Center and Avalon Theatre located in the downtown Main Street area. Main Street is a well-preserved business and leisure district with award-winning public art sculptures in the area. The Grand Junction airport is the fourth largest airport in Colorado with numerous non-stop flights, including Denver, Salt Lake City, Dallas, Phoenix, Los Angeles, and Las Vegas. The City is facilitating the redevelopment of the Colorado riverfront area as a mixed-use, outdoor-friendly business and recreation area connected to downtown. The Grand Junction Sports Commission recruits and facilitates sporting events & tournaments in the local area.

- 4.2 Scope of Work:** The City is soliciting proposals to develop a travel destination advertising solution with results that can be attributed to the ad campaigns. Components include the following: (1) digital paid advertising campaigns (both managed-service and self-service will be considered), including search-engine marketing, display (both prospecting and retargeting), and other digital advertising formats (e.g., digital audio & video, native ads, and digital out-of-home), and (2) ad-measurement solutions relevant to destination marketing and tourism. Ad measurement includes both media attribution for conversions and ad impression quality (e.g., waste and bot traffic/click fraud). Proposers could provide some or all these components. If offering some components but not all, proposers should state which of these components the proposer wishes to provide.

The City reserves the right to select more than one company under this solicitation to provide the full array of advertising and performance measurement services needed. More than one

contract may be executed under this solicitation. There could be overlap among tasks within each component that could require collaboration with other agencies. The award of a contract for a component does not guarantee the agency exclusivity to perform the tasks under that component.

Visit GJ places a high value on its ad agency partnerships. The contracted agencies should demonstrate a high level of expertise in the following areas: (1) media planning & buying (i.e., ad deployment), (2) account services, (3) data-driven marketing & advertising strategy, (4) channel & media mix planning, (5) target markets & segmentation, (6) behavioral audience profiling, (7) campaign monitoring & optimization, (8) collaboration, and (9) data-driven measurement, return on investment, and reporting of results. The current estimated ad deployment budget is \$1-1.6 million per year total, which is derived from a lodging sales tax paid by out-of-town guests and subject to annual appropriation by the Grand Junction City Council.

Specific elements to address in a proposal include the following:

- Integrated (one view) people-based, cross-device, omni-channel (online and offline) vs. fragmented (multiple views) cookie-based, online only, and browser-based marketing approach.
- Mass & general segments vs. one-to-one, personalized messaging.
- Visitor arrival attribution methodology and reporting, including last click vs. multi-touch attribution.
- Arrival-lift methodology and reporting, including incremental arrivals (i.e., visitors who can be attributed to the incremental effect of the ads vs. those who would have visited anyway) and sample/panel-based arrival methodology vs. population/one-to-one arrival methodology.
 - On incremental visitors exposed to ads, including control group reporting, and how the solution addresses potential contamination of the control group.
 - Describe how the proposed solution is deterministic or probabilistic modeling.
- Visitor economic yield and return on investment reporting.
- Segmenting and tracking of business vs. leisure travelers to target leisure travelers who are more addressable through marketing.
- Segmenting and tracking of leisure travelers by origin market, behavioral, and demographic profiles.
- Segmenting and tracking of leisure travelers by fly market vs. drive market.
- Key performance indicators, including a discussion of ad-media metrics, ROI & ROAS, and economic/visitor-revenue metrics by consumer category.
- State the actual number of individual, unique consumers (i.e., real people) within reach of the proposer's ad-tech solution.
 - State percentage of unique consumer reach by mobile operating system (Android, Apple).
- Describe how the proposer's solution would be affected by Apple iOS 14 and what the proposer intends to do to maintain its ability to deliver personalized, relevant ads after iOS 14 implementation.
- How will the proposer reach those who opt out on iOS devices?
- How will the proposer maintain reporting attribution at the individual level with deterministic and granular insights into mobile marketing return on ad spending after iOS 14 implementation?

- Explain how your solution uses first-party vs. third-party audience identity data to gain insights, predict future patterns, personalize content, and deliver ads.
- Include what percentage of your clients are Destination Marketing Organizations.
- What does the proposer’s solution do that other solutions cannot do (to the best of your understanding)?
- State how your solution protects brand safety, and prevents ad waste, bot traffic, and click fraud.
- State how your solution ensures consumer protection, privacy, and compliance protocols.
- Include any ad campaign spending thresholds that need to be met to obtain higher levels of campaign performance reporting.
- Share if you provide mid-campaign reporting and how often.
- Indicate how you approach inspirational campaigns compared to arrival/conversion campaigns.
- Describe your methodology for measuring length-of-stay in a destination.
- State how you can determine that a visitor is not just passing through *en route* to a different place. Include a description of your ability to measure visitors staying more than four hours.
- Do you have an online performance dashboard that we can access in real time? If so, please describe.

Visit GJ’s ad campaigns are multi-faceted and coordinated. The total advertising amount could be subdivided and allocated among the agencies selected under this solicitation.

The ad agencies selected under this solicitation would create advertising solutions to market the new Grand Junction area brand to visitors. Proposers should describe their experience with tourism-related accounts. However, agencies with more general experience are also encouraged to apply for an award under this RFP.

It is critical that proposals come from solutions that allow for performance data to be exported to Visit GJ for use within a Tableau software environment. Visit Grand Junction has an in-house data analytics platform, brand named *Tourismo*, to support data-driven destination marketing. Visit GJ uses various data sources, including social listening, website analytics, real-time consumer surveys, and location intelligence, which are integrated using Tableau-based visualizations to provide the department actionable insights and strategic direction. Proposers should state how data analytics and reporting from ad campaigns will integrate with the *Tourismo* data platform.

Visit GJ has access to robust visitor profile data through a marketing research contract with Longwoods International. This visitor profile information would be made available to the selected agencies.

Please include if your agency offers any value-added services, such as campaign creative services and, if so, if there is a cost for these additional services.

4.3 RFP Tentative Time Schedule:

- | | |
|--|-------------------|
| • Request for Proposal available on or about | December 22, 2020 |
| • Inquiry deadline at noon, no questions after this date | January 12, 2021 |
| • Addendum issued, if needed | January 18, 2021 |

- Submittal deadline for proposals prior to 2:30 PM January 27, 2021
- Evaluation of proposals Jan 28 – Feb 5, 2021
- Invitations to Interview (video conferencing possible) February 8 – 9, 2021
- Interviews expected February 10 – 12, 2021
- Selection of agency(ies) week of February 15, 2021
- City Council Approval March 3, 2021

4.4 Questions Regarding Scope of Services:

Susan Hyatt

susanh@gjcity.org

- 4.5 Contract:** The initial contract period shall be for one (1) year from **March 4, 2021 through March 3, 2022**. The awarded Firm(s) and the City agree the contract may, upon mutual agreement of the Firm(s) and the City, be extended under the terms and conditions of the contract for three (3) additional one (1) year contract periods, contingent upon the applicable fiscal year funding.

SECTION 5.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A to E**.

- A. Cover Letter:** Cover letter shall be provided which explains the firm’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm’s principal contact with City’s Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall supply their qualifications for consideration as a contract provider to the City of Grand Junction, including any prior research conducted in the State of Colorado. Include experience designing and conducting economic impact studies; as well as capabilities for data collection, analysis and technology. Staff profiles are necessary for those assigned to this project.
- C. References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. Include a brief narrative of the relationship.
- D. Fee Proposal:** Provide total cost using Solicitation Response Form found in Section 7.
- E. Additional Data (optional):** Provide any value-added products or services/modules in addition to the RFP scope of work.

Due to recent developments with increased COVID-19 cases in Mesa County, public in-person bid openings are temporarily being suspended until further notice. Bid openings will take place on their designated date and time virtually, and bid tabulations will be posted for public view/access. The virtual link is noted below to attend the bid opening. Public may attend via video or via phone for audio only.

Please join Advertising & Media Measurement Svcs RFP-4855-21-SH on GoToConnect from your computer using the Chrome browser.

<https://my.jive.com/meet/929354797>

You can also dial in using your phone.

US: (571) 317-3129

Access Code: 929-354-797

SECTION 6.0: EVALUATION CRITERIA AND FACTORS

- 6.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 6.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The City reserves the right to reject any and all portions of proposals and take into consideration past performance, if available. The following parameters will be used to evaluate the submittals (in no particular order of priority):

- **Responsiveness of submittal to the RFP (12%)**
(Contractor has submitted a proposal that is fully comprehensive, inclusive, and conforms in all respects to the Request for Proposals (RFP) and all of its requirements, including all forms and substance.)
- **Understanding of the project and the objectives (15%)**
(Contractor's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific project.)
- **Experience, necessary resources and skills (21%)**
(Firm's proven proficiency in the successful completion of similar projects.)
- **Data collection, analysis and technology capabilities (21%)**
(Firm has proven their capability in each field.)
- **References (8%)**
(Proof of performance in projects of similar scope and size from previous clients. See Section 5 Item C – References.)
- **Fees (15%)**
(All fees associated with the project are provided and are complete and comprehensive. Most competitive fees will be ranked the highest.)
- **Additional value-added products and services/modules (8%)**
(Firm has addressed other areas of expertise.)

6.3 Oral Interviews: The City may invite the most qualified rated proposers to participate in oral interviews. Video conferencing will be considered.

6.3 Award: Firms shall be ranked or disqualified based on the criteria listed in Section 6.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the firm.

SECTION 7.0: SOLICITATION RESPONSE FORM
RFP-4855-21-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ _____

WRITTEN: _____ dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date



Purchasing Division

ADDENDUM NO. 1

DATE: January 15, 2021
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Advertising and media Measurement Solutions RFP-4855-21-SH

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

- 1. Question:** The current estimated deployment budget is \$1-1.6 million year total, which is derived from a lodging sales tax paid by out-of-town guests and subject to annual appropriation by the Grand Junction City Council. Can you confirm the specifics?
Answer: The ad budget is expected to fall within this range. The exact amount spent each year on ads will vary depending on actual lodging tax revenues in that year.
- 2. Question:** I saw the details for a my.jive call, but did not see a date.....any specifics on a call?
Answer: There is no call. If you are referring to the virtual bid opening, the link information can be found in the RFP document as well as the BidNet website.
- 3. Question:** KPIs: The brief mentions the KPI will focus on both visitor arrivals and awareness. Should one be prioritized over the other? If yes, what media metric will performance be evaluated off of?
Answer: Both KPIs are equally important.
- 4. Question:** Budget: Can you confirm that all partners should submit proposals at a \$1MM-\$1.6MM spend or is there another budget in mind for Foursquare specifically?
Answer: All Proposers should submit their responses based on the \$1MM-\$1.6MM budget.
- 5. Question:** Timing: When will this campaign run?
Answer: The RFP is not about a specific ad campaign. This is an RFP to select an ad tech solution(s) that Visit Grand Junction intends to use for multiple campaigns throughout the initial contract year and any subsequent renewal years. Please see Section 4.5 of the original RFP document.
- 6. Question:** Audiences: Aside from leisure travelers mentioned in the brief, are there any other audiences you'd like us to target? Any other specific insights on your demo/target would be helpful.

Answer: VGJ's target market is leisure travelers. Specific leisure audience segments used in the past include the following: (1) Family, (2) Adventure Travelers, (3) Scenic Open Space, (4) Art Travelers, (5) Dog/Pet Travelers, (6) Bird Watchers, (7) Craft Beverages (primarily wine) and Agritourism.

7. **Question:** The brief mentions both measurement and media targeting. Would you like us to submit ideas for holistic measurement across your entire partner list or for Foursquare media only?

Answer: Holistic measurement is required across all ad deployment partners.

8. **Question:** Would you like us to submit ideas for holistic measurement across your entire partner list or for Foursquare media only?

Answer: Yes. Please see Question 7.

9. **Question:** What does "courtesy copy" of your 2021-2022 RFP mean? It's a large project to undertake, so I want to confirm that "courtesy copy" doesn't mean that you're obligated to send this to GroundTruth and that our RFP would be seriously considered.

Answer: Please be assured that your proposal will be given full review taking all relevant factors into consideration.

10. **Question:** You mention visitation attribution and technical challenges with operating systems/browsers, as well as privacy developments impacting them. We are curious if the visitor spending primary outcome currently shows direct attribution to media investment, or is that outcome measured in arrears through aggregate life in lodging tax revenue reports?

Answer: The goal is to find the best solutions available in the market. Both approaches are feasible, based on research.

11. **Question:** Is Tableau and Turismo the same platform or are they separate systems and would need Basis (Centro's platform) data to flow into both separately?

Answer: Turismo is an internal brand name for the data platform. Turismo was built on Tableau and runs in Tableau. Partner data would only need to flow into Tableau.

12. **Question:** Please elaborate on what data you are referring to when you say "data analytics and reporting from ad campaigns"?

Answer: This is referring to the ad performance data and reporting provided through the selected ad vendor.

13. **Question:** How are you currently using Tableau & Turismo?

Answer: Tableau is used to integrate all data sources into one platform for visualization, analytics, and communication. Turismo is only an internal brand name for the data platform. Turismo was built on Tableau and runs in Tableau.

14. **Question:** How many companies or entities are being a part of the RFP process? Can you disclose who?

Answer: The RFP is open to all interested parties, and all applications are considered equally. There is no way to obtain which companies have applied until the due date and time of opening.

15. **Question:** Can you share all other questions asked?

Answer: All questions and responses are included in this Addendum document.

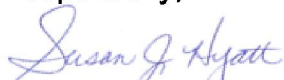
- 16. Question:** Bullet #2 of section 4.2: can you please elaborate on what you are looking for? Are you asking about our how and or who approach to general segments vs one-to-one messaging?
Answer: VGJ is looking for information about how a vendor approaches targeting consumers. Please explain if your approach is based on general market segments or individuals/one-to-one messaging.
- 17. Question:** It seemed the main KPI would be Arrivals/Visits or Arrival Lift? Do you have historical benchmarks (cost per or lift %?) Do you also want to track landing page visits?
Answer: VGJ wants to track all relevant metrics that lead to an arrival in the destination and consumer spending in the destination, including landing-page visits.
- 18. Question:** How are you currently measuring visitor economic yield?
Answer: There is no current ongoing solution to measure visitor economic yield tied to advertising. One of the purposes of this RFP is to select a solution that will satisfy this need.
- 19. Question:** Business vs leisure travelers. Is one a priority over the other? What do these percentages currently look like?
Answer: VGJ marketing strategy is currently focused more-so on leisure travelers; however, both are important. Currently, there is not a way to determine the precise percentages of each.
- 20. Question:** Do we need to provide reach for planning purposes or is this a request for reporting?
Answer: The selected vendor(s) will need to provide both planning and reporting reach data related to ad campaigns.
- 21. Question:** Is this a brand new RFP or is a previous contract ending?
Answer: This is a new RFP.
- 22. Question:** If there was a previous RFP is there an incumbent? If yes, who is that?
Answer: There is no incumbent. This is a new RFP.
- 23. Question:** Regarding the reference to the IOS 14 update, was there an important patch for tourism in the update? Or is it in reference to opting out of location data?
Answer: The reference to iOS 14 refers to opting out of location tracking.
- 24. Question:** Will you allow us to place pixels on your site for tracking purposes? Will we have access to website analytics?
Answer: Yes, the selected vendor(s) will be allowed to place pixels on our site and be given access to web analytics.
- 25. Question:** Do you have current creative assets? Or are you looking for new creative as part of deliverables?
Answer: New creative assets and/or creative services are not within the scope of this RFP.

26. **Question:** What platform do you use for reservations?
Answer: VGJ does not have a reservations platform. VGJ markets the destination and individual businesses have their own reservations platforms.
27. **Question:** Is there a visitation benchmark? If so, what is the % lift goal?
Answer: There is no specific benchmark or lift goals at this time.
28. **Question:** What is the expectation for CRM integration into your Turismo platform, API feeds or will you provide access?
Answer: If there is no pre-built integration with Tableau, VGJ would need raw data in CSV or Excel format so the data can be input into Tableau.
29. **Question:** Can you provide demographic or interest based insights on your audience?
Answer: VGJ's primary target market is primarily leisure travelers; however both leisure and business are important. Specific leisure audience segments used in the past include the following: (1) Family, (2) Adventure Travelers, (3) Scenic Open Space, (4) Art Travelers, (5) Dog/Pet Travelers, (6) Bird Watchers, and (7) Craft Beverages (primarily wine) and Agritourism.
30. **Question:** Based on the list of requested media in the RFP, what percentage of budget by tactic should be allocated to media?
Answer: There is no fixed budget percentage by tactic.
31. **Question:** What are your KPI's for this campaign? What are you measuring lift on – paid or organic?
Answer: The RFP is not about a specific ad campaign. This is an RFP to select an ad tech solution(s) that Visit Grand Junction intends to use for multiple campaigns throughout the initial contract year and any subsequent renewal years. VGJ would measure lift based on paid media ad deployment.
32. **Question:** Social wasn't listed as a desired tactic in the RFP. Is this medium being managed in a separate proposal, internally or by another agency?
Answer: Social media services are not within the scope of this RFP.
33. **Question:** Happy to accommodate this RFP request, but wondering what specific information you need about DV's verification solutions? This request does not appear to be specific to an advertiser.
Answer: This end goal of this RFP is to select one or more companies to provide advertising and media measurement solutions.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,



Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado



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COVER LETTER



ADTHEORENT[®]

330 HUDSON ST. FL 6
NEW YORK, NY 10013

January 26, 2021

Ms. Susan Hyatt
City of Grand Junction
250 North 5th Street
Grand Junction, CO 81501

Dear Ms. Hyatt,

What a remarkable year it has been for the City of Grand Junction! We've followed along as the state of Colorado and Mesa County have carefully addressed how to re-open safely and navigate the effects of Covid on the community and travelers to the area. Now, we are thrilled to have the chance to be part of your story and partner with you to provide our expertise in leveraging paid media and measurement attribution solutions to ensure the highest quality digital advertising to promote Grand Junction as a year-round travel destination.



ADTHEORENT®

330 HUDSON ST. FL 6
NEW YORK, NY 10013

AdTheorent ran over 120 Tourism & Travel campaigns in 2019-2020, including for the City of Grand Junction (FY19-20), with our proprietary predictive targeting and optimization outperforming industry benchmarks for media performance metrics, along with driving significant real-world results, such as visitation and economic impact (ROAS). We are eager to have the opportunity to work with you again and continue to serve you in the same way with:

- Proprietary predictive targeting and optimization to ensure we reach and convert only the most highly qualified users most likely to visit, across all devices
- Strategic recommendations for tourism specific solutions that we know will result in optimal performance
- Studio A\T, our full-service creative team to ideate, design and produce custom creative embedded with machine learning technology to invite those users to learn more about the destination and explore on their terms in their preferred digital environment
- Advanced measurement using data that matters allows us to analyze the economic impact of the visit, along with providing unique insights into visitor's demographics, psychographics and behavioral preferences
- Brand safety monitoring to combat fraud, drive viewability, and ensure privacy compliance
- Unparalleled customer support with dedicated campaign teams to manage the daily intricacies of digital campaigns.



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NEW YORK, NY 10013

Our proposal shares all the details, but if you require any additional information as you work through your consideration process, please let me know.

Lastly, we do acknowledge that our proposal submission constitutes a binding offer, along with our acceptance of the terms and conditions set forth in the RFP.

We are excited to share our experience and expertise in the digital media space, and the tourism category specifically, to enable the City of Grand Junction to both increase visitation and visitor spending and confirm it via measurable attribution. We look forward to the opportunity to work as your AdTech partner and achieve success together in the year to come.

Thank you for your time and consideration.

Zachary von Kummer (RFP Principal Contact)

Director, Corporate & Legal Affairs
AdTheorent, Inc.
330 Hudson St, Floor 6
New York, NY 10013
860-803-2377
zach.vonkummer@adtheorent.com

The following individuals are authorized to make presentations on behalf of AdTheorent:

Erin Coull

Sales Director
AdTheorent, Inc.
330 Hudson St, Floor 6
New York, NY 10013
415-902-6159
erin@adtheorent.com



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QUALIFICATIONS/EXPERIENCE/CREDENTIALS



Since 2011, AdTheorent's advanced machine learning and media buying platform, A\T Platform, has **delivered measurable real-world value for advertisers.**

900
BRAND
ADVERTISERS

50%
OF THE
FORTUNE 100

85%
OF REVENUE FROM
REPEAT CLIENTS



2018-2021
Business Intelligence Group
Full-Funnel Predictive
Targeting Capabilities



2016-2020 North American
Digital Advertising
Growth Excellence
Leadership Award



2018-2020
A.I. Breakthrough Awards
Best A.I.-based
solution in advertising



2020 The Drum
Digital Advertising Awards
Best AdOps Team

PROVEN PERFORMANCE

Visit Grand Junction Winter FY'19

CAMPAIGN OBJECTIVE

Drive engagement with visit Grand Junction's offerings and drive visitation to the area

PARAMETERS

Campaign Timing

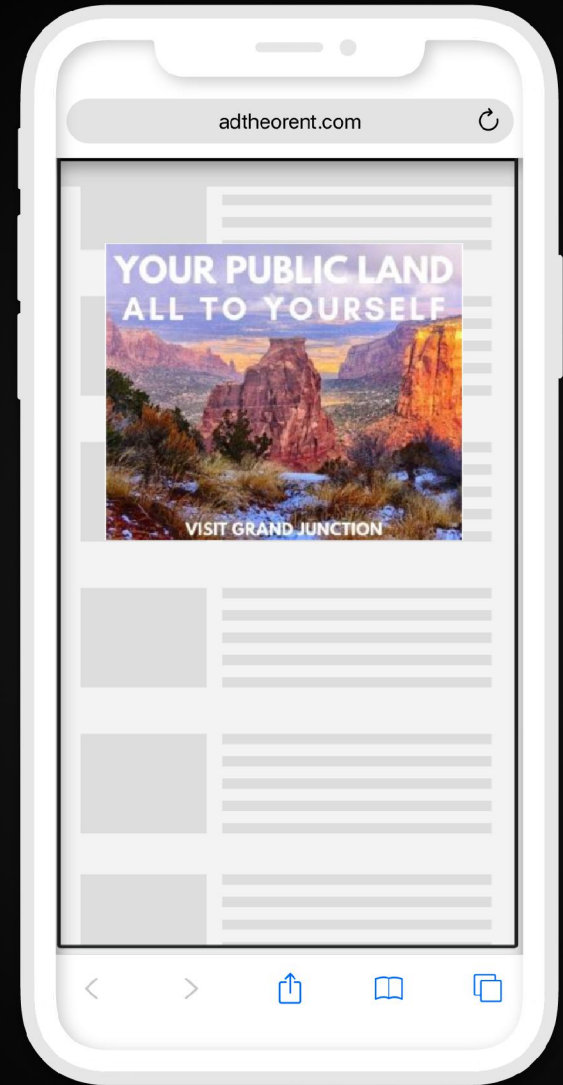
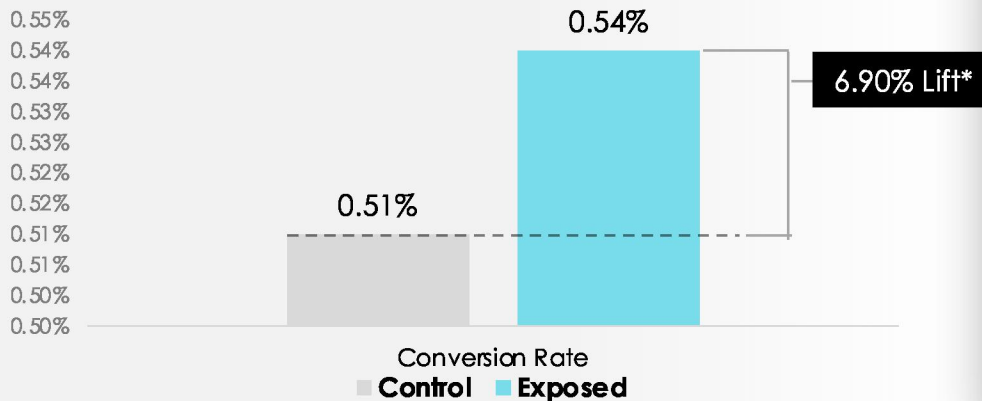
12/16/2019 – 3/16/2020

U.S. Target Audience

High Value & Outdoor Adventure Travelers

RESULTS

ADTHEORENT WAS SUCCESSFUL in locating the most qualified users to boost visits to Grand Junction, driving a **6.90% lift** that **generated 3,053 lift visits**, even with accounting for lookback window that was affected by COVID 19 travel reductions



2019-2020 TRAVEL & TOURISM IN REVIEW:

Industry Beating Performance

120

travel & tourism brands ran campaigns with AdTheorent in 2019 & 2020

16%

average **rich media engagement rate** for AdTheorent's travel campaigns, which outperforms the industry benchmark by 1.6X

80%

average **video completion rate** for AdTheorent's travel campaigns, which outperforms the industry benchmark by 1.5X

BRANDS WE WORK WITH

PURE MICHIGAN

VISIT PHILADELPHIA

COLORADO
COME TO LIFE

CITY OF Grand Junction
COLORADO

Los Angeles

CHICAGO
CHOOSE CHICAGO

CURACAO
Curacao Tourist Board

VISIT HOUSTON

New Hampshire
LIVE FREE

VISIT Napa Valley



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NEW YORK, NY 10013

STAFF PROFILES

Jason Han, SVP of Partnerships

Jason has been the head of Partnerships at AdTheorent for 8 years. Previously, he led the AdTheorent Data & Analytics team. Jason partnered with VISA in 2019 to develop the methodology for AdTheorent's DMO Economic Impact Study, Destination 360. Based on AdTheorent feedback and guidance, VISA adapted their media reporting product to support Destination Marketing Organization needs. Visa's standard product measures the impact of media campaigns on actual sales at retailers and travel brands. Destination 360 goes a step beyond standard reporting for DMOs to analyze all VISA transactions made in-market to provide attributable revenue per category.

Bryan Leach, VP of Data and Analytics

Bryan heads the Data and Analytics team at AdTheorent. Previously he was Director of Analytics on the Citibank account at the Publicis One media agency. Prior to his career in media, Bryan spent 5 years in investment banking. Bryan heads up a team of 8 data analysts that reported on the performance of 95 travel and tourism campaigns in 2020. Bryan provided the post-campaign analysis for the Winter FY 2019 Visit Grand Junction.



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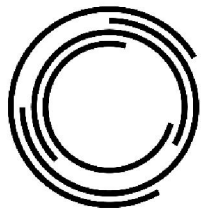
STAFF PROFILES

Erin Coull, Sales Director

Erin leads the sales team for AdTheorent's Northwest Region inclusive of Colorado, Northern California, Oregon and Washington. She has been with the AdTheorent team since 2016 and has been responsible for this territory both in her role at A\T, as well as in previous roles at Tremor Video, Innovid and Meebo for a combined 10+ years. Erin has extensive experience working in the digital media eco-system, including mobile, cross device, and programmatic video with an emphasis partnering with Tourism/DMO advertisers to meet their unique full-funnel needs to build awareness while driving visitation and economic impact.

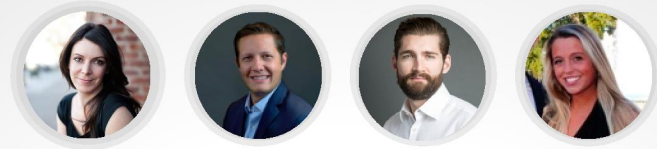
TEAM VISIT GRAND JUNCTION

AdTheorent's dedicated Visit Grand Junction CO team spans every department, and we are here to ensure that we achieve and exceed the KPIs for all VGJ initiatives using our data and machine learning technology

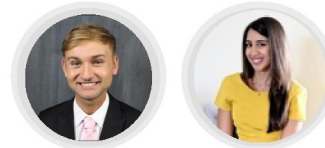


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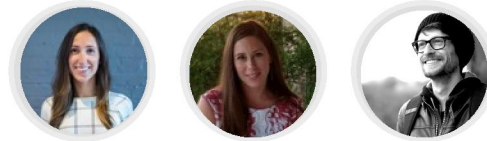
SALES & STRATEGY



CLIENT SERVICES



CREATIVE SERVICES



DATA SCIENCE



YIELD OPTIMIZATION & AD OPERATIONS



REPORTING & ANALYTICS





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REFERENCES



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330 HUDSON ST. FL 6
NEW YORK, NY 10013

REFERENCES

MDB Communications, Inc.

Carole Reuschle, VP, Media Director
900 19th St., NW – 6th Floor
Washington, DC 20006
Cell: 301-221-7024

AdTheorent is one of MDB's preferred digital partners. We've worked with them since 2016 on several pieces of business, across various categories, including travel and tourism, gaming and entertainment, financial, economic development and political advocacy. Campaigns have incorporated both programmatic display and innovative, often ground-breaking, rich media units. We value their strategic insight into planning recommendations, including target profile segments, creative unit sizes and custom formats to generate the optimal performance based on varying client KPIs. We have built established, trusted relationships and they consistently deliver on reporting needs, very often customized, and provide an added level of human intelligence oversight to campaigns, in conjunction with AdTheorent's cross-platform, predictive targeting models. We work collaboratively as a team to optimize campaign performance results, delivering cost-effective strategies and powerful campaign results for our clients. AdTheorent has MDB's ringing endorsement as a programmatic media/ad tech partner.



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NEW YORK, NY 10013

REFERENCES

Miles Partnership

Jay Salyers, Senior V.P.
13952 Denver W Pkwy
Lakewood, CO 80401
215-609-6851
Jay.Salyers@MilesPartnership.com

Miles Partnership has worked with AdTheorent since 2018, and as a preferred partner since 2019, to provide full funnel digital advertising solutions across a variety of tourism/DMO clients' objectives to generate awareness, consideration, and real-world impact such as visitation and sales attribution. Solutions leveraged have included custom high impact and engagement focused creative, predictive targeting and optimization, and audience insights and measurement to assess media impact and performance. Example clients include Brand USA, Visit Florida, Kentucky Tourism and Discover the Palm Beaches.



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NEW YORK, NY 10013

REFERENCES

OpAD Media

Christina Riccitelli, VP Programmatic Media
275 Madison Ave, Suite 2200
New York, NY 10016
212-490-1300
criccitelli@opadmedia.com

We have been working with AdTheorent for over 6 years and over that time, our partnership has been built on trust, effective communication, and by driving efficient results for our clients.

AdTheorent has a great understanding of our agency's strategies. They work within the confines of our agency's systems and have also been partners in educating our agency to build on our current models. These learning sessions have elicited thoughtful conversations that have moved our agency forward in the industry from both a media planning and technological perspective. We trust that they are going to keep us up to speed on the latest advancements in the industry and help us move forward.

AdTheorent's team also understands our clients' needs down to the most granular level in order to provide thoughtful and relevant recommendations throughout the planning and execution of campaigns. The brands that we work with have very specific buying guidelines, and while AdTheorent will always recommend optimizations that fall within those guard rails, they will also promote other opportunities to run that will drive efficiencies across channels.

Many of the campaigns we run are for governmental entities, and their KPIs are to generate awareness and drive web traffic. AdTheorent's tech stack allows us to optimize towards both viewability and CTR to drive these results. Their holistic reach and audience reports are valuable for future campaign planning to determine who we reached and how effectively we reached that audience. We also activate with them on custom ad units so that if a person isn't getting to the landing page, they are learning about the campaign via a rich media or high impact unit. The creative services team at AdTheorent is able to customize creative to our clients' exact specifications and their dynamic creatives have always performed well for us.



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NEW YORK, NY 10013

REFERENCES

Wunderman Thompson

Hannah Duffy, Connections Planner
2602 Appaloosa Way
Richland, WA 99352
509-378-6284
hannah.duffy@wundermanthompson.com

In 2020 we used AdTheorent as a digital advertising and creative partner for Visit Seattle. In response to the economic downturn caused by the pandemic, the King County Council awarded Visit Seattle a grant to run an advertising campaign with messaging to encourage King County residents to "Do Something Nearby" and support local businesses that have taken the "All Clear Safety Pledge". The campaign is ongoing and we have seen an increase in sentiment as well as foot traffic to local businesses. With AdTheorent, we are running CTV, Pre-Roll, Carousel Rich Media, and Map Rich Media units using a variety of machine-learning powered targeting tactics including geo-targeting, location re-targeting and audience targeting. To date, AdTheorent has been performing above benchmarks across campaigns with highlights being a 99% VCR for Pre-Roll and 1,135 users engaging with the locator function in the map unit to find nearby businesses to support. Overall, our internal and client teams have been impressed with AdTheorent, not only from a performance perspective, but also from a partnership perspective. The team has been very helpful and responsive in assisting us in navigating all the changes and updates which have been necessary due to the shifting client plans in light of the pandemic.



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FEE PROPOSAL

SECTION 7.0: SOLICITATION RESPONSE FORM
RFP-4855-21-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$1,500,000

WRITTEN: One Million Five Hundred Thousand and 00/100 dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of N/A percent of the net dollar will be offered to the City if the invoice is paid within N/A days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: N/A.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

AdTheorent, Inc.
Company Name – (Typed or Printed)

Zachary von Kummer
Authorized Agent Signature

330 Hudson Street, 6th Floor.
Address of Offeror

New York, NY. 10013
City, State, and Zip Code

Zachary von Kummer
Authorized Agent – (Typed or Printed)

860-803-2377
Phone Number

zach.vonkummer@adtheorent.com
E-mail Address of Agent

1/20/2021
Date



CITY OF GRAND JUNCTION, CO

JANUARY 15, 2020



\ Full-Service Support

Every managed service campaign includes a dedicated VJG team to support every aspect of a campaign:

- Pre-campaign strategy & planning
- Ad Operations & campaign trafficking
- Campaign optimization & delivery
- Account management & reporting

\ Studio A\T Creative

AdTheorent's in-house Creative Team, Studio A\T, designs and creates technology-driven cross-device creative executions. Studio A\T services support campaigns from ideation through production:

- Advanced Predictive Creative
- Rich Media – *Expandables, Interstitial, Gyrosphere, Gamification*
- 360° Video
- Interactive Pre-Roll
- Social Amplification
- Custom HTML5 Banners
- Dynamic Creative
- Native High Impact
- Video Editing services

\ A\T Real World Measurement Solutions

AdTheorent's custom reporting solutions are only offered on managed services campaigns:

- Visa Sales Lift – Categorical
- AdTheorent Insights (AI) Report
- Foursquare Visitation Reporting
- Destination 360

\ Guaranteed Pricing

AdTheorent Managed Service provides pricing on guaranteed outcomes:

- CPA
- CPC
- CPIV
- CPCV
- vCPM
- CPV

AdTheorent Managed Service includes active management of all campaign costs

- Media costs (eCPMs)
- Other costs: Data science models, 3rd party audience data, external vendors (ad serving, viewability, brand safety, etc.)



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TARGETING SOLUTIONS

PREDICTIVE TARGETING

When you use predictive targeting, a machine learning service finds consumers with the highest likelihood of converting

AdTheorent predictive systems learn who will convert and the parameters that matter

DRIVE PERFORMANCE OF REAL-WORLD OUTCOMES

Sales Lift \ Predictive Targeting KPI

AdTheorent purchase models reach your consumers who are most likely to purchase and measure campaign impact within 72 hours.

VISA has 300MM credit cards in the United States

That's 2.1 cards per household

MEASUREMENT PARTNER

VISA



97
PREDICTIVE
SCORE



3RD PARTY AUDIENCES & DMP INTEGRATIONS



DMP PARTNERS



TRANSACTION-BASED TOURISM AUDIENCES

VISA analyzes actual credit and debit card transactions (in-store, in-app, and online) to create audiences likely to transact within Grand Junction.

AdTheorent's predictive targeting adds precision by reaching the consumers within that audience who are most likely to visit.

MEASUREMENT PARTNER

VISA

Syndicated Audiences By Spending Behaviors



Reach visitors who are pre-qualified by Visa to be in your consideration set

- Households with likely high spend to your destination
- Frequent Leisure Travelers
- Business Travelers
- Holiday & Winter Travelers
- Economy
- Road Travelers (Car Rentals, Frequent Gas Spenders)
- Hotel Spenders
- Outdoor Travelers

Custom Audiences Built To Your Exact Request



Reach the consumers who are likely to spend at specific destinations and time frames

- Past Travelers Likely to Go Back to your destination
- Time Filters of Upcoming Trips
(*ex. Traveling to your destination in the next 90 days*)
- Likely road trippers- people who have spent 150+ miles away from home with merchants in the Grand Junction area

TOURISM AUDIENCE

Geo-Location Data

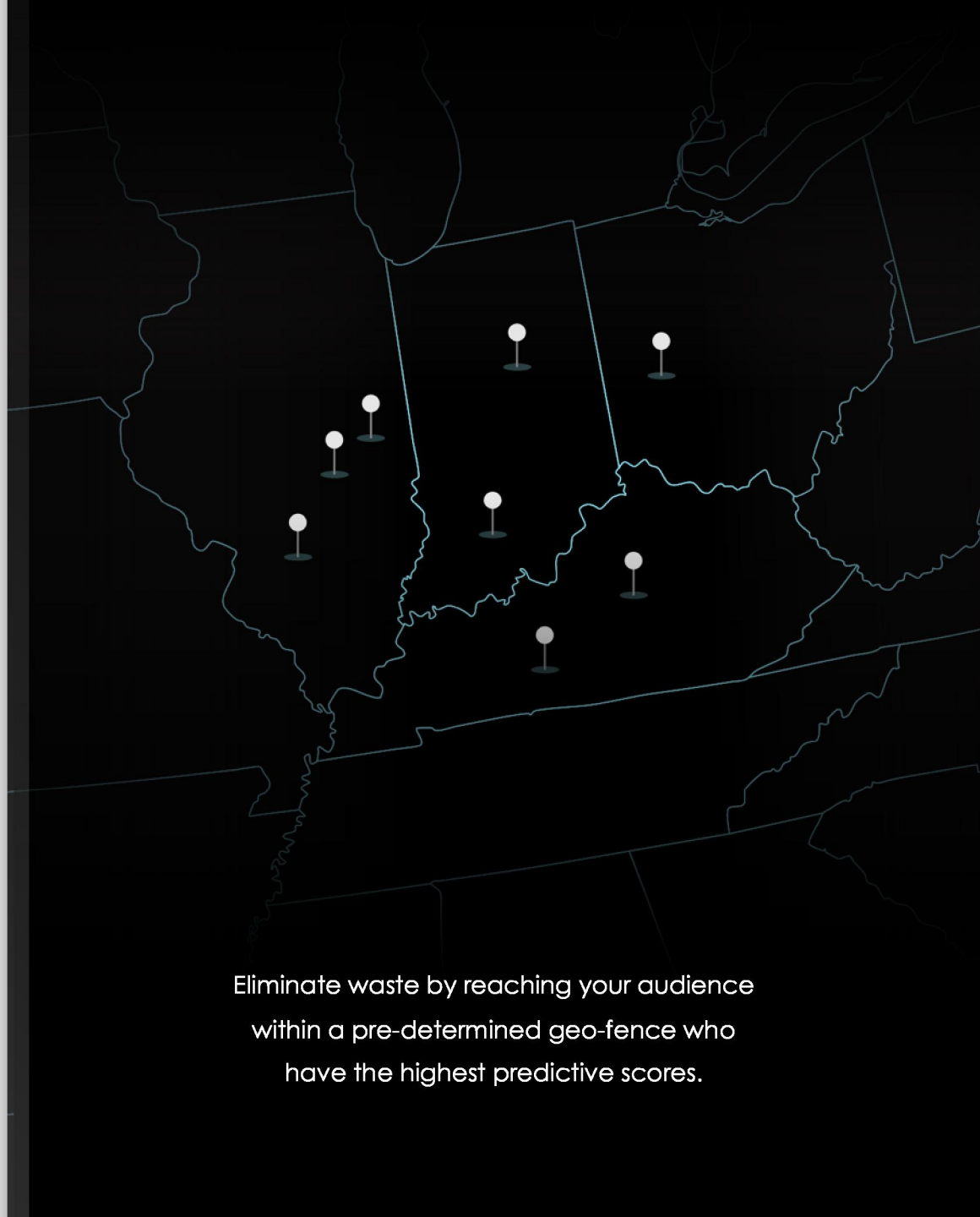
Serve ads to audience members in target markets surrounding GJ whose behaviors indicate they are likely to visit

Geo: 20 Target Markets

Denver
Salt Lake City
Moab
Colorado Springs
Albuquerque-Santa Fe
Las Vegas
Phoenix
Los Angeles
Chicago
Dallas

The AdTheorent Difference

Only consumers within the location
AND with a high predictive score
are served the ad



Eliminate waste by reaching your audience within a pre-determined geo-fence who have the highest predictive scores.

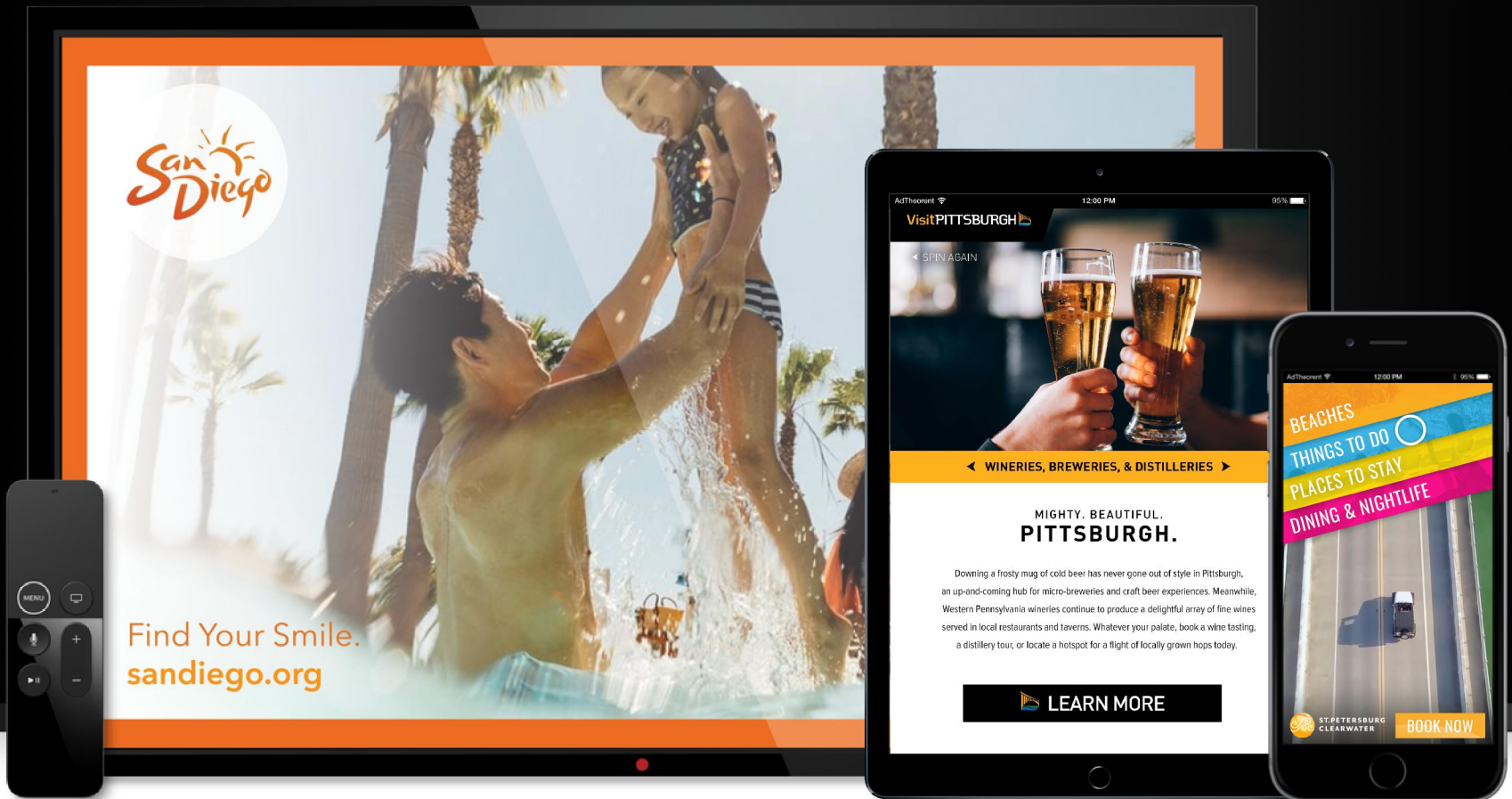


STUDIO A\T

IDEATION | DESIGN | PRODUCTION

STUDIO A\T CREATIVE

MACHINE LEARNING THROUGHOUT THE BOOKING JOURNEY



BUILD AWARENESS

Video View-through Model
Connected TV

INCREASE CONSIDERATION

Creative Engagement Model
Cross-Device

DRIVE TO BOOK

Booking Model
Smartphone

ADVANCED PREDICTIVE CREATIVE

ML designs creative in real-time based on all approved creative elements to construct a unique creative unit for each consumer

CUSTOMIZABLE ELEMENTS



Product Shot



Logo



CTA



Messaging



Background

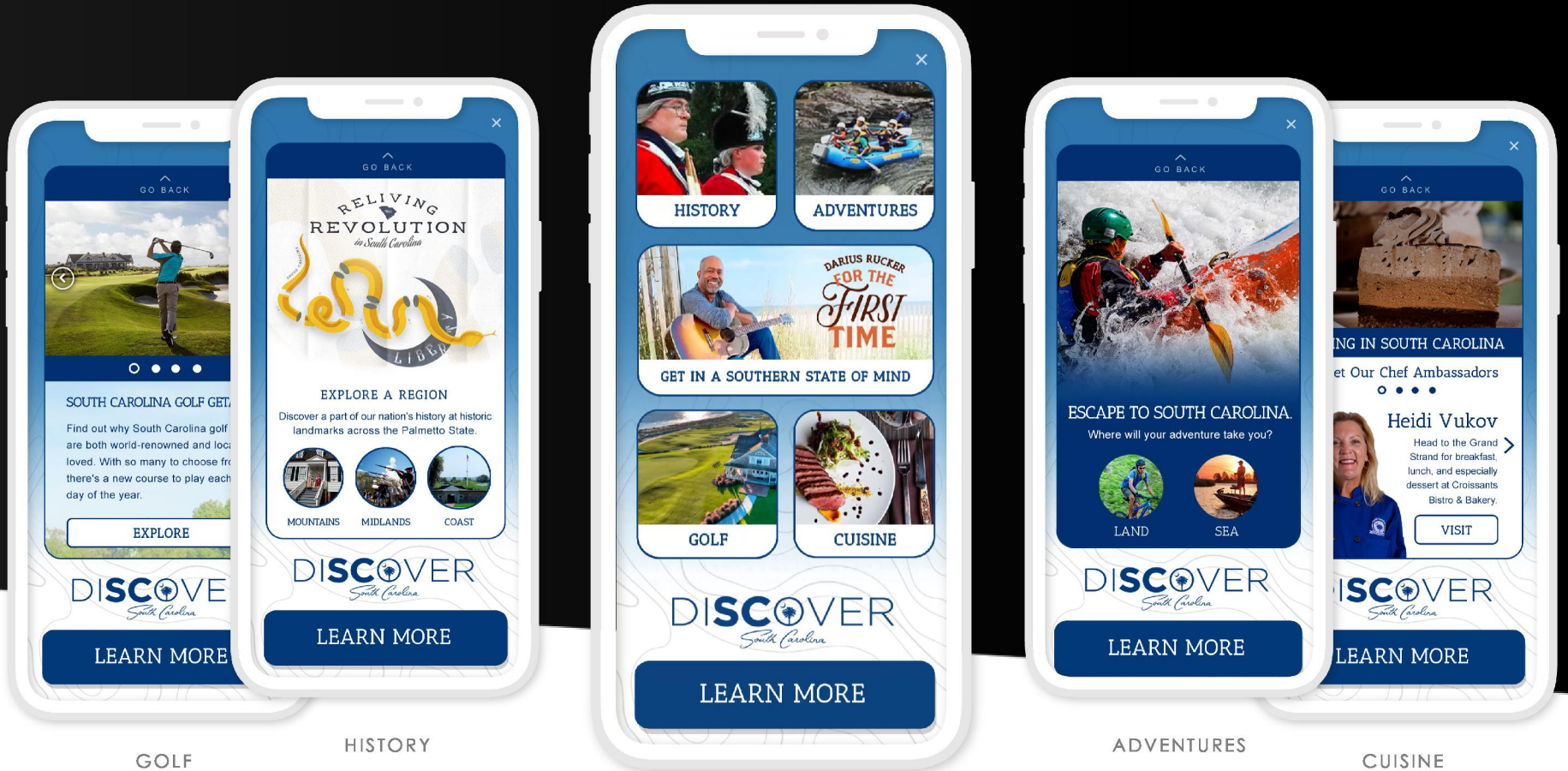


And More



MAXIMIZE AWARENESS

Drive Interaction



RICH MEDIA
Bulletin Board

Allow consumers to explore different brand offerings through a multi-page selection, creating an immersive and interactive learning experience.

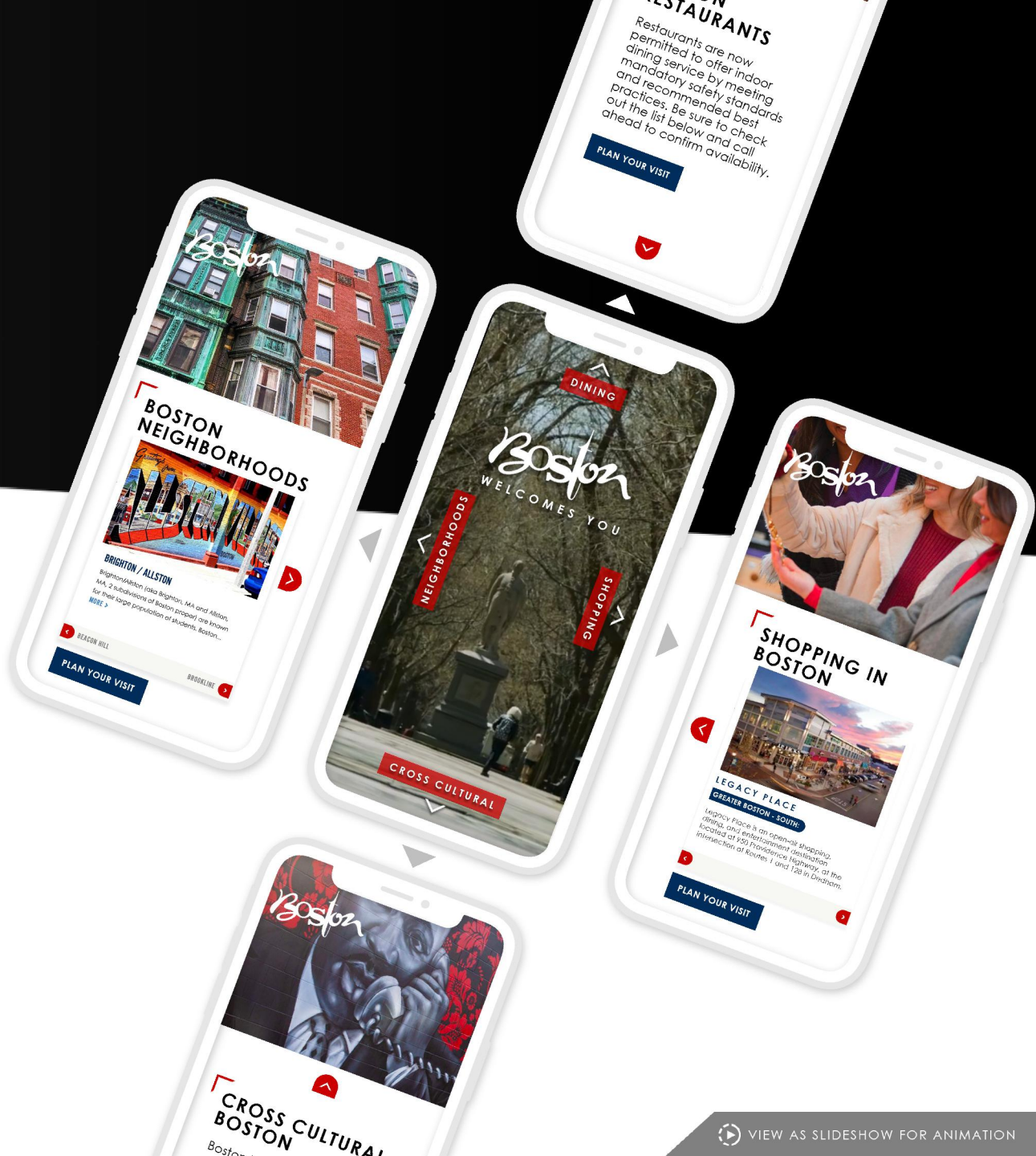
BUILD CONSIDERATION

Allow Guests to Explore and Plan

RICH MEDIA

Four Way Swipe

Allow consumers to explore different brand offerings through a multi-directional swipe, creating an immersive and interactive learning experience.

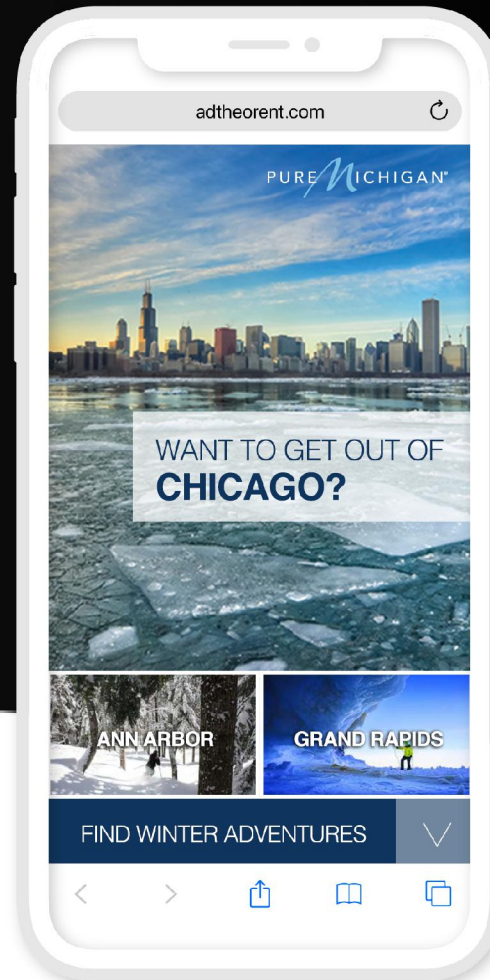


SERVE RELEVANT MESSAGING

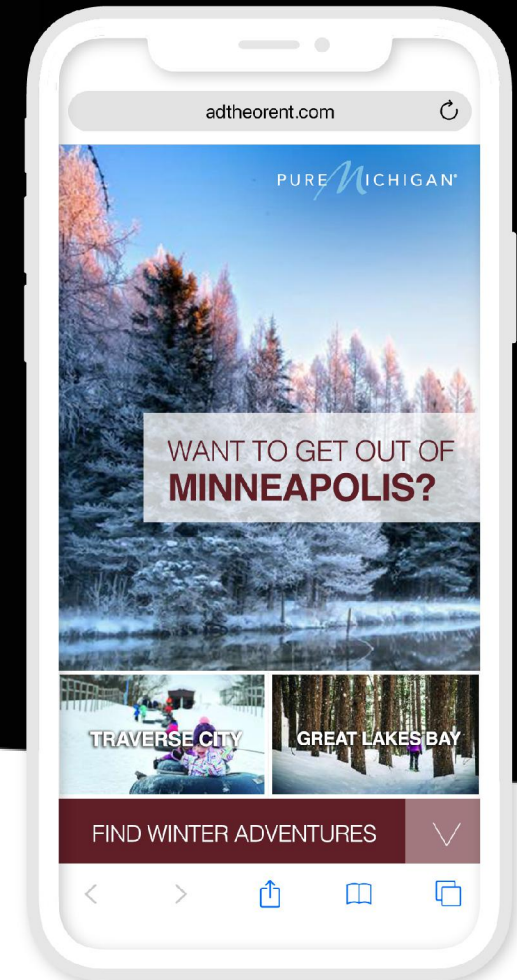
The Right Creative for the Right Market

As social distancing restrictions are reduced by region and state, deliver specific messaging that will resonate with consumers based on their current mitigation circumstances

Studio A\T creates dynamic creative that displays different creative elements based on location



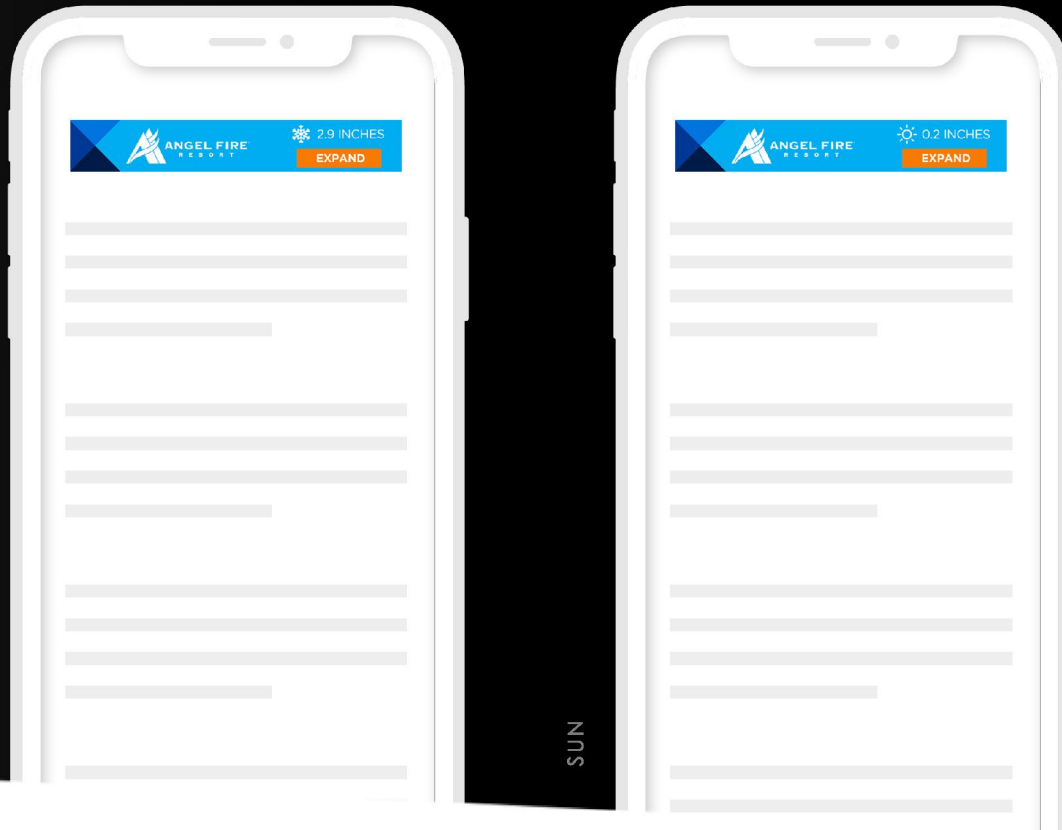
Chicago



Minneapolis

MAXIMIZE AWARENESS

Drive Interaction



RICH MEDIA
Dynamic Creative

DYNAMIC
CORE SIGNALS



Location



Time



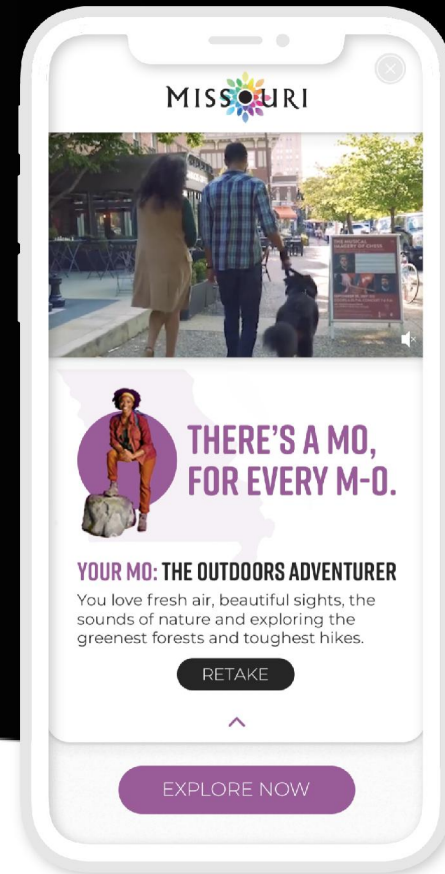
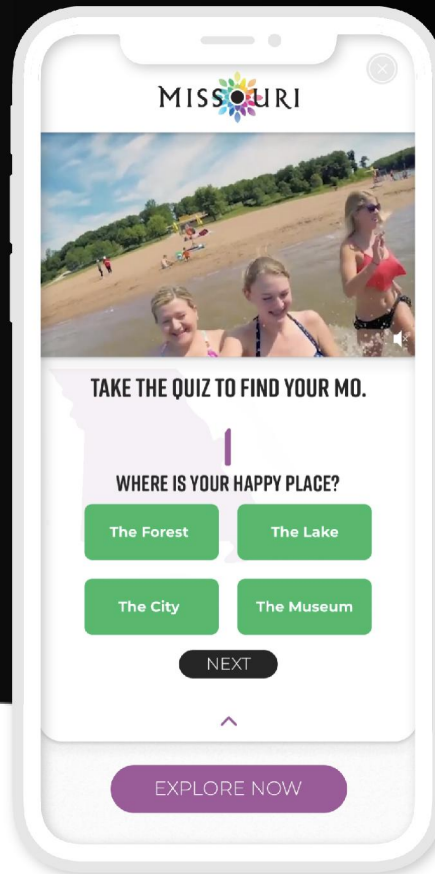
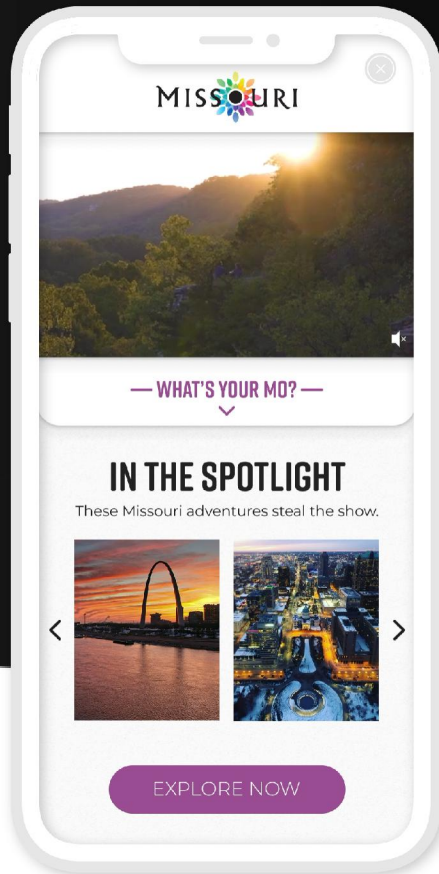
Weather



VIEW AS SLIDESHOW FOR ANIMATION

BUILD CONSIDERATION

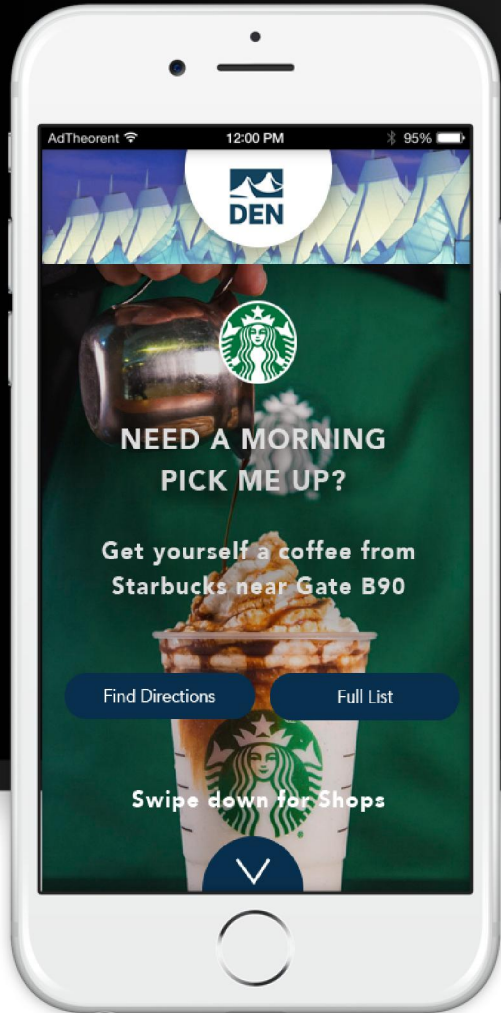
Allow Guests to Explore and Plan for Visit MO



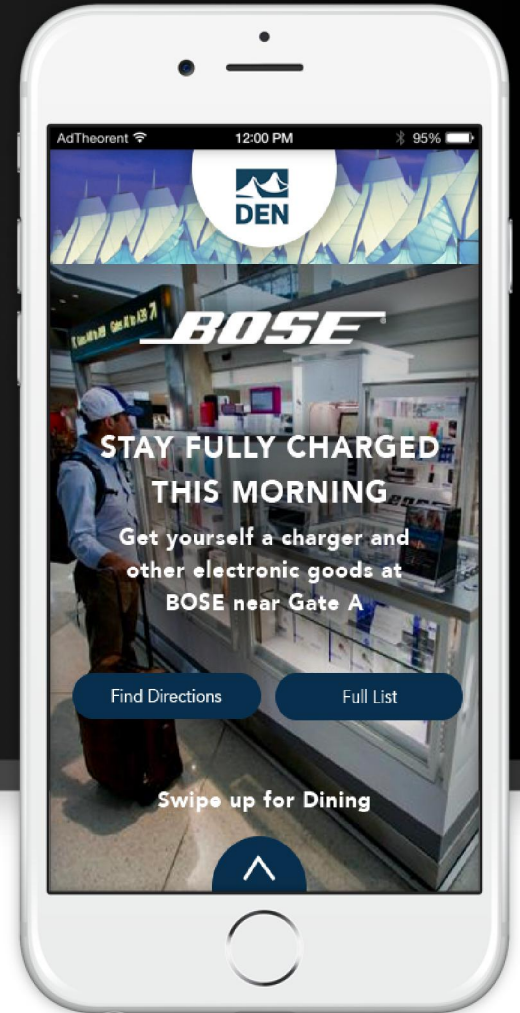
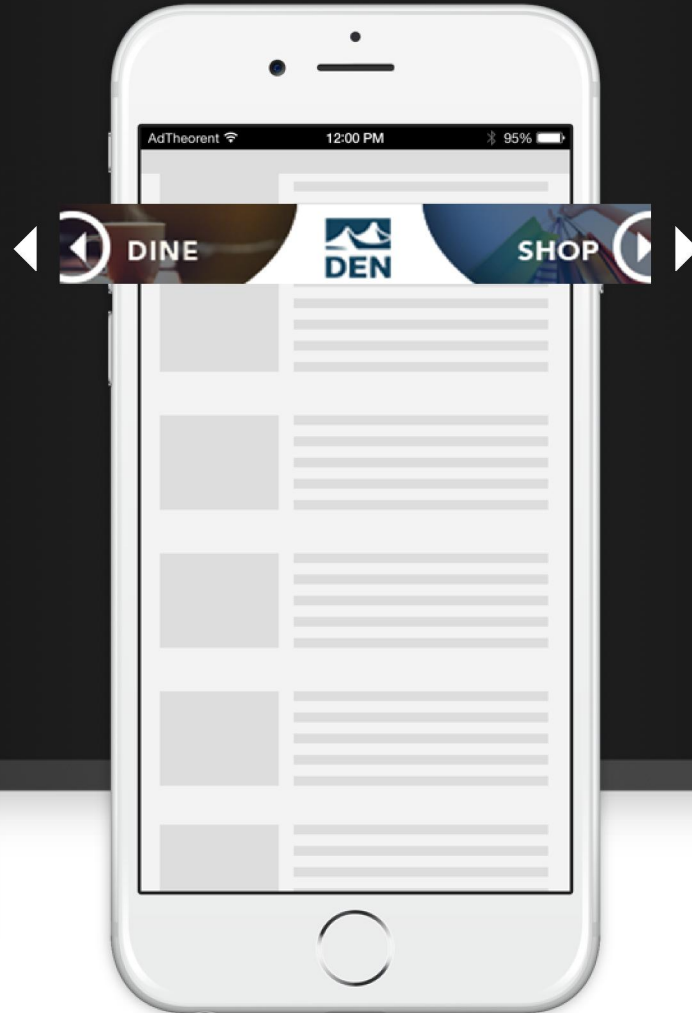
RICH MEDIA
Secret Screen

This unit features standard inline video with a hidden panel that when swiped or tapped, slides out to reveal additional options that consumers can explore simultaneously.

DUAL BANNER



Dine



Shop

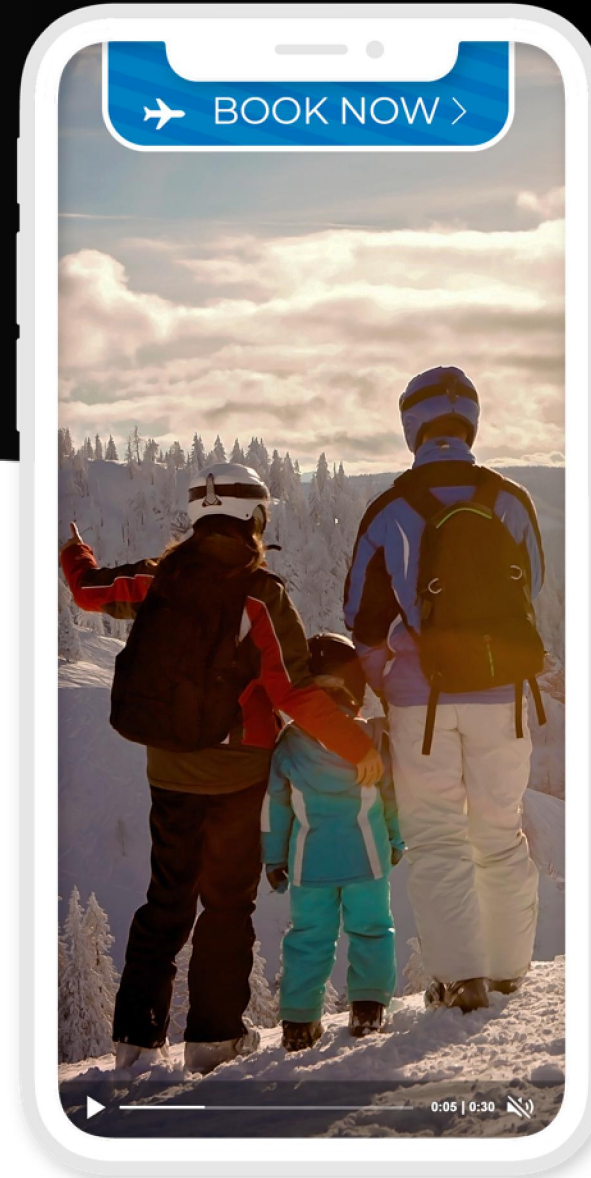
MAXIMIZE AWARENESS

Drive Video Views and Interaction

INTERACTIVE PRE-ROLL

Vertical Video Overlay

Optimize your standard video and display assets for an impactful video solution designed for a mobile-specific audience. If existing vertical video assets are not available, AdTheorent can edit your standard TV spot.



NATIVE HIGH IMPACT

Carousel

Showcase multiple products, highlight specific features, or tell your story with multiple images in a single ad. Carousel ads allow up to ten unique images the user can explore before clicking to learn more or making a purchase.

Engaging

Leverage lifestyle imagery your audience can relate to for increased interactions

In-feed

Native ads are served on premium, curated properties

allrecipes*i*

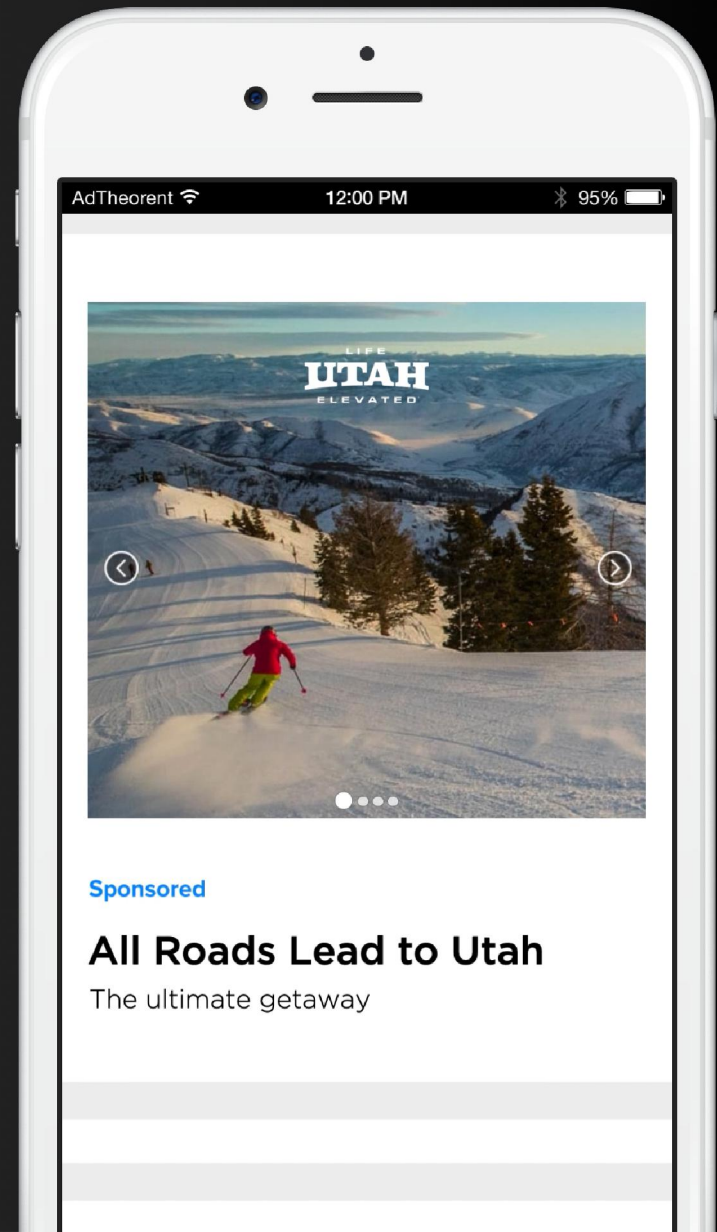
Esquire

SHAPE

Candé Nast
Traveler

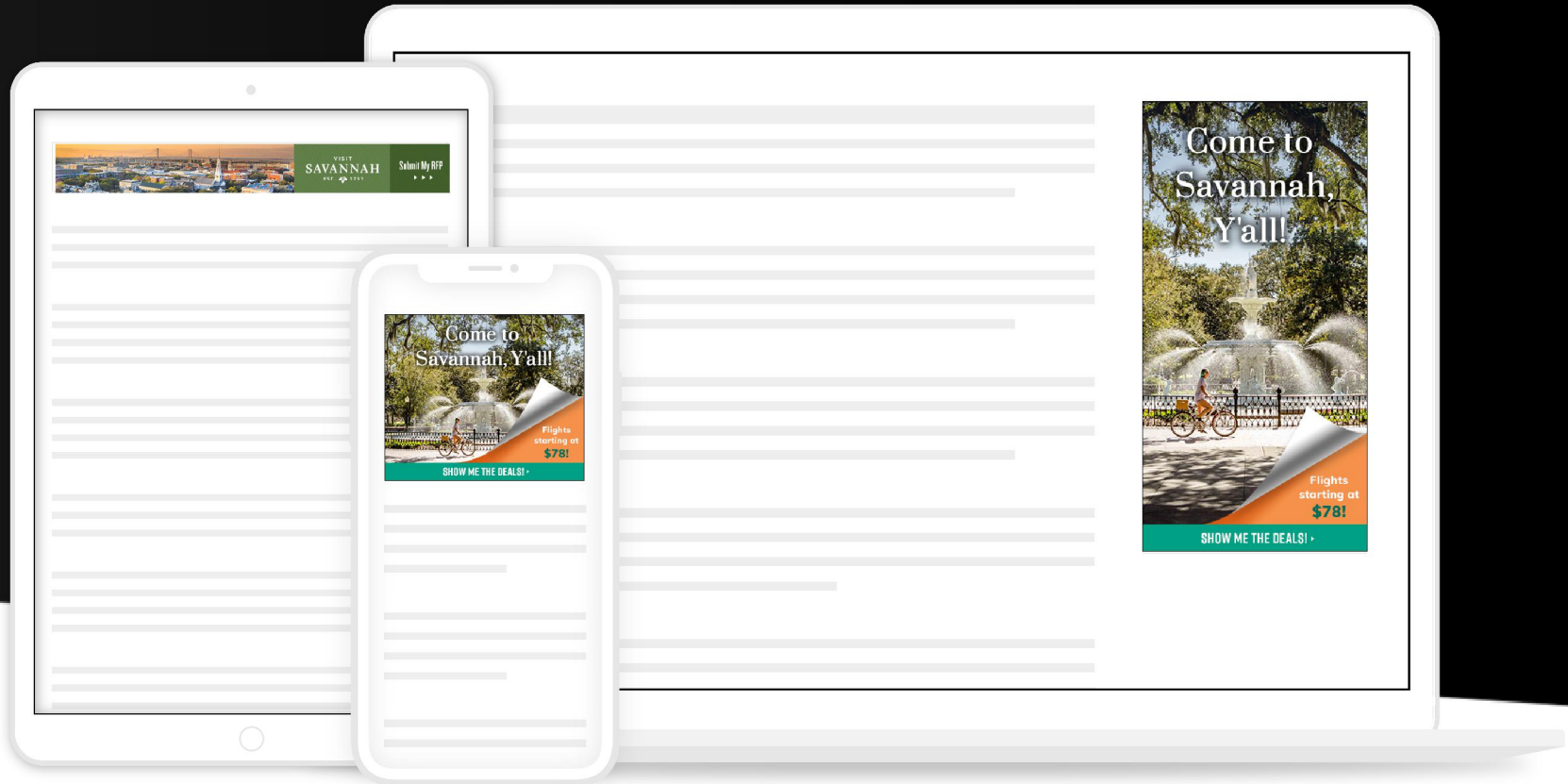
Sports
Illustrated

UNIVISION



MAXIMIZE AWARENESS

Drive Efficient Visitation & Sales Lift for Visit Grand Junction



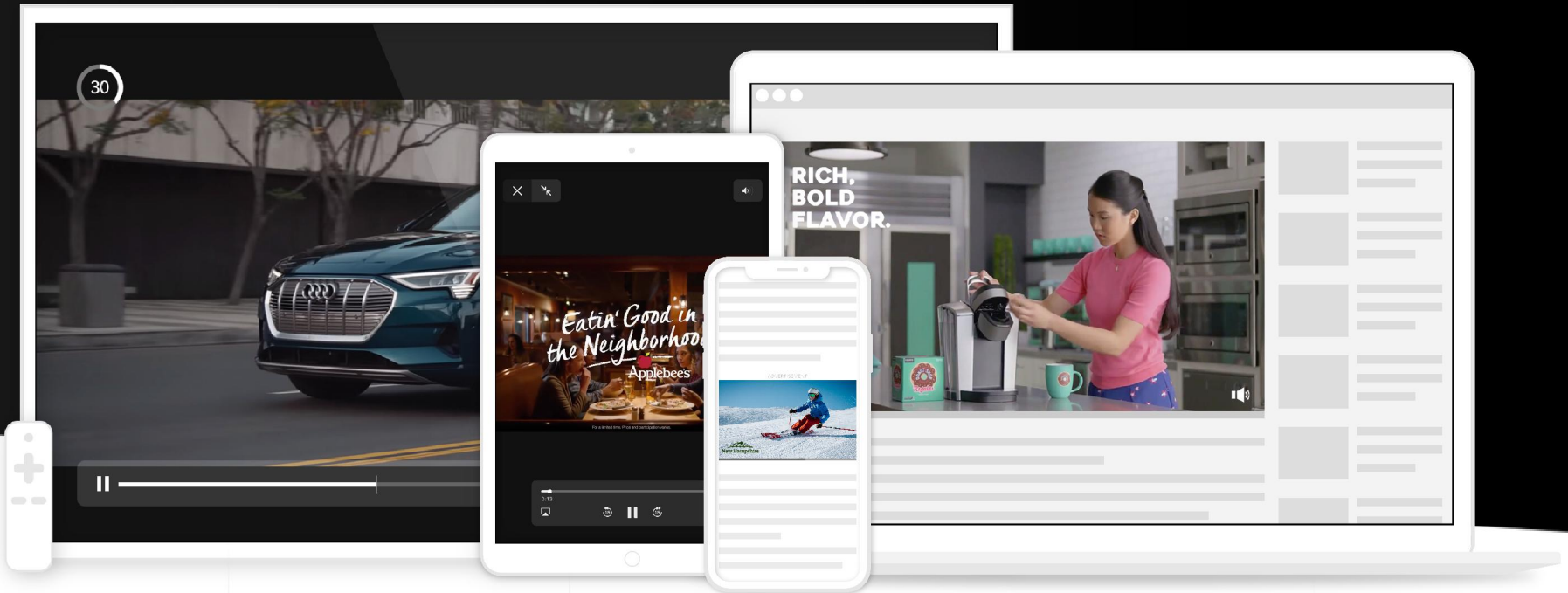
DISPLAY

Mobile & Desktop

Adtheorent will deploy multiple display units on desktop, smartphone and tablet devices. When consumers tap the banner they will be driven to the Visit Grand Junction landing page.

Machine Learning-Powered (MLP) Video

Reaches consumers across all devices when they are most likely to watch



CONNECTED TV
Reach audiences in
lean-back settings

INSTREAM VIDEO
Position your brand in front
of captive audiences

OUTSTREAM VIDEO
Stand out with highly viewable
video in premium editorial content

AVT VIDEO
Run video in multiple formats
to drive video views

Connected TV

Reach audiences in
lean-back settings

Connect with your consumers at home,
in a large format. Connected TV offers
multiple opportunities to surround
consumers beyond their personal devices.

DEVICE TYPES



Smart TVs



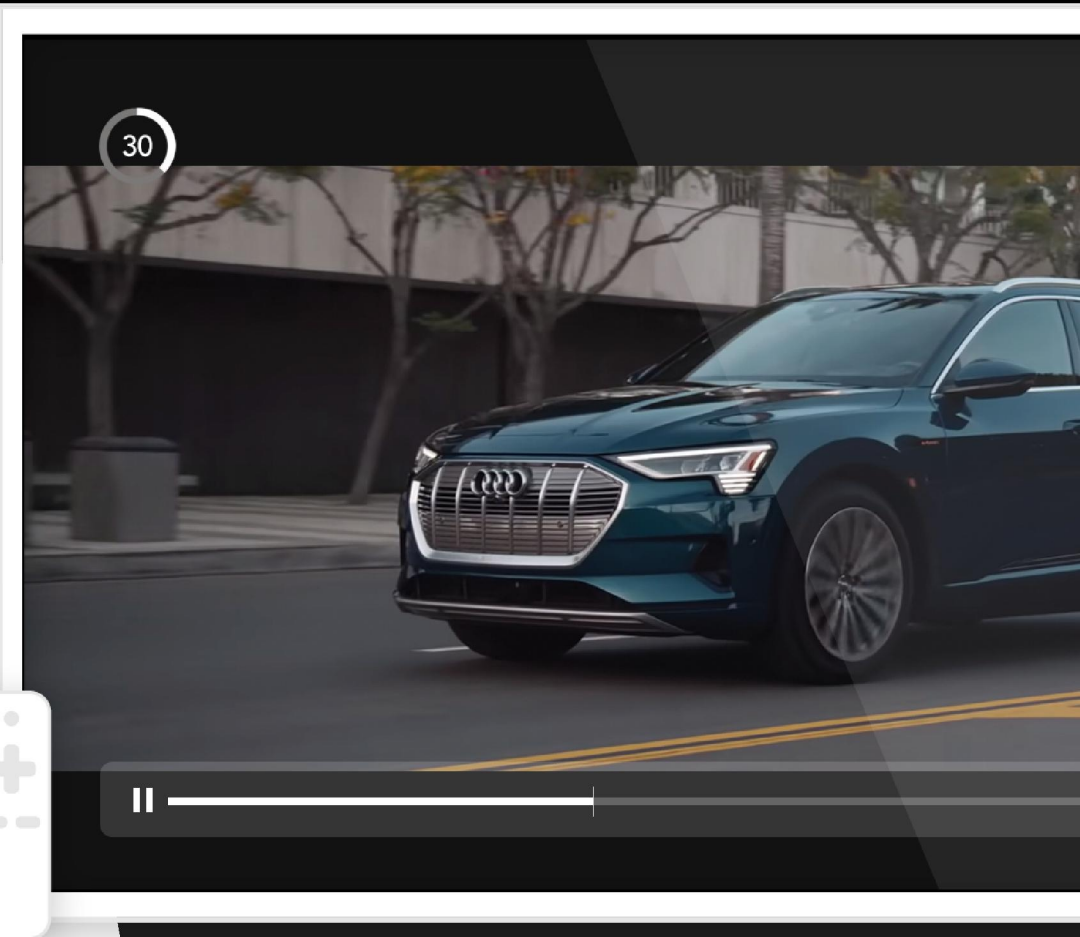
Gaming Consoles



Set-Top Boxes

Connected TV benefits:

- Premium content categories
- Served within long-form content
- Highly viewable



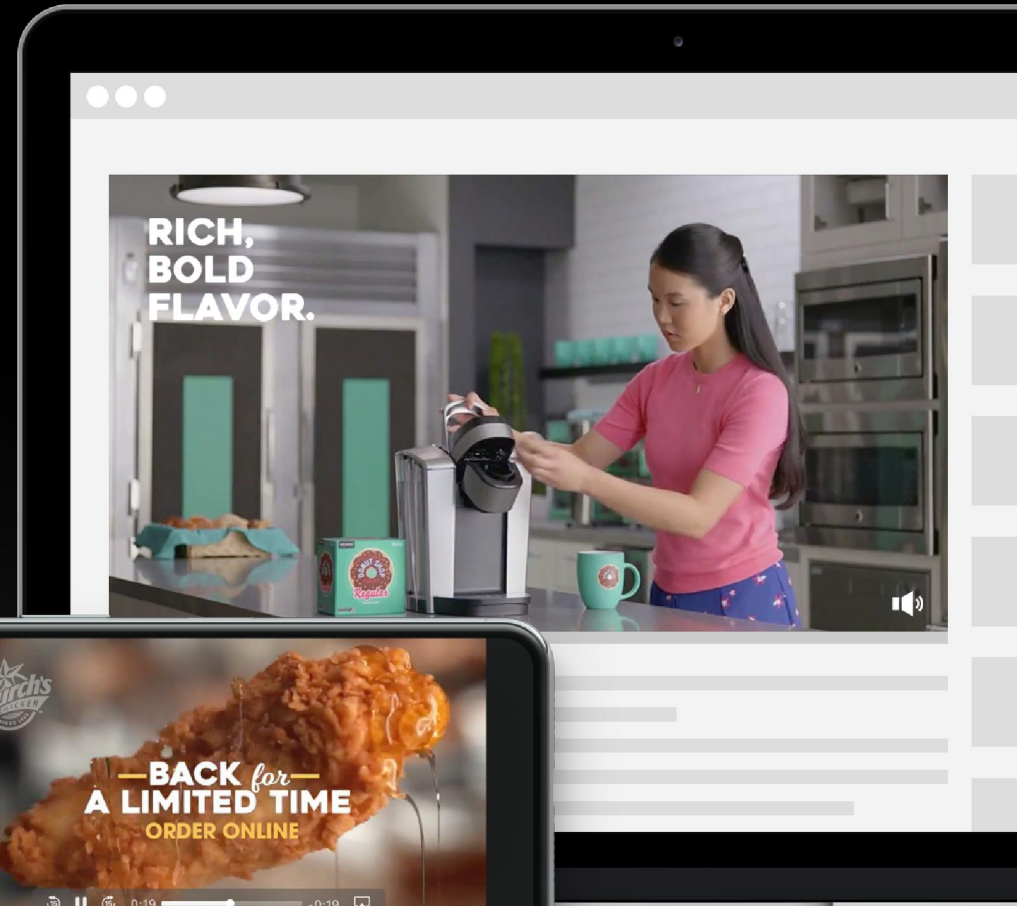
A\T VIDEO

Run video in multiple formats to drive video views

Machine learning optimization finds the optimal placement and opportunity to serve a video where the viewer is most likely to watch

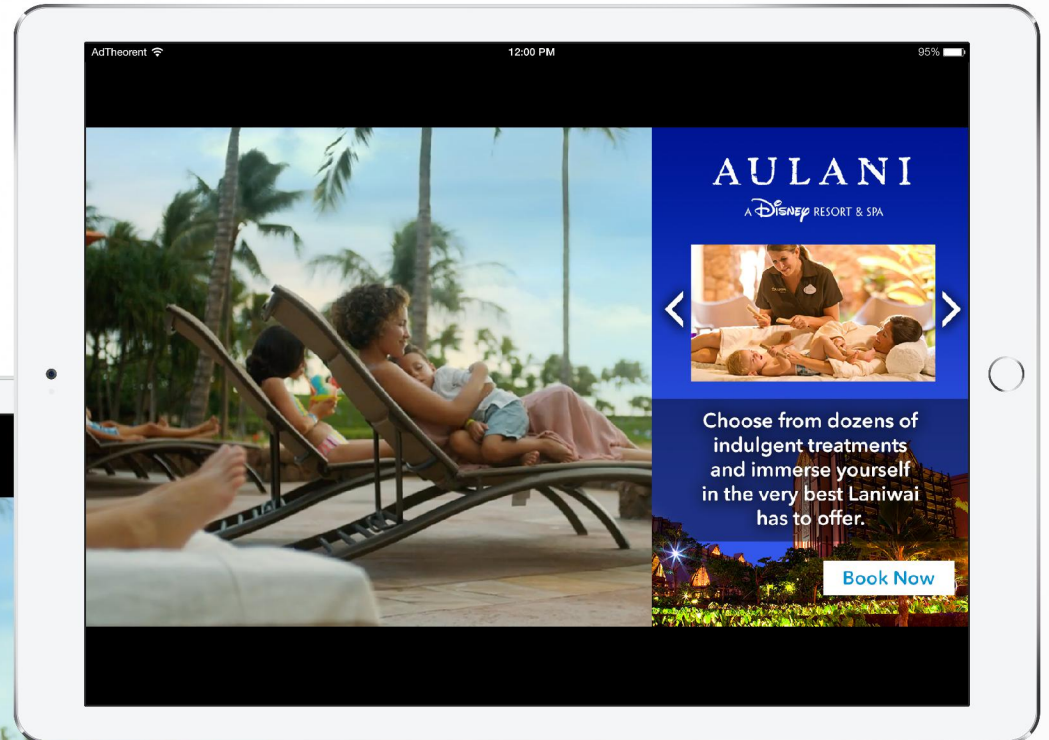
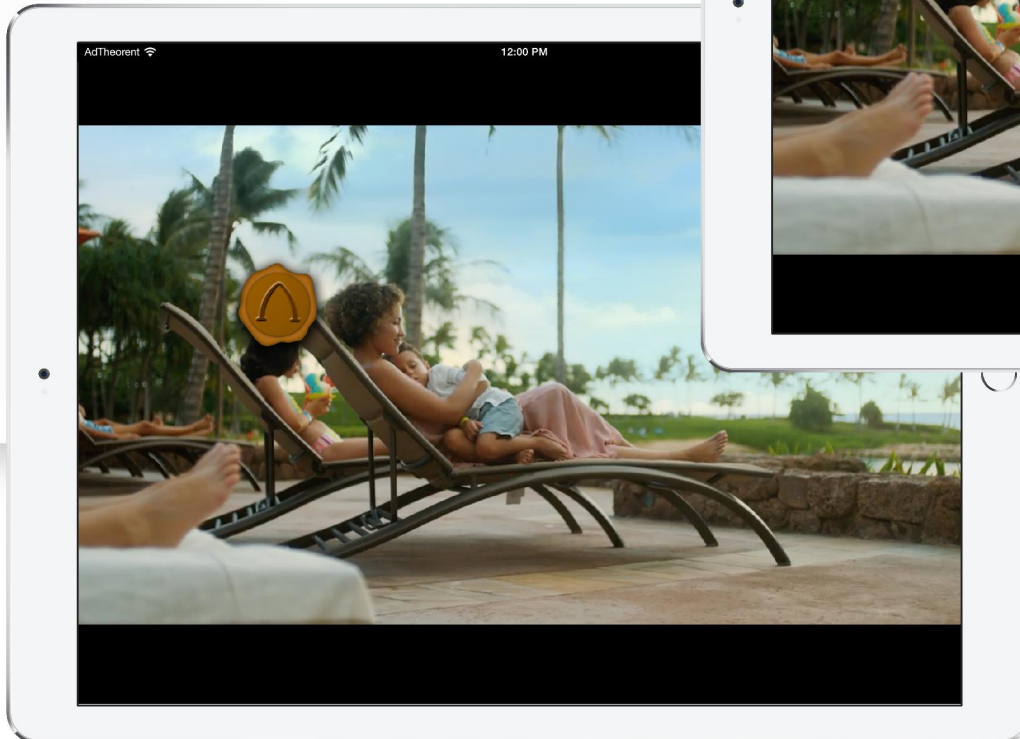
A\T Video benefits:

- Maximum reach
- Multiple optimizations
- Efficiency



INTERACTIVE VIDEO

DRIVE BRAND AWARENESS while increasing booking consideration using an image & information gallery experience.



CONSUMERS CAN explore Aulani offerings through interactive hotspots and popup image galleries.



© ADTHEORENT[®]

REAL-WORLD OUTCOMES

DESTINATION 360°

Visa Sales Measurement

AdTheorent has partnered with VISA, the largest US credit card provider, to measure the sales impact driven by AdTheorent advertising at a specific destination:



CITY



STATE

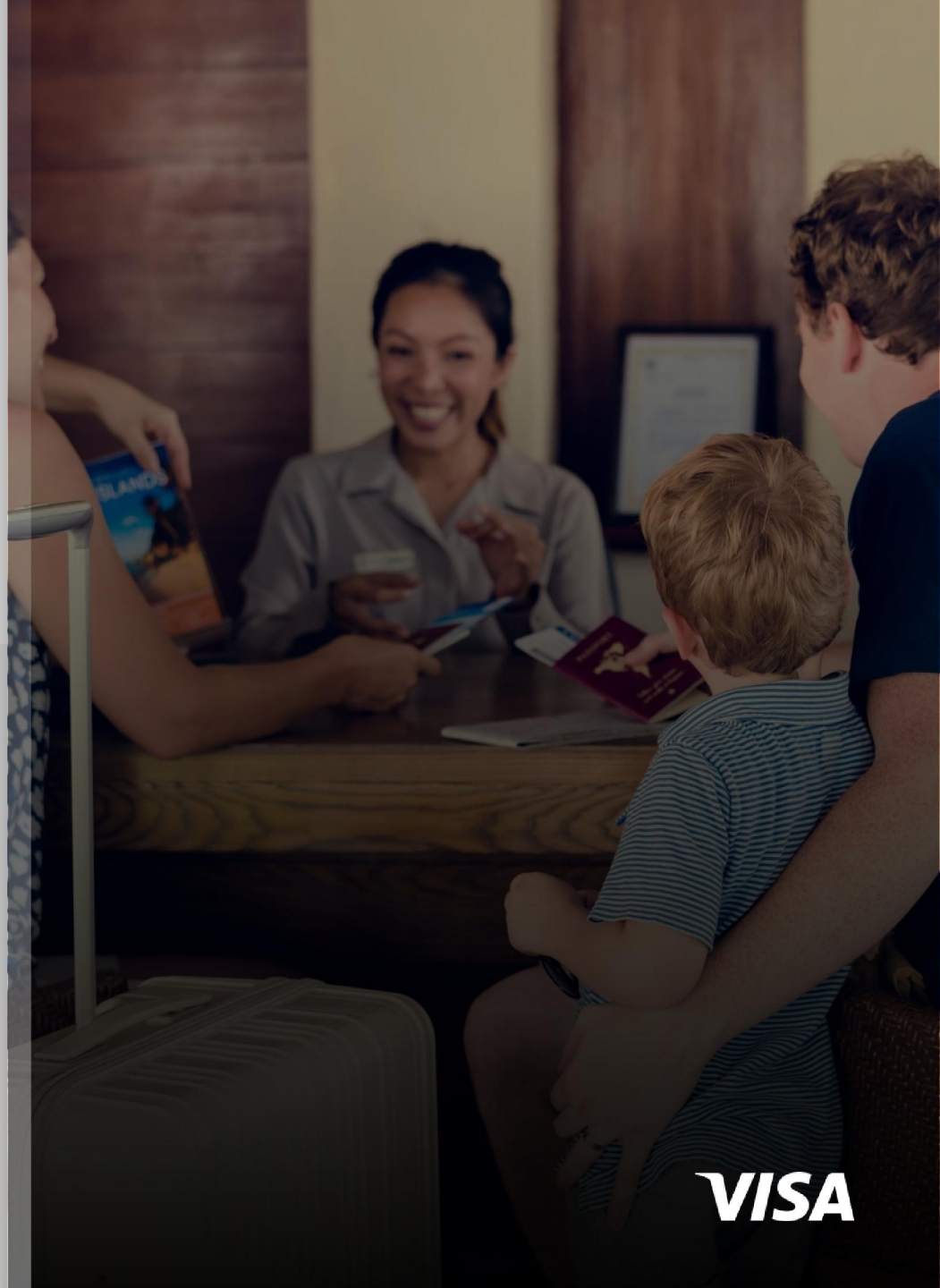
We match consumers reached during the campaign to Visa sales data to measure sales impact across these popular categories:

Categories Measured

- Retail
- Travel & Lodging
- Restaurants
- QSR
- Entertainment & Attractions

Sales Dimensions

- Total Transactions
- New 'Transactors'
- Spend by Time of Day
- Unique Visitor Spend



VISA

SALES LIFT METHODOLOGY



01

AdTheorent creates purchase model



02

AdTheorent scores in-market shoppers most likely to purchase



03

Tourist transact within the City of Grand Junction



04

AdTheorent sends campaign exposure data via LiveRamp for PII-compliant data pass



05

LiveRamp and VISA bridge matched exposed households to VISA account holders



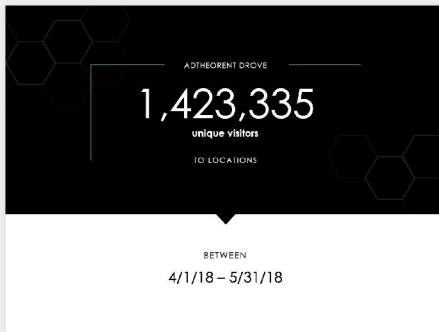
06

Visa analyzes transaction data and reports on campaign regional sales impact

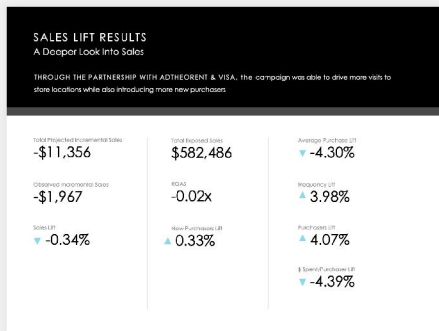
Contingent on campaign scale, AdTheorent receives in-flight measurement to make informed optimizations from sales

REPORTING DESTINATION 360°

AdTheorent delivers a custom post-campaign report with insights based on campaign performance, visitation activity and destination sales driven by the campaign



ADTHEORENT ANALYTICS provides in-depth reports that go beyond standard media metrics to provide consumer insights based on **real-world visitation outcomes**.



A DEEPER LOOK INTO SALES & VISITATION

SALES

- Category spend
- Total Transactions
- New 'Transactors'
- Time of Day
- Unique Visitor Spend

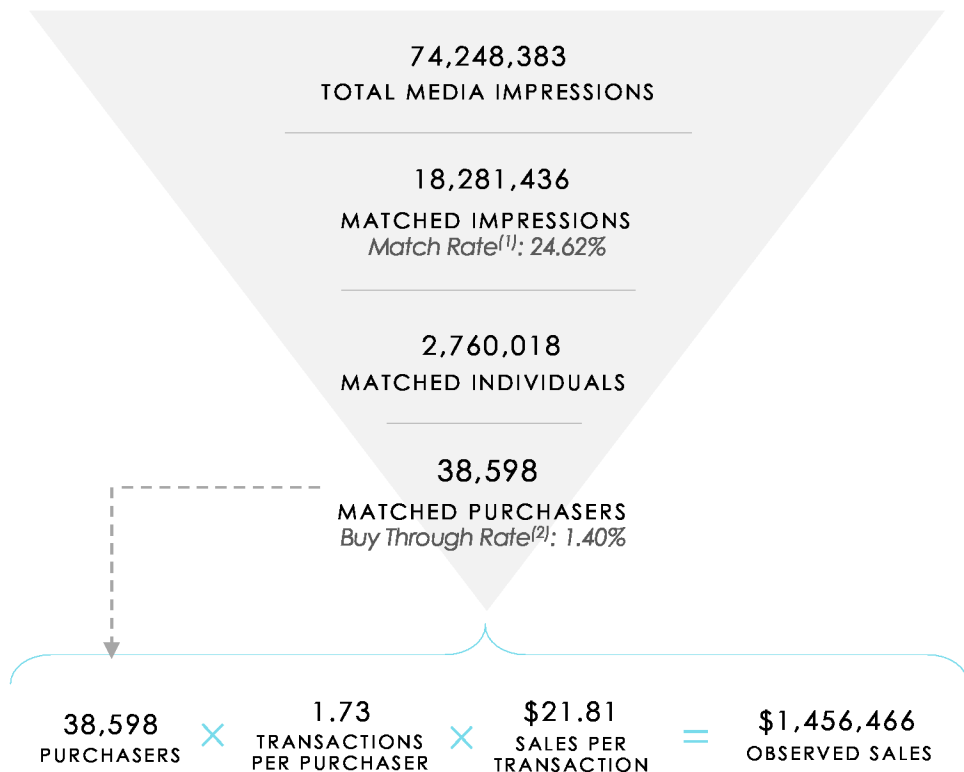
VISITATION

- Visitation to location
- Visitation by DMA (if statistically significant)
- Time from exposure to visit
- Visitation by additional dimensional breakouts (e.g. – day of week, content category)

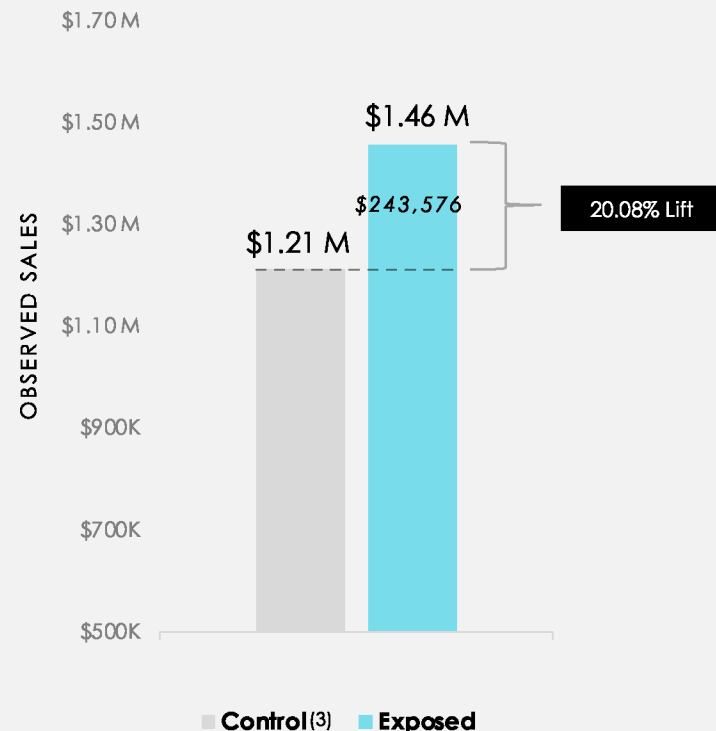
Reporting metrics included vary based on statistical significance of the sample size.

SALES LIFT RESULTS

The campaign was successful in locating qualified users and driving them to make purchases, **resulting in a 20.08% increase in observed sales equaling \$243,576 incremental sales**



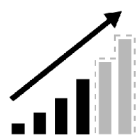
CAMPAIGN OBSERVED SALES LIFT



(1) Percent of total media impressions that could be matched to a Visa credit card
 (2) Percent of purchasers out of total matched individuals
 (3) Control Sales have been normalized for comparison based on rate of Matched Individuals between Exposed & Control groups
 Note: Reporting period is June 18, 2019 – January 14, 2020
 Source: AdTheorent, Visa

CAMPAIGN ROAS

The campaign drove \$989,263 in Extrapolated Incremental⁽¹⁾⁽²⁾ Sales, **generating an extrapolated Incremental ROAS of 1.9x**



$$\begin{array}{ccccccc}
 \$1,456,466 & \rightarrow & \$5,915,304 & \div & \$514,999 & = & 11.5x \\
 \text{OBSERVED SALES} & & \text{EXTRAPOLATED}^{(1)} \text{ SALES} & & \text{MEDIA SPEND} & & \text{EXTRAPOLATED ROAS}
 \end{array}$$

$$\begin{array}{ccccccc}
 \$243,576 & \rightarrow & \$989,263 & \div & \$514,999 & = & 1.9x \\
 \text{OBSERVED} & & \text{EXTRAPOLATED} & & \text{MEDIA SPEND} & & \text{EXTRAPOLATED} \\
 \text{INCREMENTAL}^{(2)} & & \text{INCREMENTAL}^{(1)(2)} & & & & \text{INCREMENTAL ROAS} \\
 \text{SALES} & & \text{SALES} & & & &
 \end{array}$$

(1) Extrapolation assumes 100% match rate and continued sales trend – answers question: "What would sales be if we could match every impression with Visa"

(2) Incremental defines the difference in Sales between exposed and normalized control Groups

CASE STUDY

DRIVING IN-MARKET SALES FOR A CITY DESTINATION MARKETING ORGANIZATION

Campaign Objective

The tourism board for a major city sought to increase overall visitor arrivals and in-market spend. The board partnered with AdTheorent to leverage machine learning models to drive visitation and in market commerce.

AdTheorent Solution – Destination 360°

AdTheorent created custom machine learning models that identified potential travelers with the highest likelihood of visiting the destination. AdTheorent also geo-targeted key outer markets to prospect new travelers. To measure the campaign's market impact, AdTheorent partnered with VISA to measure in-store sales in the market that were attributed to the campaign.



Results

AdTheorent models continuously optimized throughout the campaign to reach travelers likely to visit and increase in-market spend.

 **136X** RETURN ON AD SPEND (OBSERVED)



VISITATION MEASUREMENT

Placed powered by Foursquare

AdTheorent partners with Placed powered by Foursquare, the world's largest location panel, to build custom foot traffic models that drive visits to tourism locations

Placed powered by Foursquare leverages persistent location data from its 1st party opt-in audience, 2nd party data, and the scale of bid stream location data to provide the only blended measurement solution in market.

AdTheorent ML models leverage Placed data to optimize in real-time to only reach consumers with the highest likelihood of visitation.

With special request, duration of stay can be included in reporting metrics

Placed Scale

13 million

FIRST PARTY
OPTED-IN CONSUMERS

100 million

VISITS PER MONTH ANALYZED
FOR MEASUREMENT



AdTheorent outperforms
Placed overall benchmarks by

1.7X

PLACED VISITATION METHODOLOGY



Placed
powered by **FOURSQUARE**

01

AdTheorent data scientists create custom models to drive visits

02

AdTheorent scores ad opportunities with validated location data to likelihood of visitation

03

Impressions that drive visitation inform models to strengthen outcomes

04

Placed powered by Foursquare validates visits and attributes AdTheorent-driven location visits

STORE CONVERSION RATE LIFT

ADTHEORENT WAS SUCCESSFUL in locating the most qualified users to boost in-store Brand X visits, driving a **19.86% lift in Store Conversion Rate that generated 153,383 lift store visits**

PERFORMANCE METRICS

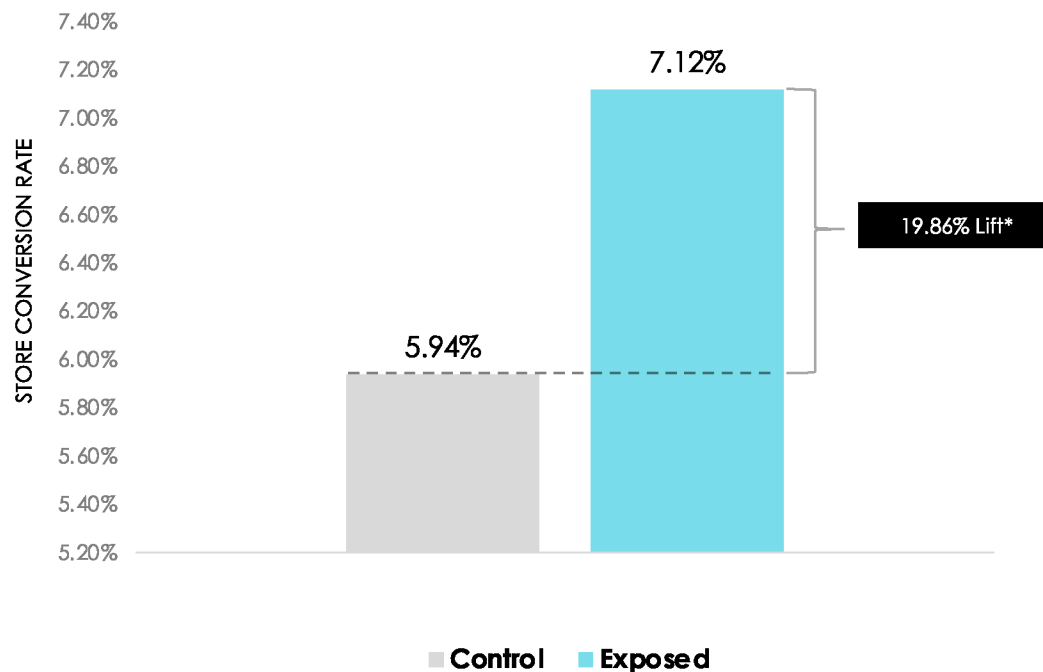
Overall Store Visits
925,788

Lift Store Visits
153,383

Cost per Lift Store Visit
\$0.46

Store Conversion Rate
7.12%

CAMPAIGN STORE CONVERSION RATE LIFT



ADTHEORENT INSIGHTS REPORTING

AdTheorent reporting goes beyond standard media metrics to provide real-world results and consumer insights, illustrating how machine learning models made the smartest optimizations, powering the best possible performance for your campaign.

Additional performance dimensions can include:

OBJECTIVE
Drive consumer engagement within M13-17 demo in selected markets

PERFORMANCE THEMES

- A majority of delivery occurs during after-school hours
- Music, arts & entertainment, and technology content drove strong engagement
- In-demo attribution occurs most often when users have their device connected to Wi-Fi connections, 320x50 banners
- Top delivery occurred in Pine Bluff, AR and Lexington, KY

PREDICTIVE TARGETING OPTIMIZATIONS

- Maximized unduplicated visitors, leveraging machine learning to optimize on brand results and drive qualified store traffic across all campaigns
- Utilized our cross-environment map to substantiate RealRoad of visitation across users in real time
- As confirmed by North Decentral, heavy-lifting on standard display placements increases overall store visitation lift
- Desktop media and Rich Media units were best used to drive awareness and engagement

CONNECTIVITY PERFORMANCE

CARRIER CPA by Mobile Provider

Carrier	CPA
T-Mobile	\$3.93
Sprint	\$4.35
Verizon	\$3.87
AT&T	\$1.22
Wi-Fi	\$14.09
Other	\$3.22

MOBILE OPERATING SYSTEM CPA by Operating System

OS	CPA
iOS	\$4.75
Android	\$10.33

CONSUMER ACROSS MOBILE CARRIERS shows stronger conversions than those on Wi-Fi, while business Wi-Fi outperformed home Wi-Fi.

Overall campaign performance themes

In-flight campaign optimizations

Carrier and operation system performance

TOP PERFORMING SEGMENT
Upper Crust

The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 50. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an equated standard of living, driving expensive cars and frequently eating out and traveling.

- Owens Corning
- With Europe
- Rolls of Bonweith Grill
- Watches CBS Kennedy Center Honors
- Therapy of Choice
- Letters to Adult Standards
- Atlanta Symphony concert, opens, etc.

CREATIVE PERFORMANCE

Engagement Rate	Average IM Actions per Engagement	Average Time Spent
1.85%	1.7	15

Consumers were particularly likely to click out to the Balance enable via the Expanse logo, doing so over 140 times.

Rich Media Unit	IM Actions
Click to Play Media	11,950
Click Tracking	33,893
Click to Mobile	4,194
Click to Website	14,919
Download	14,006

CROSS CHANNEL PERFORMANCE INSIGHTS

Households that were exposed to a mobile ad first engaged with desktop creative at a 3% stronger VCR. Households that were exposed to desktop messaging first engaged with mobile at a 0.5% higher rate.

Our Cross-Environment Map accurately bridges the user journey across mobile, desktop, and TV, and desktop through our deterministic and probabilistic behavioral approach.

HOUSEHOLDS REACHED ON SINGLE CHANNEL

Device	VCR
Mobile	54.78%
Desktop	83.09%

HOUSEHOLDS REACHED ON MULTI-CHANNEL

Device	MOBILE VCR	MOBILE to Desktop
Desktop to Mobile	57.26% *	
Mobile to Desktop		83.14% *

Top performing audience segment

Creative performance and user interaction insights

Cross-channel performance insights



Time of day



Day of week



Weather



Temperature



Device type

VISIT GRAND JUNCTION 2021 PRICING INCENTIVES

\$500K+

- **5%** rate discount on CPM rates
- \$25K Media Savings, or roughly 4.1M additional impressions

Added Value

- **5% Bonus Impressions**
- Post-Campaign AdTheorent Insights Reports (\$20k+)
- IAS Fee Coverage
- Education Series

\$1M+

- **7.5%** rate discount on CPM rates
- \$75000K Media Savings, or roughly 12.5M additional impressions

Added Value

- **6% Bonus Impressions**
- Post-Campaign AdTheorent Insights Reports (\$20k+)
- IAS Fee Coverage
- Education Series

\$1.5M+

- **9%** rate discount on CPM rates
- \$135K Media Savings, or roughly 22.5M additional impressions

Added Value

- **7% Bonus Impressions**
- Post-Campaign AdTheorent Insights Reports (\$20k+)
- IAS Fee Coverage
- Education Series

**Rate discount is discounted from standard media rate. All additional products and solutions including audience targeting, 3P data, and/or 3P measurement remain undiscounted*



**\$500K –
5% RATE
DISCOUNT +
5% ADDED
VALUE MEDIA**

PRODUCT	NATIONAL CPM	GEO CPM
Mobile Display	\$ 4.28	\$ 5.70
Cross Device Display	\$ 4.75	\$ 5.70
Desktop Display	\$ 5.23	\$ 5.70
Display Interstitial (Mobile Only)	\$ 10.45	\$ 12.35
Display Billboard (Desktop Only)	\$ 15.20	\$ 19.00
Rich Media Expandable	\$ 6.18	\$ 6.89
Rich Media Banners	\$ 5.23	\$ 6.65
Rich Media Interstitial (Mobile Only)	\$ 10.93	\$ 12.83
Mobile Rich Media Interscroller (Mobile Only)	\$ 14.25	\$ 16.15
Rich Media Billboard (Desktop Only)	\$ 16.15	\$ 19.95
A\T Video	\$ 15.20	\$ 17.10
Outstream Video	\$ 14.25	\$ 16.15
In-Stream Video	\$ 17.10	\$ 19.00
Interactive Video	\$ 17.10	\$ 18.05
Connected TV	\$ 28.50	\$ 33.25
Native Display	\$ 4.51	\$ 5.46
Native Video	\$ 8.55	\$ 9.50
Native High Impact	\$ 12.83	\$ 13.78

**All additional products and solutions including audience targeting, 3P data, and/or 3P measurement remain undiscounted*



**\$1M –
7.5% RATE
DISCOUNT +
6% ADDED
VALUE MEDIA**

PRODUCT	NATIONAL CPM	GEO CPM
Mobile Display	\$ 4.16	\$ 5.55
Cross Device Display	\$ 4.63	\$ 5.55
Desktop Display	\$ 5.09	\$ 5.55
Display Interstitial (Mobile Only)	\$ 10.18	\$ 12.03
Display Billboard (Desktop Only)	\$ 14.80	\$ 18.50
Rich Media Expandable	\$ 6.01	\$ 6.71
Rich Media Banners	\$ 5.09	\$ 6.48
Rich Media Interstitial (Mobile Only)	\$ 10.64	\$ 12.49
Mobile Rich Media Interscroller (Mobile Only)	\$ 13.88	\$ 15.73
Rich Media Billboard (Desktop Only)	\$ 15.73	\$ 19.43
A\T Video	\$ 14.80	\$ 16.65
Outstream Video	\$ 13.88	\$ 15.73
In-Stream Video	\$ 16.65	\$ 18.50
Interactive Video	\$ 16.65	\$ 17.58
Connected TV	\$ 27.75	\$ 32.38
Native Display	\$ 4.39	\$ 5.32
Native Video	\$ 8.33	\$ 9.25
Native High Impact	\$ 12.49	\$ 13.41

**All additional products and solutions including audience targeting, 3P data, and/or 3P measurement remain undiscounted*



1.5M –
9% RATE
DISCOUNT +
7% ADDED
VALUE MEDIA

PRODUCT	NATIONAL CPM	GEO CPM
Mobile Display	\$ 4.10	\$ 5.46
Cross Device Display	\$ 4.55	\$ 5.46
Desktop Display	\$ 5.01	\$ 5.46
Display Interstitial (Mobile Only)	\$ 10.01	\$ 11.83
Display Billboard (Desktop Only)	\$ 14.56	\$ 18.20
Rich Media Expandable	\$ 5.92	\$ 6.60
Rich Media Banners	\$ 5.01	\$ 6.37
Rich Media Interstitial (Mobile Only)	\$ 10.47	\$ 12.29
Mobile Rich Media Interscroller (Mobile Only)	\$ 13.65	\$ 15.47
Rich Media Billboard (Desktop Only)	\$ 15.47	\$ 19.11
A\T Video	\$ 14.56	\$ 16.38
Outstream Video	\$ 13.65	\$ 15.47
In-Stream Video	\$ 16.38	\$ 18.20
Interactive Video	\$ 16.38	\$ 17.29
Connected TV	\$ 27.30	\$ 31.85
Native Display	\$ 4.32	\$ 5.23
Native Video	\$ 8.19	\$ 9.10
Native High Impact	\$ 12.29	\$ 13.20

**All additional products and solutions including audience targeting, 3P data, and/or 3P measurement remain undiscounted*

THANK YOU

ERIN COULL
ERIN@ADTHEORENT.COM
M | (415) 902.6159

330 HUDSON STREET, 6TH FL
NEW YORK, NY 10013
INFO@ADTHEORENT.COM





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QUESTIONNAIRE



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NEW YORK, NY 10013

VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Integrated (one view) people-based, cross-device, omni-channel (online and offline) vs. fragmented (multiple views) cookie-based, online only, and browser-based marketing approach.

AdTheorent provides cross-device digital capabilities to reach potential travelers on smartphone, tablet, desktop/laptop, and connected tv devices.

Mobile-first in-app scale, in addition to cross-device website inventory, allows AdTheorent to reach consumers in their environment of choice. In addition to web, AdTheorent receives 800 billion monthly in-app impressions across 20,000 premium publishers.

Predictive targeting is based on statistical models that do not require cookies or device IDs to make ad serving decisions.

Mass & general segments vs. one-to-one, personalized messaging.

AdTheorent machine learning modeling decisions on every impression for the likelihood of the individual taking the desired campaign KPI. Each campaign optimizes uniquely to individuals converting on the campaign analyzing all signals in real-time.

Additionally, AdTheorent is integrated with 50+ data partners for specific audience targeting. Available third-party audiences include demographic, behavioral, psychographic, purchase-based.

AdTheorent's creative machine learning selection technology scores every creative variation for the highest likelihood of driving the campaign outcome.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Visitor arrival attribution methodology and reporting, including last click vs. multi-touch attribution.

AdTheorent partners with Visa to deliver economic impact reporting on visitors to the City of Grand Junction. Activate transaction data and measure real-world impact: visitation and the economic impact of campaigns on market transactions. This product, designed specifically for Destination Marketing Organizations (DMOs), uses actual VISA transaction data to report on offline transactions occurring with the target market.

Additionally, AdTheorent has been a partner of Foursquare (formerly Placed) for their visitation attribution product since 2014. We receive visitation data during the campaign to make optimization decisions. Where requested, AdTheorent can implement Foursquare attribution.

Arrival-lift methodology and reporting, including incremental arrivals (i.e., visitors who can be attributed to the incremental effect of the ads vs. those who would have visited anyway) and sample/panel-based arrival methodology vs. population/one-to-one arrival methodology.

AdTheorent's Destination 360 reports out on transactions made in the market of Grand Junction post-campaign exposure. Targeting individuals based on their home locations, AdTheorent ensures reaching visitors only. Campaign exposure data is passed to Visa for analysis via device IDs for 1:1 analysis and measurement.

On incremental visitors exposed to ads, including control group reporting, and how the solution addresses potential contamination of the control group.

Destination 360 does not provide a control group but matches to all transactions of campaign exposed individuals.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Describe how the proposed solution is deterministic or probabilistic modeling.

Visa attribution is based on deterministic match of a device ID to a Visa account holder. Campaign exposure data is sent to Visa via LiveRamp to ensure privacy compliance. Full transactions are reported without modeling.

Visitor economic yield and return on investment reporting.

Transactions are reported in full for Destination 360 to provide the actual spend amount in market per category. Visa reporting includes transactions per person, average size of transaction, and total transaction per category (Retail, Travel & Lodging, Restaurants, QSR, Entertainment/Tourist attractions).

Segmenting and tracking of business vs. leisure travelers to target leisure travelers who are more addressable through marketing.

AdTheorent can target both business and leisure travels through predictive targeting models. Additionally, Visa transaction-based audiences provide the ability to target audiences based on their past purchase behavior. For business travelers, this includes transactions such as frequent flight purchases, hotel bookings, and business services. For leisure travelers, AdTheorent can target individuals that have made specific flights.

Segmenting and tracking of leisure travelers by origin market, behavioral, and demographic profiles.

AdTheorent's predictive models adapt in real-time to campaign conversion data. Each model will optimize uniquely throughout the campaign based on all signals on the impression.



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Segmenting and tracking of leisure travelers by fly market vs. drive market.

AdTheorent receives location signals directly from a smartphone device GPS which ensures accuracy for targeting decisions and data analysis. AdTheorent's Cross-Environment Map (CEM) connects individuals and their devices to their residential household. Leveraging the CEM, AdTheorent can segment targeting to individuals in specific markets to separately reach fly markets and drive markets.

Key performance indicators, including a discussion of ad-media metrics, ROI & ROAS, and economic/visitor-revenue metrics by consumer category.

AdTheorent's custom models are uniquely developed around the campaign KPI, optimizing in-real time. Leveraging location signals directly from the traveler's device, AdTheorent can report on campaign performance by targeted market. AdTheorent's Destination 360 reporting provides ROAS based on actual credit card transactions deterministically matched to exposed audiences within your location. Transactions can be broken out categorically, e.g., hotels, restaurants, etc.

State the actual number of individual, unique consumers (i.e., real people) within reach of the proposer's ad-tech solution.

The AdTheorent platform reaches 188 million unique consumers in the United States. The platform scores 1 million impressions per second and serves to less than 0.1% of those opportunities.

State percentage of unique consumer reach by mobile operating system (Android, Apple).

On the AdTheorent platform, 57% of smartphone devices are Apple iOS and 43% are Android.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Describe how the proposer's solution would be affected by Apple iOS 14 and what the proposer intends to do to maintain its ability to deliver personalized, relevant ads after iOS 14 implementation.

As with many of the other data privacy measures impacting the advertising industry, however, this change by Apple introduces new challenges to overcome. The IDFA is leveraged for fraud detection, frequency capping and may be linked to advertiser first-party data for targeted advertising.

AdTheorent is pursuing a number of initiatives intended to lessen reliance on these user identifiers and further enhance consumer data privacy.

- **UNIFIED ID SOLUTIONS.** AdTheorent is integrating with a number of Unified ID consortiums the purpose of which is to implement universal id solutions that provide consumers the ability to opt-in/out of tracking through a single source. This will provide a single identifier that can be shared by Publishers, Ad Networks and Advertisers to most effectively honor user data privacy preferences.
- **IAB REARC INITIATIVE.** AdTheorent is an active member of the IAB Rearc initiative, which is working to develop a common framework to deal with addressability and user privacy preferences. This Rearc Initiative is targeting the roll-out of a solution in early 2021.
- **AD NETWORK API.** Known as SKAdNetwork, this initiative will allow for tracking and attribution of App Installs and In-App events without needing to share the IDFA. The Ad Network API will be implemented by the App Install partners with whom AdTheorent is integrated. By leveraging active integrations with these partners AdTheorent will be able to continue providing in-app attribution and optimization.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

AdTheorent has always taken a privacy-first approach to its technology and product offerings and AdTheorent teams work hard to remain informed about and involved with industry developments impacting privacy and other matters important to clients. AdTheorent is excited to be actively working on solutions to these opportunities and we are very confident that we will continue to lead the industry by providing clients with excellent return on advertising spend advancing and supporting the privacy expectations of consumers.

How will the proposer reach those who opt out on iOS devices?

AdTheorent's Machine Learning approach to advertising generally relies on statistical models, as opposed to sensitive PII or 1:1 advertising. AdTheorent targeting is also not reliant on third-party audiences. With every impression opportunity, AdTheorent models evaluate real-time and privacy-friendly signals received directly from a consumer's device. This approach is not impacted by the change to IDFA accessibility.

How will the proposer maintain reporting attribution at the individual level with deterministic and granular insights into mobile marketing return on ad spending after iOS 14 implementation?

AdTheorent is integrating with LiveRamp's IdentityLink solution to leverage their unified ID that operates outside of Cookies and Mobile Device IDs. AdTheorent's Destination 360 solution leverages a preexisting integration with LiveRamp. Moving forward, AdTheorent will match exposed impressions to Visa account holders leveraging LiveRamp IdentityLink versus Device IDs.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Explain how your solution uses first-party vs. third-party audience identity data to gain insights, predict future patterns, personalize content, and deliver ads.

AdTheorent's machine learning platform combines billions of data attributes (1st, 2nd, & 3rd Party Data) into precise and accurate adaptive models to achieve your campaign goals. AdTheorent uses custom machine learning models, built by our team of data scientists, to make advertising decisions utilizing real-time data signals directly from a consumer's device. Each ML model is created based on the campaigns parameters to analyze all the data it is exposed to, in real-time, to ensure the user has the highest likelihood of achieving your desired campaign outcome.

Include what percentage of your clients are Destination Marketing Organizations.

In 2020, 6.4% of AdTheorent campaigns were for Destination Marketing Organizations.

What does the proposer's solution do that other solutions cannot do (to the best of your understanding)?

AdTheorent's machine learning platform combines billions of data attributes into precise and accurate adaptive models to achieve your campaign goals. AdTheorent uses custom machine learning models, built by our team of data scientists, to make advertising decisions utilizing real-time data signals directly from a consumer's device. Each ML model is created based on the parameters of the campaign to analyze all the data it is exposed to, in real-time, to ensure the user has the highest likelihood of achieving your desired campaign outcome.

Mobile-first in-app scale, in addition to cross-device website inventory, allows AdTheorent to reach consumers in their environment of choice. In addition to web, AdTheorent receives 800 billion monthly in-app impressions across 20,000 premium publishers.

Studio A\T, AdTheorent's full-service creative team, offers ideation, design, and production at no extra cost.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

State how your solution protects brand safety, and prevents ad waste, bot traffic, and click fraud.

- **AdTheorent platform infrastructure:** our real-time fraud infrastructure detects fraud before the impression. Machine learning models, designed by our team of data scientists, identify anomalies and aberrational traffic and supply behaviors. Our platform blocks server farms, masked proxy servers, non-human traffic and inventory that is not brand-safe. We run a platform-wide approved list and only buy ads.txt-verified inventory.
- **Industry best practices:** AdTheorent has extensive pre-buy fraud prevention. We have a pre-bid integration with ForensiQ and use MOAT, IAS and DoubleVerify in conjunction with our fraud identification AI. AdTheorent has achieved tag certified against fraud status and complies with general invalid traffic filtration requirements from tag and MRC.
- **Human verification:** Our campaign optimizers receive daily, detailed reporting on fraud rates by campaign and publisher. Our team is trained to identify and escalate any instance of abnormal behavior. We work directly with our publisher and exchange partners to immediately remove suspected fraudulent supply sources from our inventory pool.
- **Validated performance:** Our fraud prevention approach results in AdTheorent consistently delivering a fraud rate under 1%, as measured by moat, IAS and DV. Our Q4'19 IVT rate in the US was 0.98% as measured by IAS.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

State how your solution ensures consumer protection, privacy, and compliance protocols.

AdTheorent's Machine Learning approach to advertising generally relies on statistical models, as opposed to sensitive PII or 1:1 advertising. AdTheorent targeting is also not reliant on third-party audiences. With every impression opportunity, AdTheorent models evaluate real-time and privacy-friendly signals received directly from a consumer's device. This approach is not impacted by the change to IDFA accessibility.

Include any ad campaign spending thresholds that need to be met to obtain higher levels of campaign performance reporting.

AdTheorent AI Insights reporting are available at any campaign investment level. Destination 360 measurement of total Visa transactions in Grand Junction is available at a minimum campaign spend of \$150,000. To receive transactions per category on Destination 360 reporting, a minimum campaign spend of \$200,000 is required.

Share if you provide mid-campaign reporting and how often.

AdTheorent provides AI Insights mid-campaign and post-campaign. Standard media performance can be provided weekly or at the cadence requested by VGJ. Destination 360 sales measurement is provided post-campaign. Depending on the scope of the VGJ campaign, sales measurement could be provided mid-campaign as well.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

Indicate how you approach inspirational campaigns compared to arrival/conversion campaigns.

AdTheorent provides creative services via our Studio A\T design team. For inspirational campaigns, AdTheorent creates (replace - creatives) immersive rich media and native creative that enable potential travelers to explore the City of Grand Junction. High impact units include 360-degree video, panning gyrosphere, storybook gallery and more. All units are created custom to the campaign initiative and objective.

Arrival & conversion campaigns typically highlight upcoming activities and events within a DMO. Creative produced includes interactive video, dynamic countdown timers,

Describe your methodology for measuring length-of-stay in a destination.

Foursquare Attribution leverages observed location signals directly from a consumer's device to determine dwell time and overall duration in a specific market. AdTheorent partners with Foursquare as required on campaigns and previously worked with Foursquare on the Visit GJ Winter FY19 campaign.

State how you can determine that a visitor is not just passing through en route to a different place.

Include a description of your ability to measure visitors staying more than four hours.

Foursquare Attribution leverages observed location signals directly from a consumer's device to determine dwell time and overall duration in a specific market. AdTheorent partners with Foursquare as required on campaigns and previously worked with Foursquare on the Visit GJ Winter FY19 campaign.

Do you have an online performance dashboard that we can access in real time? If so, please describe.

Yes, AdTheorent has a campaign reporting dashboard that provides insight into campaign performance.



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VISIT GRAND JUNCTION VENDOR RFP QUESTIONS

It is critical that proposals come from solutions that allow for performance data to be exported to Visit GJ for use within a Tableau software environment. Visit Grand Junction has an in-house data analytics platform, brand named Tourismo, to support data-driven destination marketing. Visit GJ uses various data sources, including social listening, website analytics, real-time consumer surveys, and location intelligence, which are integrated using Tableau-based visualizations to provide the department actionable insights and strategic direction. Proposers should state how data analytics and reporting from ad campaigns will integrate with the Tourismo data platform.

AdTheorent can provide automated daily impression-level reporting via an SFTP transfer for Visit GJ to use within Tableau. Reporting parameters may be set up based on Visit GJ requirements.

Visit GJ has access to robust visitor profile data through a marketing research contract with Longwoods International. This visitor profile information would be made available to the selected agencies.

AdTheorent has integrations with most DMPs including LiveRamp, Adobe Audience Cloud, Neustar, and Salesforce Marketing Cloud to onboard client CRM audiences.

Please include if your agency offers any value-added services, such as campaign creative services and, if so, if there is a cost for these additional services.

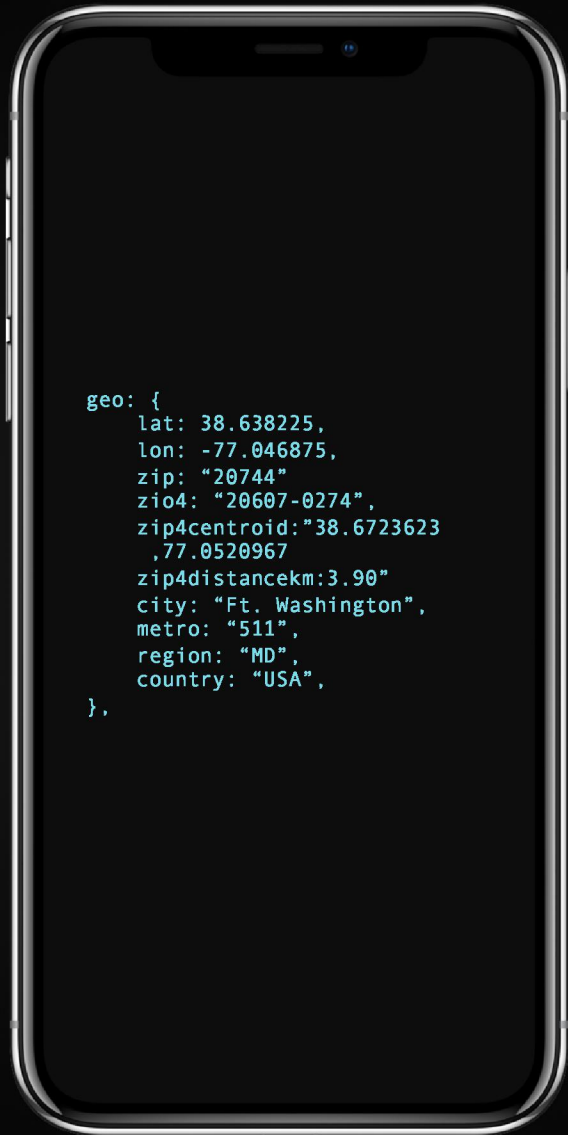
AdTheorent's Studio A\T provides creative support from ideation to production. Studio A\T has mobile-first expertise to repurpose existing creative assets for mobile environments, and likewise designs creative that will run cross-device (ADD). All Studio A\T services are provided as added value.

Destination 360 reporting on Visa transactions made in Grand Junction is provided as added value with a minimum \$150,000 campaign spend.



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APPENDIX



```
geo: {  
  lat: 38.638225,  
  lon: -77.046875,  
  zip: "20744"  
  zip4: "20607-0274",  
  zip4centroid: "38.6723623  
  ,77.0520967"  
  zip4distancekm: "3.90"  
  city: "Ft. Washington",  
  metro: "511",  
  region: "MD",  
  country: "USA",  
},
```

GEO DATA VALIDATION

Every geo signal received from a device must pass AdTheorent's location validation process

Location Validation Steps

- Lat/Long verified from device GPS chip
- Distance from Zip4 centroid >1
- Natural Geo Pattern Check
- Third Party Verified

Impressions that fail validation are removed from predictive score consideration

ANTI-FRAUD MACHINE LEARNING INFRASTRUCTURE

Our real-time anti-fraud infrastructure detects fraud before the impression

AdTheorent machine learning models identify anomalies and aberrational behavior impacting publisher inventory

Blocked Activity

- Server Farms
- Masked Proxy Servers
- Non-Human Traffic



MOAT

IAS Integral
Ad Science

DV
DoubleVerify

FORENSIQ