



**CONTRACT RENEWAL**

#5306-23-KF

Date: October 2, 2023

Firm: AdTheorent

Description: 1<sup>st</sup> Year Contract Renewal for Advertising and Media Measurement Services

Congratulations, AdTheorent, is awarded the first (1<sup>st</sup>) year renewal option for Contract #5306-23-KF, 1<sup>st</sup> Year Contract Renewal for Advertising and Media Management Services.

AdTheorent shall provide to the City of Grand Junction the products and/or services set forth in the Contract Documents dated November 17, 2022, for solicitation RFP-5102-22-SH, Advertising, and Media Measurement Services, as per the original contract documents. The renewal shall cover services from November 17, 2023, through November 17, 2024.

**Please send the current ACORD Certificate of Insurance to the Purchasing Division.**

**CITY OF GRAND JUNCTION, COLORADO**

DocuSigned by:  
*Duane Hoff Jr.*  
9F789E7D50F14BC...

Duane Hoff, Jr., Contract Administrator

**ACKNOWLEDGEMENT**

Receipt of this Contract Renewal is hereby acknowledged:

Firm: AdTheorent, Inc

By: *Zachary VonKummer*  
8DD21D7E80F1412...

Name: Zachary VonKummer

Title: Senior Director, Corporate & Legal Affai

Date: 10/2/2023



# CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY)  
12/11/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Aon Risk Services, Inc of Florida 701 Brickell Avenue Suite 3200 Miami FL 33131 USA	<b>CONTACT NAME:</b> _____	
	<b>PHONE (A/C. No. Ext):</b> (904) 724-2001	<b>FAX (A/C. No.):</b> (904) 223-0797
<b>E-MAIL ADDRESS:</b> _____		
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
<b>INSURED</b> AdTheorent, Inc 330 Hudson Street 13th Floor New York NY 10013 USA	<b>INSURER A:</b> Federal Insurance Company	20281
	<b>INSURER B:</b> Great Northern Insurance Co.	20303
	<b>INSURER C:</b> Associated Industries Insurance Co., Inc	23140
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	


**COVERAGES**                      **CERTIFICATE NUMBER:** 570103004155                      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS.

Limits shown are as requested

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURED	SUBROGATED	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GENL AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER: _____			36058036WUC	01/14/2023	01/14/2024	EACH OCCURRENCE	\$1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
							MED EXP (Any one person)	\$10,000
							PERSONAL & ADV INJURY	\$1,000,000
							GENERAL AGGREGATE	\$2,000,000
							PRODUCTS - COMP/OP AGG	Included
B	<b>AUTOMOBILE LIABILITY</b>  <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			(23)7360-73-65	01/14/2023	01/14/2024	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
							BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$10,000			93650880	01/14/2023	01/14/2024	EACH OCCURRENCE	\$5,000,000
							AGGREGATE	\$5,000,000
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR / PARTNER / EXECUTIVE OFFICER/MEMBER (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N/A					PER STATUTE <input type="checkbox"/> OTHER	
							E.L. EACH ACCIDENT	
							E.L. DISEASE-EA EMPLOYEE	
							E.L. DISEASE-POLICY LIMIT	
c	Cyber Liability			AES122979000 Claims Made SIR applies per policy terms & conditions	12/22/2022	12/22/2023	Cyber Limit SIR	\$5,000,000 \$100,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

<b>CERTIFICATE HOLDER</b>  City of Grand Junction 250 North 5th Street Grand Junction CO 81501 USA	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	<b>AUTHORIZED REPRESENTATIVE</b>  

Holder Identifier :

570103004155

Certificate No :





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/11/2023

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**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Automatic Data Processing Insurance Agency, Inc.		<b>CONTACT NAME:</b> Automatic Data Processing Insurance Agency, Inc.	
1 Adp Boulevard		<b>PHONE (A/C, No, Ext):</b> 1-800-524-7024	<b>FAX (A/C, No):</b>
Roseland NJ 07068		<b>E-MAIL ADDRESS:</b>	
		<b>INSURER(S) AFFORDING COVERAGE</b>	
		<b>INSURER A :</b> Rated by Multiple Companies	
		<b>INSURER B :</b>	
		<b>INSURER C :</b>	
		<b>INSURER D :</b>	
		<b>INSURER E :</b>	
		<b>INSURER F :</b>	
<b>INSURED</b> Adtheorent, Inc.  330 Hudson St Fl 13  New York NY 10013		<b>NAIC #</b>	

**COVERAGES**

CERTIFICATE NUMBER: 3350472

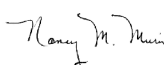
REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	N/A	N	76WEGAD3L57	07/01/2023	07/01/2024 <input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

City of Grand Junction 250 North 5th Street  Grand Junction CO 81501	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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# ADDITIONAL REMARKS SCHEDULE

AGENCY Aon Risk Services, Inc of Florida		NAMED INSURED AdTheorent, Inc	
POLICY NUMBER See Certificate Number: 570103004155			
CARRIER See Certificate Number: 570103004155	NAIC CODE	EFFECTIVE DATE:	

**ADDITIONAL REMARKS**

**THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,**  
**FORM NUMBER:** ACORD 25 **FORM TITLE:** Certificate of Liability Insurance

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER	
INSURER	
INSURER	
INSURER	

**ADDITIONAL POLICIES**

If a policy below does not include limit information, refer to the corresponding policy on the ACORD certificate form for policy limits.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS	
	OTHER							
C	E&O - Media Professional			AES122979000 Claims Made SIR applies per policy terms & conditions	12/22/2022	12/22/2023	Media Prof. Limit	\$5,000,000
							SIR	\$100,000



CITY OF GRAND JUNCTION, COLORADO

\*\*\*\*\*

**PROFESSIONAL SERVICES CONTRACT**

This CONTRACT made and entered into this **17<sup>st</sup>** day of **November, 2022** 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 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-5102-22-SH Advertising and Media Measurement Services.**

The Contractor shall accept as full and complete compensation for the performance of Services specified in the Contract Documents, the rates stated in the Contractor's submitted response. 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.**

Five (5) firms were chosen as finalists and all five (5) may or may not have the opportunity to participate in the advertising and media measurement needs of Visit GJ. The five (5) firms are as follows:

**Viant Technologies, AdTheorent, Basis Global Technologies, Inc., Epsilon and Foursquare**

The new contracts for AdTheorent, Basis Technologies, Epsilon and Foursquare will supersede any existing renewal at the time of this contract execution.

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](mailto:elizabethf@gjcity.org)** for work completed.

Project Administrator for the Owner is **Elizabeth Fogarty, Visit GJ Director, 970-256-4052, [elizabethf@gjcity.org](mailto:elizabethf@gjcity.org)**

Contract Administrator for the Contractor is **Zachary von Kummer, Director Corporate and Legal Affairs, 860-803-2377, [zach.vonkummer@adtheorent.com](mailto:zach.vonkummer@adtheorent.com).**

The term of this Contract shall be from **November 17, 2022 to November 17, 2023**, with the option for up to three (3) annual renewals.

Firms shall provide the insurance certificates 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; **RFP-5102-22-SH**
- c. Contractors Response to the Solicitation
- d. Change Orders.

## ARTICLE 2

**Definitions:** The clauses provided in the Solicitation apply to the terms used in the Contract and all the Contract Documents.

## ARTICLE 3

**Contract Work:** The Contractor agrees to furnish all labor, tools, supplies, equipment, materials, and all that is necessary and required to complete the tasks associated with the Work described, set forth, shown, and included in the Contract Documents as indicated in the Solicitation Document.

## ARTICLE 4

**Contract Price and Payment Procedures:** The Contractor shall accept as full and complete compensation for the performance and completion of all of the Work specified in the Contract Documents. If this Contract contains unit price pay items, the Contract Price shall be adjusted in accordance with the actual quantities of items completed and accepted by the Owner at the unit prices quoted in the Solicitation Response. The amount of the Contract Price is and has heretofore been appropriated by the Grand Junction City Council Board of Commissioners for the use and benefit of this Project. The Contract Price shall not be modified except by Change Order or other written directive of the Owner. The Owner shall not issue a Change Order or other written directive which requires additional work to be performed, which work causes the aggregate amount payable under this Contract to exceed the amount appropriated for this Project, unless and until the Owner provides Contractor written assurance that lawful appropriations to cover the costs of the additional work have been made.

Unless otherwise provided in the Solicitation, monthly partial payments shall be made as the Work progresses. Applications for partial and Final Payment shall be prepared by the Contractor and approved by the Owner in accordance with the Solicitation.

ARTICLE 5

Contract Binding: The Owner and the Contractor each binds itself, its partners, successors, assigns and legal representatives to the other party hereto in respect to all covenants, agreements and obligations contained in the Contract Documents. The Contract Documents constitute the entire agreement between the Owner and Contractor and may only be altered, amended or repealed by a duly executed written instrument. Neither the Owner nor the Contractor shall, without the prior written consent of the other, assign or sublet in whole or in part its interest under any of the Contract Documents and specifically, the Contractor shall not assign any moneys due or to become due without the prior written consent of the Owner.

ARTICLE 6

Severability: If any part, portion or provision of the Contract shall be found or declared null, void or unenforceable for any reason whatsoever by any court of competent jurisdiction or any governmental agency having the authority thereover, only such part, portion or provision shall be effected thereby and all other parts, portions and provisions of the Contract shall remain in full force and effect.

**CITY OF GRAND JUNCTION, COLORADO**

DocuSigned by:  
By: Duane Hoff Jr.  
**Duane Hoff, Contracts Administrator**

12/9/2022  
Date

**ADTHREORENT**

DocuSigned by:  
By: Zachary von Kummer  
**Zachary von Kummer, Corporate & Legal Affairs Director**

12/9/2022  
Date



**Request for Proposal  
RFP-5102-22-SH**

**ADVERTISING AND MEDIA  
MEASUREMENT SERVICES**

**RESPONSES DUE:**

October 20, 2022 prior to 2:30 P.M.

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

**[www.bidnetdirect.com/colorado](http://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)**

**NOTE: All City solicitation openings will continue to be held virtually.**

**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**

## **TABLE OF CONTENTS**

### **Section**

- 1.0 Administrative Information and Conditions for Submittal**
- 2.0 General Contract Terms and Conditions**
- 3.0 Specifications/Scope of Services**
- 4.0 Preparation and Submittal of Proposals**
- 5.0 Evaluation Criteria and Factors**
- 6.0 Solicitation Response Form**

## REQUEST FOR PROPOSAL

### SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

**NOTE:** It is the Firm's responsibility to read and review all solicitation documentation in its entirety, and to ensure that they have a clear and complete understanding of not only the scope, specifications, project requirements, etc., but also all other requirements, instructions, rules, regulations, laws, conditions, statements, procurement policies, etc. that are associated with the solicitation process and project/services being solicited.

- 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](mailto: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 The Owner:** The Owner is the City of Grand Junction, Colorado and is referred to throughout this solicitation. The term Owner means the Owner or his authorized representative.
- 1.4 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.
- 1.5 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.6 Submission:** Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, [www.bidnetdirect.com/colorado](http://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**)

**Please join the virtual opening for Advertising and Media Measurement Services RFP-5102-22-SH**

Oct 20, 2022, 2:30 – 3:00 PM

**Please join my meeting from your computer, tablet or smartphone.**

<https://meet.goto.com/548511261>

**You can also dial in using your phone.**

Access Code: 548-511-261

United States: [+1 \(872\) 240-3311](tel:+18722403311)

**Join from a video-conferencing room or system.**

Meeting ID: 548-511-261

Dial in or type: 67.217.95.2 or [inroomlink.goto.com](https://inroomlink.goto.com)

Or dial directly: 548511261@67.217.95.2 or 67.217.95.2##548511261

**Get the app now and be ready when your first meeting starts:**

<https://meet.goto.com/install>

- 1.7 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.
- 1.8 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.
- 1.9 Acceptance of Proposal Content:** The contents of the proposal of the successful Offeror shall become contractual obligations if acquisition action ensues. Failure of the successful Offeror to accept these obligations in a contract shall result in cancellation of the award and such vendor shall be removed from future solicitations.
- 1.10 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](http://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](http://www.gjcity.org/business-and-economic-development/bids), for informational purposes.
- 1.11 Exceptions and Substitutions:** All proposals meeting the intent of this RFP shall be considered for award. Offerors taking exception to the specifications shall do so at their own

risk. The Owner reserves the right to accept or reject any or all substitutions or alternatives. When offering substitutions and/or alternatives, Offeror must state these exceptions in the section pertaining to that area. Exception/substitution, if accepted, must meet or exceed the stated intent and/or specifications. The absence of such a list shall indicate that the Offeror has not taken exceptions, and if awarded a contract, shall hold the Offeror responsible to perform in strict accordance with the specifications or scope of services contained herein.

- 1.12 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
- 1.13 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.
- 1.14 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.
- 1.15 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
- 1.16 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.

- 1.17 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.
- 1.18 Public Opening:** Proposals shall be opened virtually at the time and date noted on the Cover Page. Offerors, their representatives and interested persons may attend virtually. See Section 1.6 for details. Only the names and locations on the proposing firms will be disclosed.

**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 workers without authorization 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.

<b>SECTION 3.0: INSURANCE REQUIREMENTS</b>
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**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  
ONE MILLION DOLLARS (\$1,000,000) 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  
ONE MILLION DOLLARS (\$1,000,000) 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 again 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). **The existing pool of vendors who are currently contracted only need to submit a letter of continued interest. Include any new strategies, value, technology, etc. that has evolved since the original contract was signed.**

**This solicitation is an attempt to expand the pool. All interested parties not already contracted shall follow the instructions included in this solicitation.**

- 4.2 Background:** Visit Grand Junction (Visit GJ or VGJ), 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, five 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 lodging tax, which funds Visit Grand Junction, is 6 percent of overnight lodging for less than 30 days within the City of Grand Junction. The tax collection is shared with the Grand Junction Air Alliance and Grand Junction Sports Commission. Visit Grand Junction receives 4.25%, Air Alliance receives 1%, and Sports Commission receives .75%.

The Grand Junction airport is the fourth largest airport in Colorado with numerous non-stop flights, including Denver, Dallas, Phoenix, Los Angeles, and Las Vegas via Allegiant, American Airlines and United. 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.

- 4.3 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 increase the pool of firms to provide the full array of advertising and performance measurement services needed. More than one contract may be executed under this solicitation and more than one partner may be utilized at the same time for any given campaign. 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. This solicitation is not about a specific ad campaign. The goal is to select ad tech solutions that VGJ intends to use for multiple campaigns throughout the contract period.

**4.3.1** 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, (9) data-driven measurement, return on investment, and reporting of results, and (10) integration of first-party data and/or the ability for Visit GJ to upload first-party data into the agency's platform.

The budget is derived from a lodging sales tax paid by out-of-town guests and subject to annual appropriation by the Grand Junction City Council. The exact amount spent each year on ads will vary depending on actual lodging tax revenues in that year and other factors affecting Visit Grand Junction's annual budget.

**4.3.2** 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 ad-media metrics, ROI & ROAS, and economic/visitor-revenue metrics by consumer category.
- Relevant metrics that lead to an arrival in the destination and consumer spending in the destination.
- Reporting should include designated landing-page visits.
- 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 existing and future Apple iOS updates and what the proposer intends to do to maintain its ability to deliver personalized, relevant ads.
- 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 for iOS?
- 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.
  - Do you have the ability to measure visitors who have stayed at least four hours in Mesa County and exclude those, in your reporting, who have not? If yes, please describe the method to ensure this.
  - Do you have the ability to measure and exclude visitor foot traffic that is less than 50 miles from their origin city in your reporting? If yes, please describe the method to ensure this.
- Do you have an online performance dashboard that we can access in real time? If so, please describe.
- Do you include ad design/creative design at no cost for all campaigns (programmatic, CTV, etc.) if Visit GJ provides visual assets?

**4.3.3** 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 Grand Junction area brand to visitors. Selected vendors need to provide both planning and reporting reach data related to ad campaigns.

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. While both leisure and business travelers are important, VGJ's target market is leisure travelers.

**4.3.4** 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 flow into Tableau. The data will then be integrated with the Tourismo data platform. If there is no pre-built integration with Tableau, VGJ will need raw data in CSV or Excel format so data can be uploaded into Tableau.

**4.3.5** 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 along with other behavioral data collected through other data platforms from existing partners of Visit GJ.

**4.4 RFP Tentative Time Schedule:**

- Request for Proposal available on or about October 4, 2022
- Inquiry deadline at noon, no questions after this date October 11, 2022
- Addendum issued, if needed October 13, 2022
- Submittal deadline for proposals prior to 2:30 PM October 20, 2022
- Evaluation of proposals October 21 – 26, 2022
- Invitations to Interview (video conferencing possible) October 27, 2022
- Interviews expected October 31 – November 4, 2022
- Selection of agency(ies) November 8, 2022
- City Council Approval November 16, 2022

**4.5 Questions Regarding Scope of Services:**

Susan Hyatt  
[susanh@gjcity.org](mailto:susanh@gjcity.org)

**4.6 Contract:** The initial contract period shall be for one (1) year from **November 17, 2022 through November 17, 2023**. 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](http://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.



## 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 Owner reserves the right to reject any and all portions of proposals and take into consideration past performance. The following parameters will be used to evaluate the submittals **(with weighted values)**:

<p>The following collective criteria shall be worth 85%</p> <ul style="list-style-type: none"> <li>• <b>Responsiveness of Submittal to the RFP (12)</b> (Firm 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.)</li> <li>• <b>Understanding of the Project and Objectives (15)</b> (Firm's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific project.)</li> <li>• <b>Experience, necessary resources and skills (24)</b> (Firm's proven proficiency in the successful completion of similar projects.)</li> <li>• <b>Data collection, analysis and technology capabilities (24)</b> (Firm has proven the capability in each field.)</li> <li>• <b>Additional value-added products and services/modules (10)</b> (Firm has addressed other areas of expertise)</li> </ul>
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<p>The following criteria shall be worth 15%</p>
<p>* <b>Fees (15)</b></p>

Owner also reserves the right to take into consideration past performance of previous awards/contracts/campagins with the Owner of any vendor, Firm, supplier, or service provider in determining final award(s). References of the short-listed firms will be assessed during the final phase of the evaluation process.

- 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-5102-22-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. The City reserves the right to consider any such discounts when determining the bid award that are no less than Net 10 days.

**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:** October 13, 2022  
**FROM:** City of Grand Junction Purchasing Division  
**TO:** All Interested Parties  
**RE:** Advertising and Media Measurement Services RFP-5102-22-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:

**Question 1.** I am confused as to when the submission is due the RFP states 10/20/22 as both the date for question deadline and for submissions due, can you clarify?

**Answer:** Please see Section 4.4 of the RFP document and the Rocky Mountain E-Purchasing System. Questions are due October 11, 2022, and Proposal responses are due October 20, 2022 prior to 2:30 P.M.

**Question 2.** Can you direct me to where to find the budget for advertising and marketing?

**Answer:** The actual budget will not be shared at this time.

**Question 3.** Based on our capabilities, the "total cost to provide services as described" is difficult to assess. We can provide a list of fees based on appropriate reporting tools and ancillary elements but since we work in a CPM structure, there is not one total cost to provide. It is all dependent on the specific campaign developed. How should we address that in our proposal?

**Answer:** A list of fees is acceptable.

**Question 4.** Please confirm that the virtual opening for Advertising and Media Measurement Services call on 10/20 between 2:30 – 3:00PM is simply to confirm we have submitted our proposal.

**Answer:** Yes, only the names of firms who submit proposals will be read at the virtual opening.

**Question 5.** Is there an opportunity to present our proposals to the Visit Grand Junction team after we've submitted all materials?

**Answer:** Yes, if chosen to move forward in the evaluation process. Short listed firms will be invited to interview.

**Question 6.** Who is the incumbent or current AOR for this business?

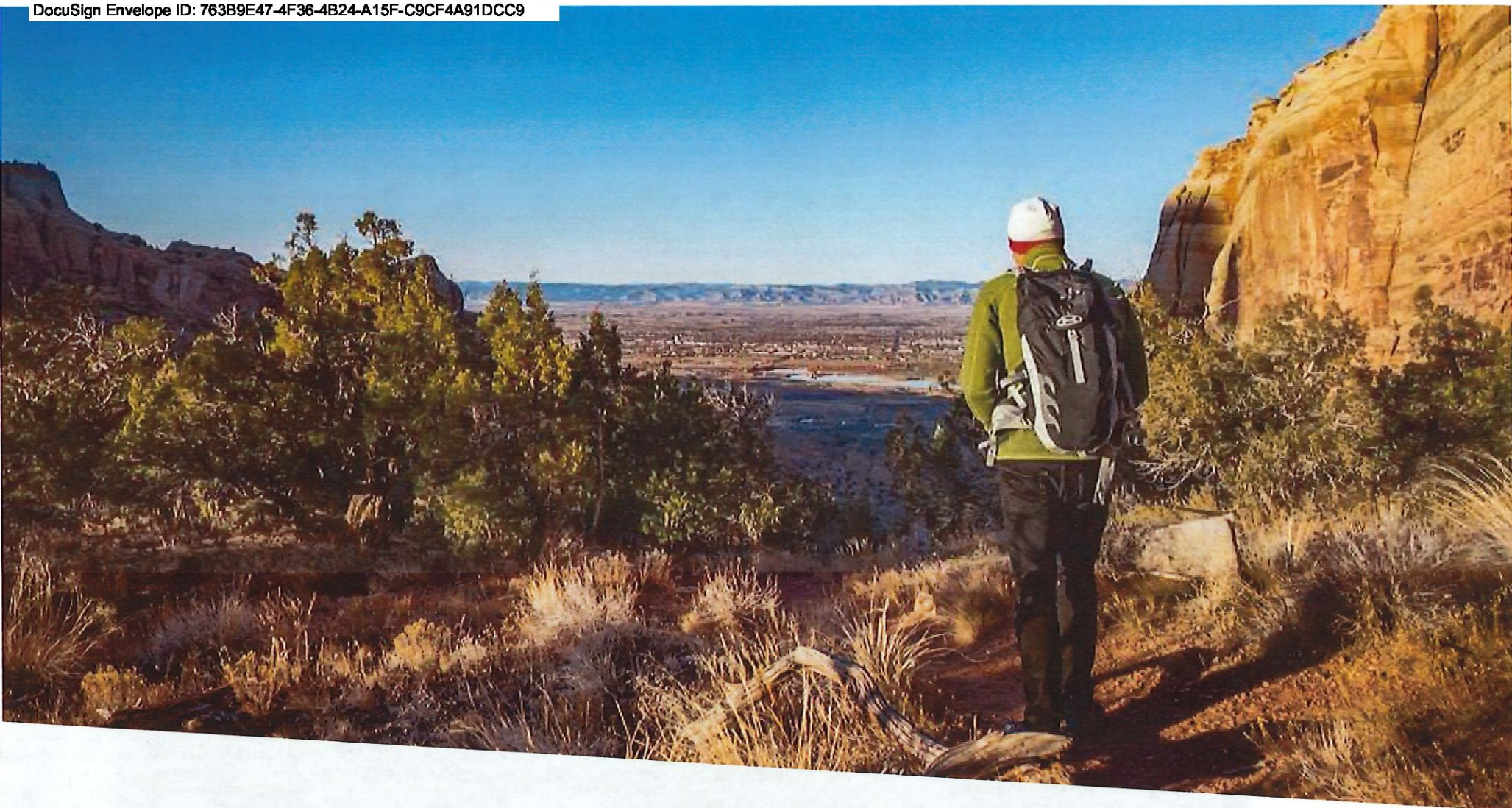
**Answer:** Visit Grand Junction does not have an AOR.

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



 ADTHEORENT®

COVER LETTER



**ADTHEORENT**<sup>®</sup>

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.



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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

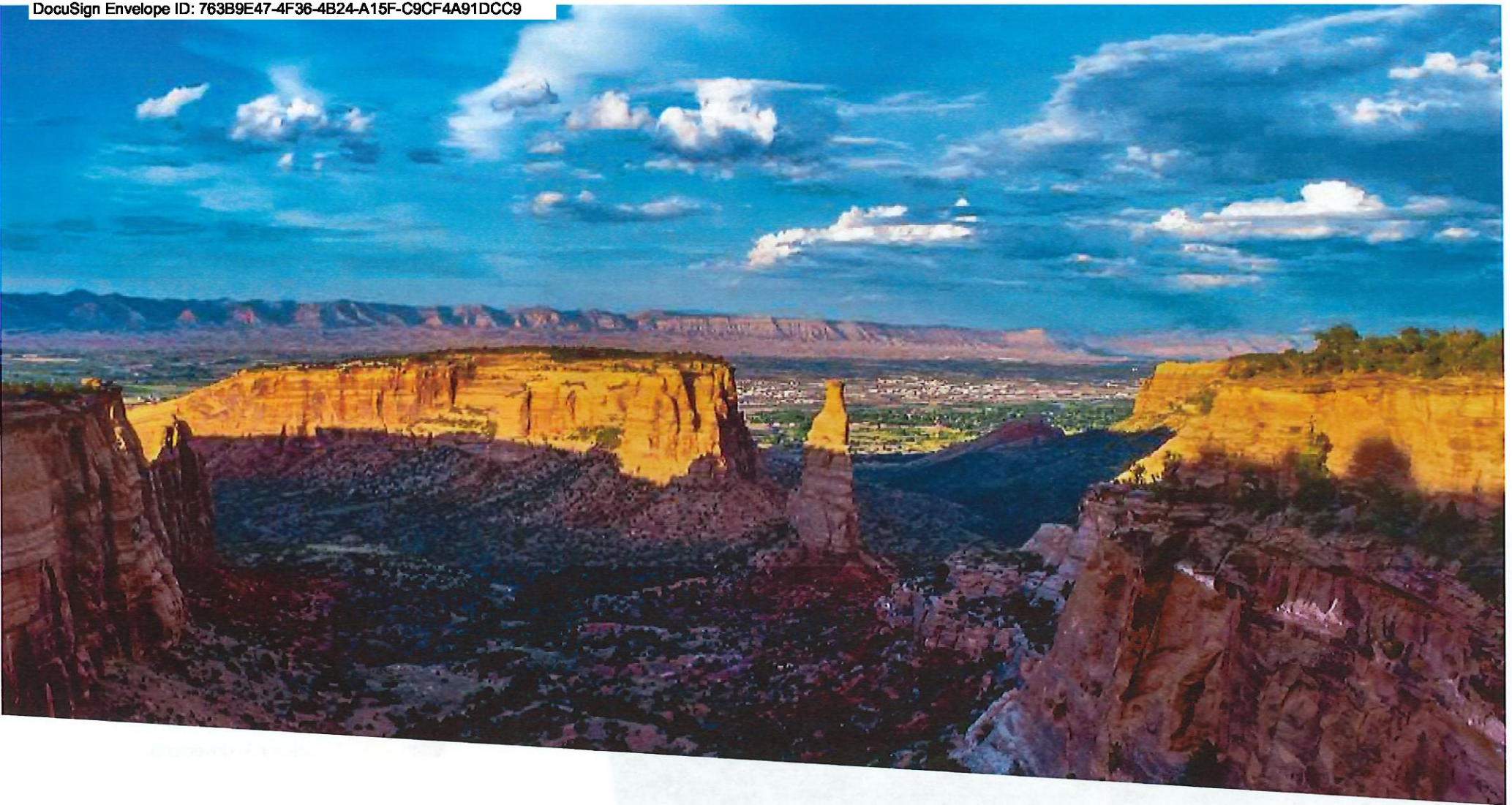


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NEW YORK, NY 10013

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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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

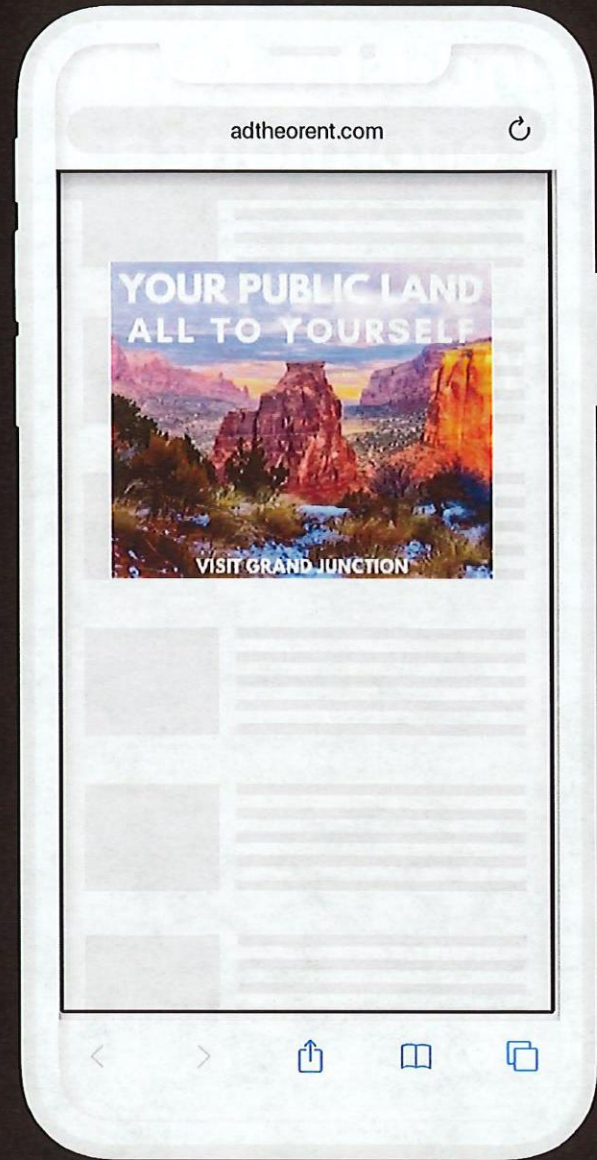
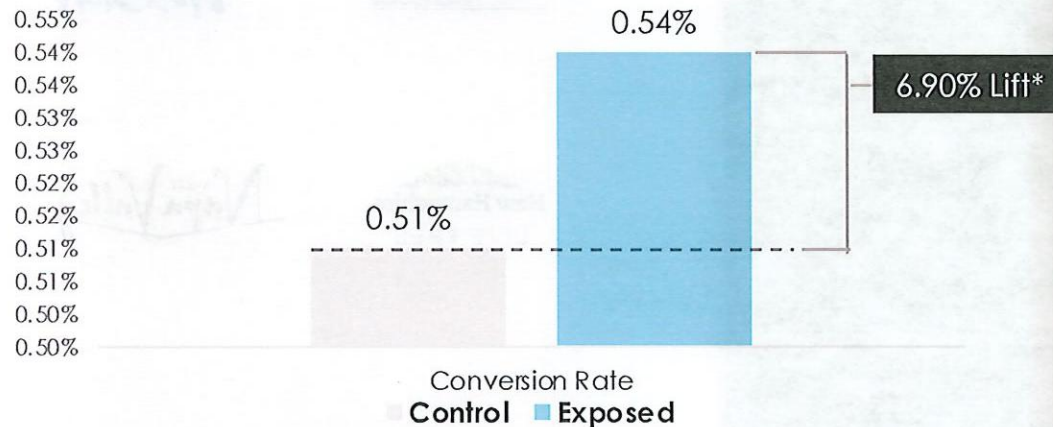
12/16/2019 – 3/16/2020

#### 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



**ADTHEORENT**330 HUDSON ST. FL 6  
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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NEW YORK, NY 10013

## 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.



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# REFERENCES



**ADTHEORENT**®

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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## REFERENCES

### OpAD Media

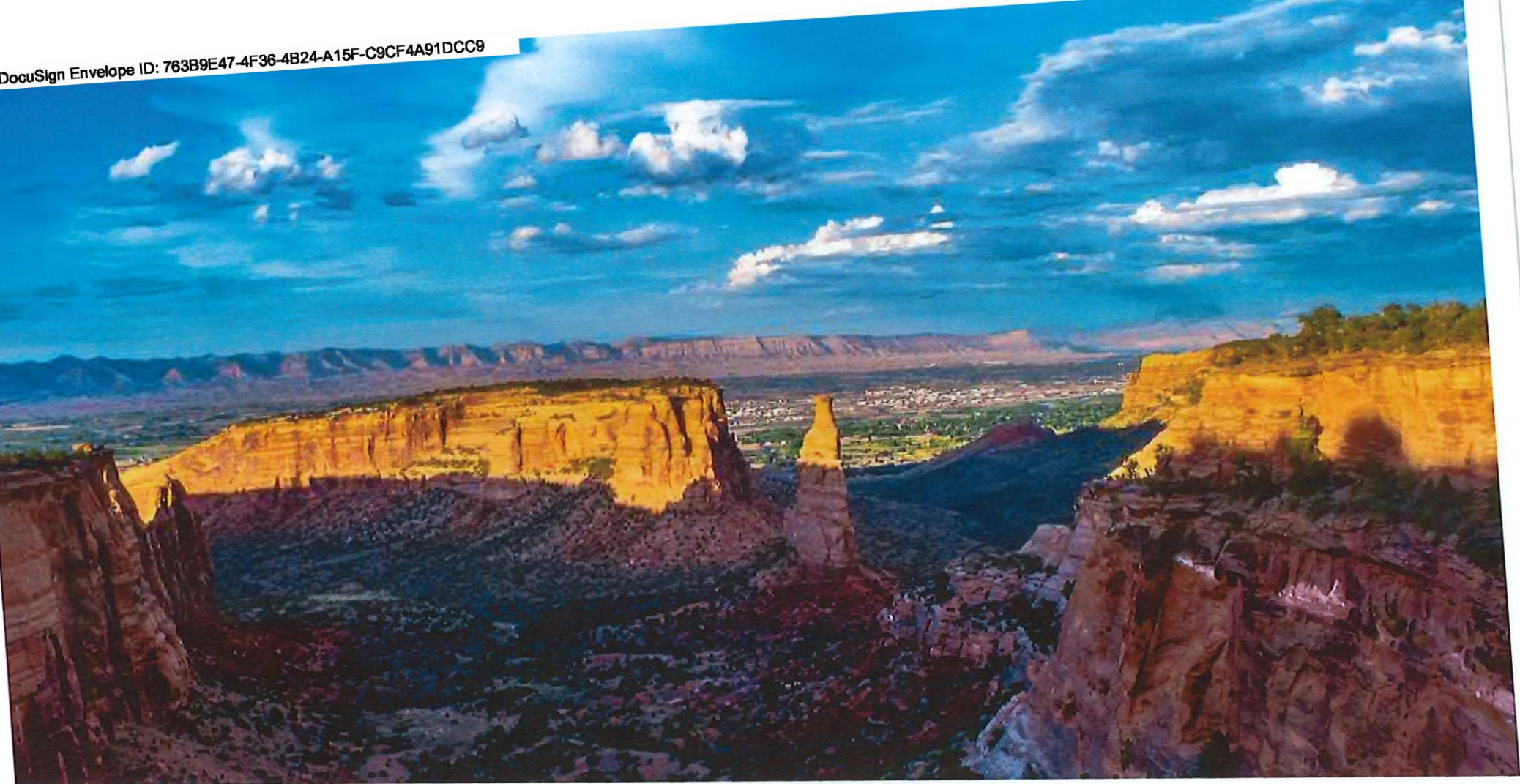
Christina Riccitelli, VP Programmatic Media  
275 Madison Ave, Suite 2200  
New York, NY 10016  
212-490-1300  
criccitelli@opadmedia.com

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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# FEE PROPOSAL

**SECTION 7.0: SOLICITATION RESPONSE FORM  
RFP-5102-22-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. The City reserves the right to consider any such discounts when determining the bid award that are no less than Net 10 days.

**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, 13th 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

10-19-2022  
Date



**ADTHEORENT**

330 HUDSON ST. FL 6  
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.



# CITY OF GRAND JUNCTION, CO

JANUARY 15, 2020





## MANAGED SERVICE OFFERINGS

### \ 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
- CPM
- vCPM
- CPV
- 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

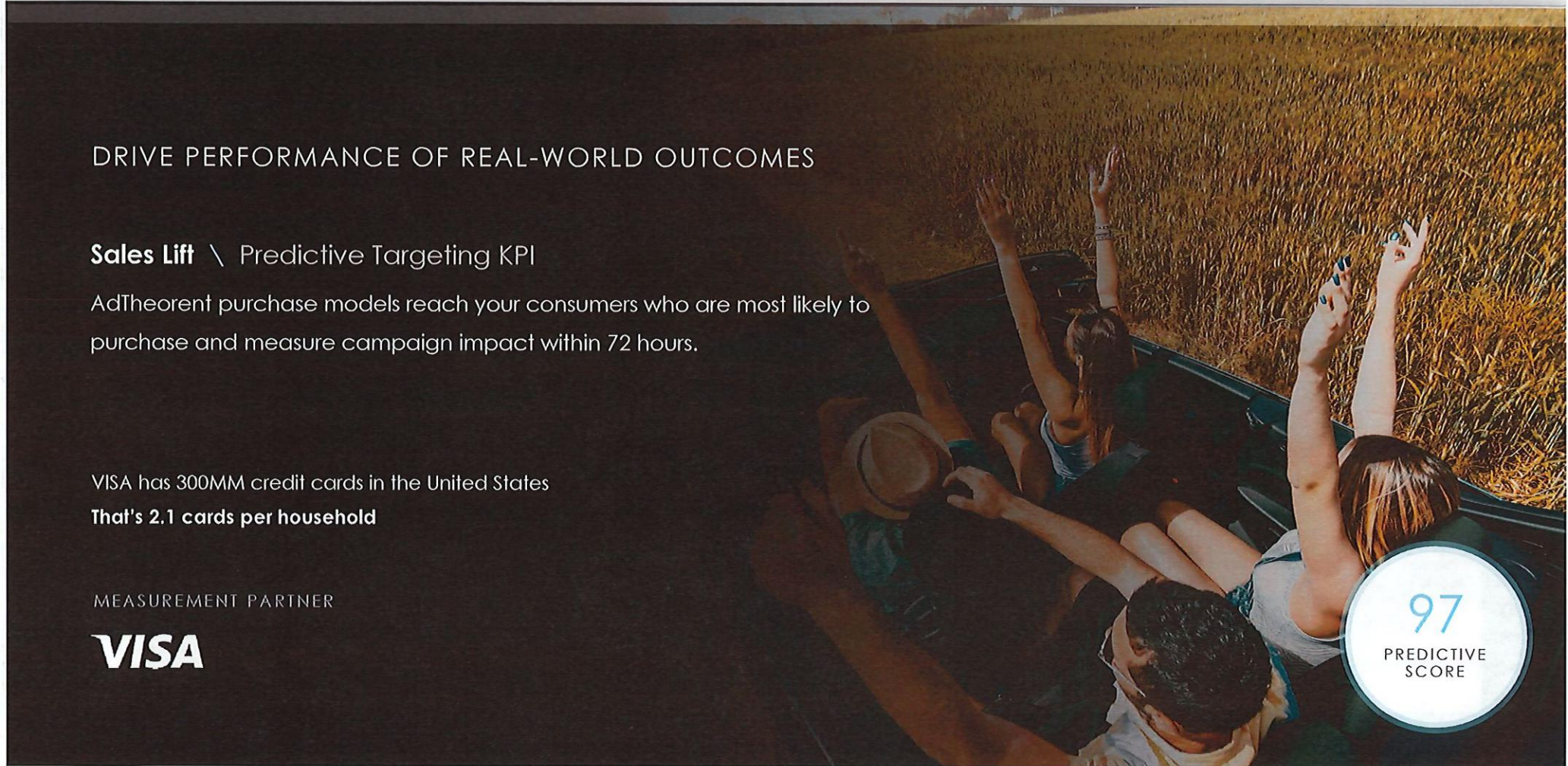
AdTheorent purchase models reach your consumers who are most likely to purchase and measure campaign impact within 72 hours.

VISA has 300MM credit cards in the United States

**That's 2.1 cards per household**

MEASUREMENT PARTNER

**VISA**





# PREDICTIVE RTS - CLIENT KEYWORDS

Utilizes your search keyword list to identify individuals based on the keywords of the site URLs they are visiting. While optimizing first to the key performance indicator, AdTheorent analyzes real-time keyword signals from your search campaigns and incorporates these signals into custom models



BRAND  
KEYWORD LIST

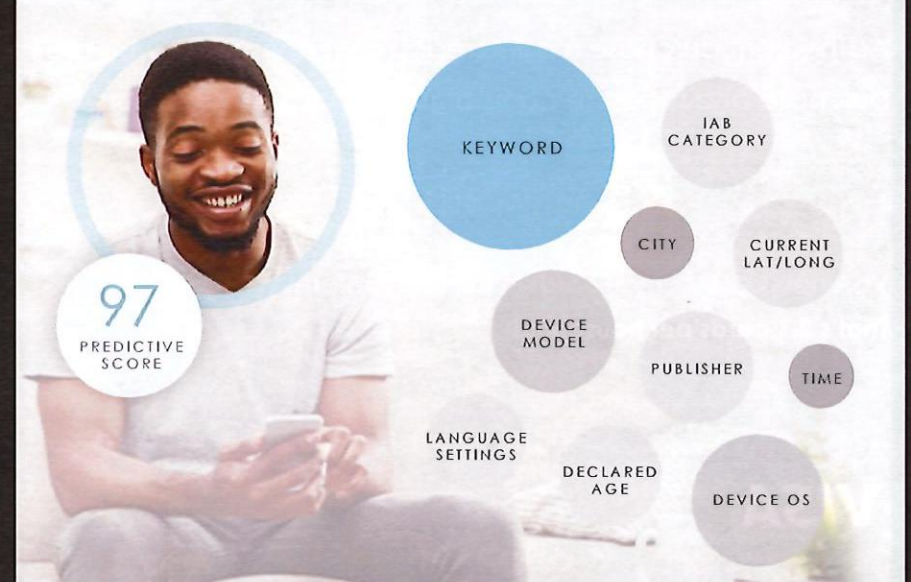
## KEYWORD TARGETING

Reach an individual currently viewing content pertaining to your keywords

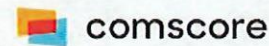
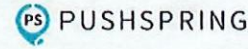


## KEYWORD MODELING

Leverage the signal that an individual has previously been to a site with your keywords as an additional parameter to consider within a predictive model



# 3<sup>RD</sup> PARTY AUDIENCES & DMP INTEGRATIONS



# 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.



## 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

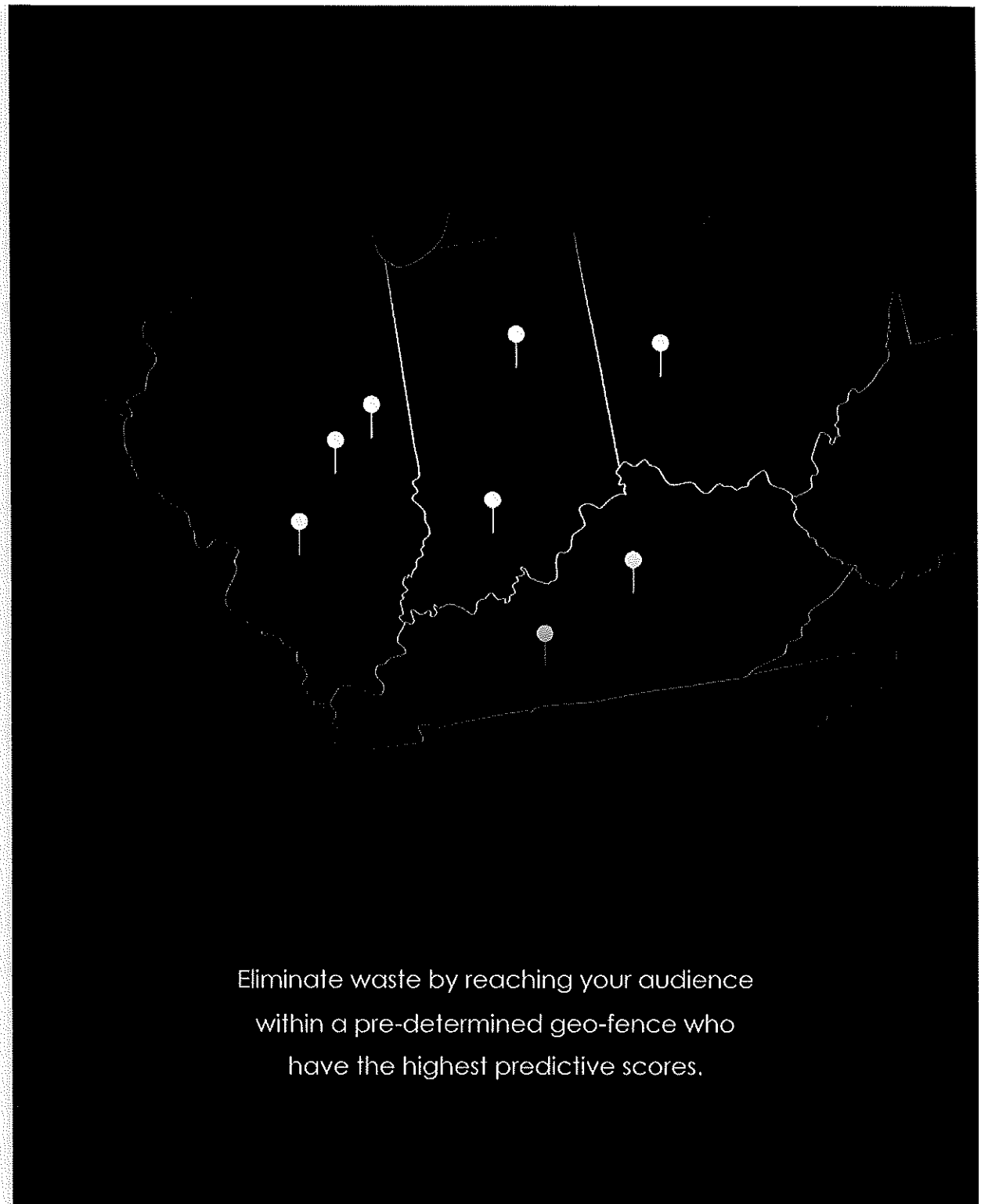
Serve ads to audience members in target markets surrounding GJ whose behaviors indicate they are likely to visit

#### 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



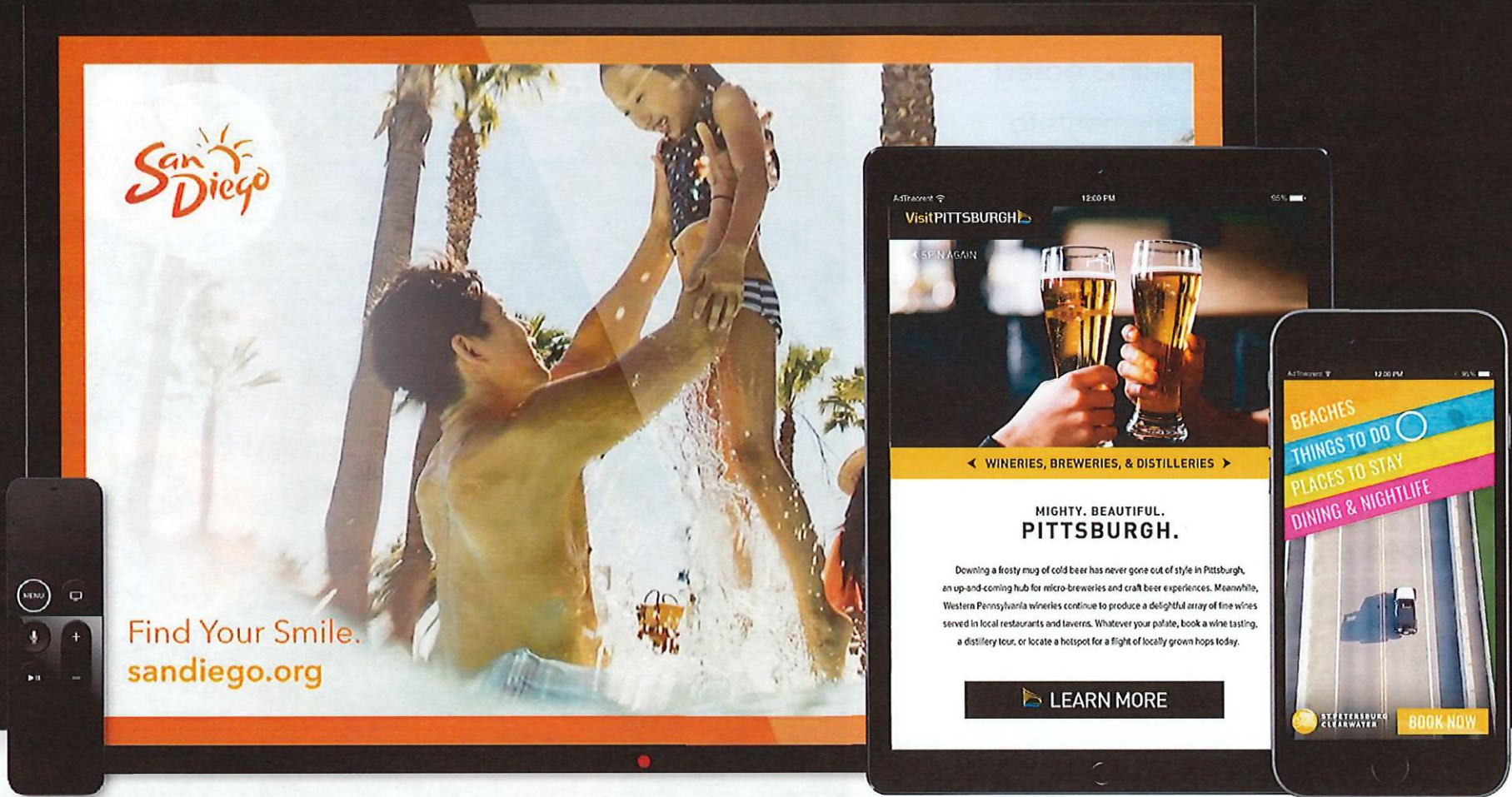
Eliminate waste by reaching your audience within a pre-determined geo-fence who have the highest predictive scores.

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

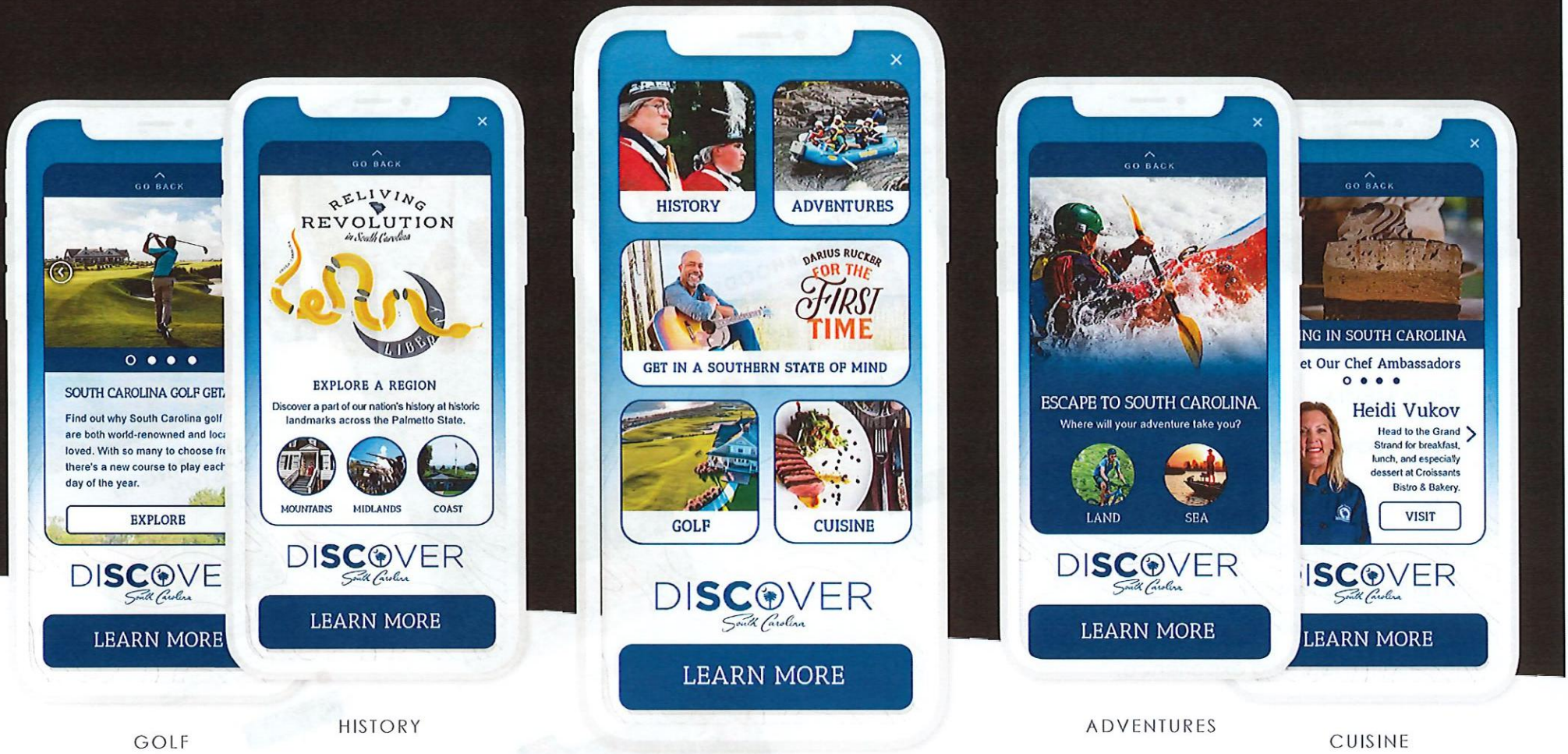


And More



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.



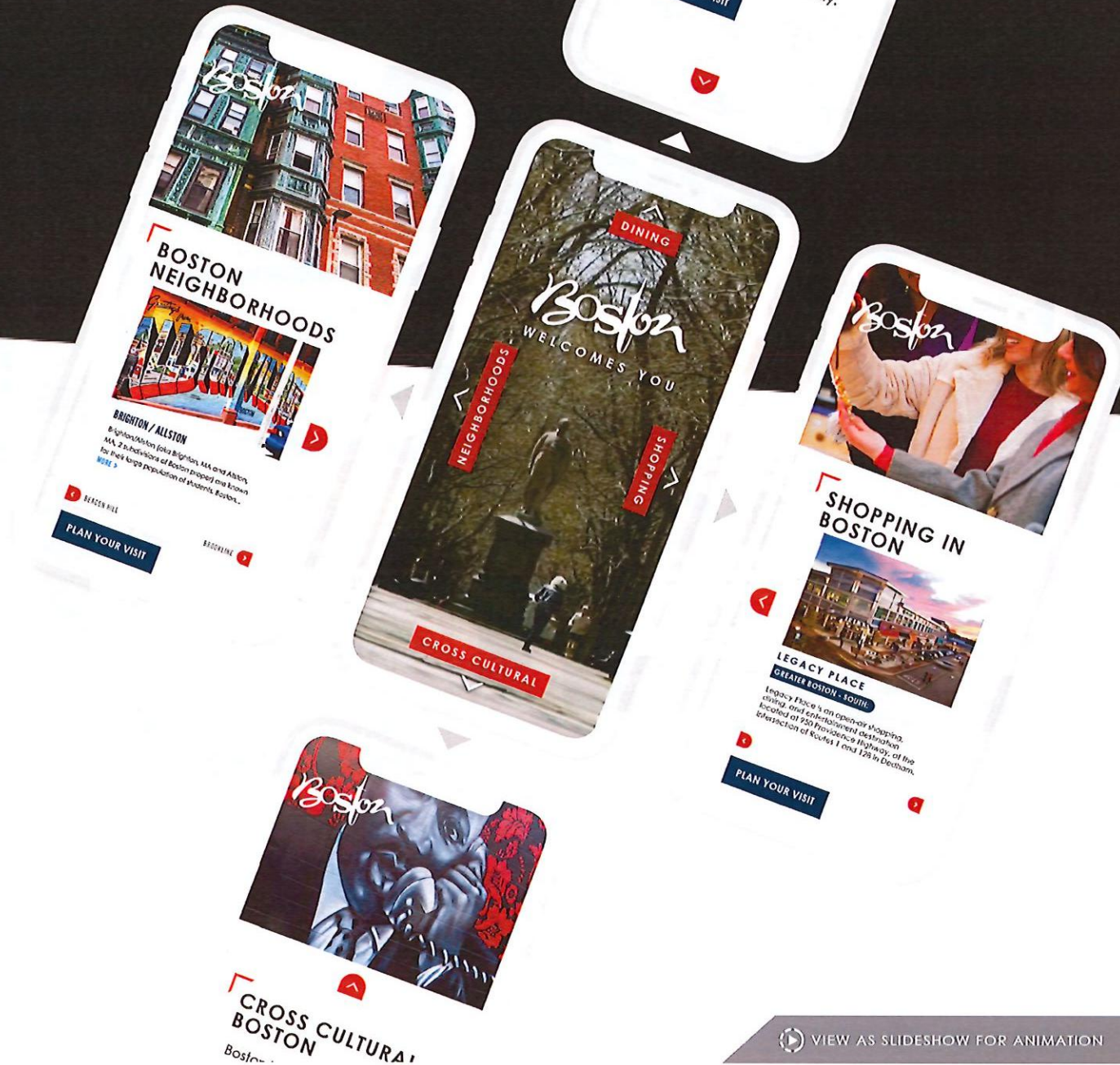
BUILD CONSIDERATION

# 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



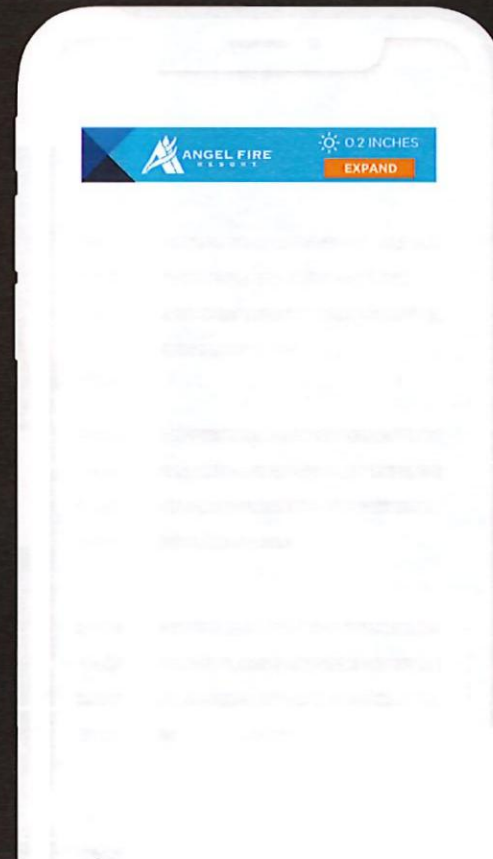
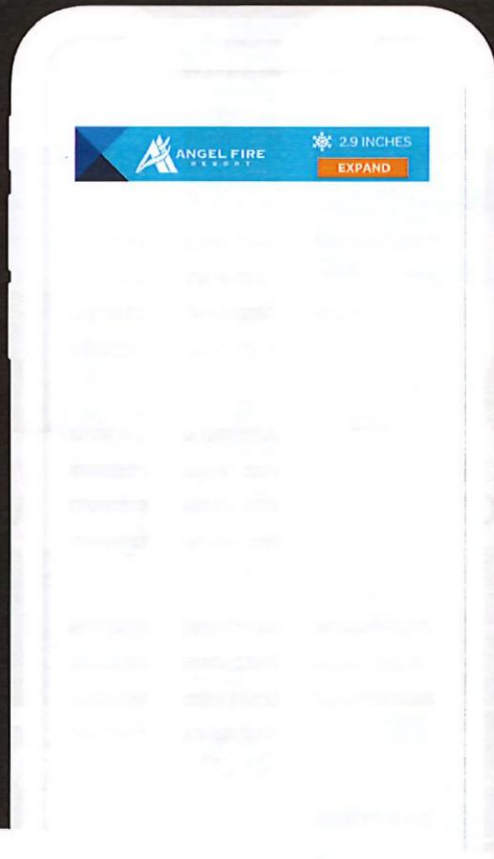
Chicago



Minneapolis

MAXIMIZE AWARENESS

# Drive Interaction



RICH MEDIA  
**Dynamic Creative**

DYNAMIC  
CORE SIGNALS



Location



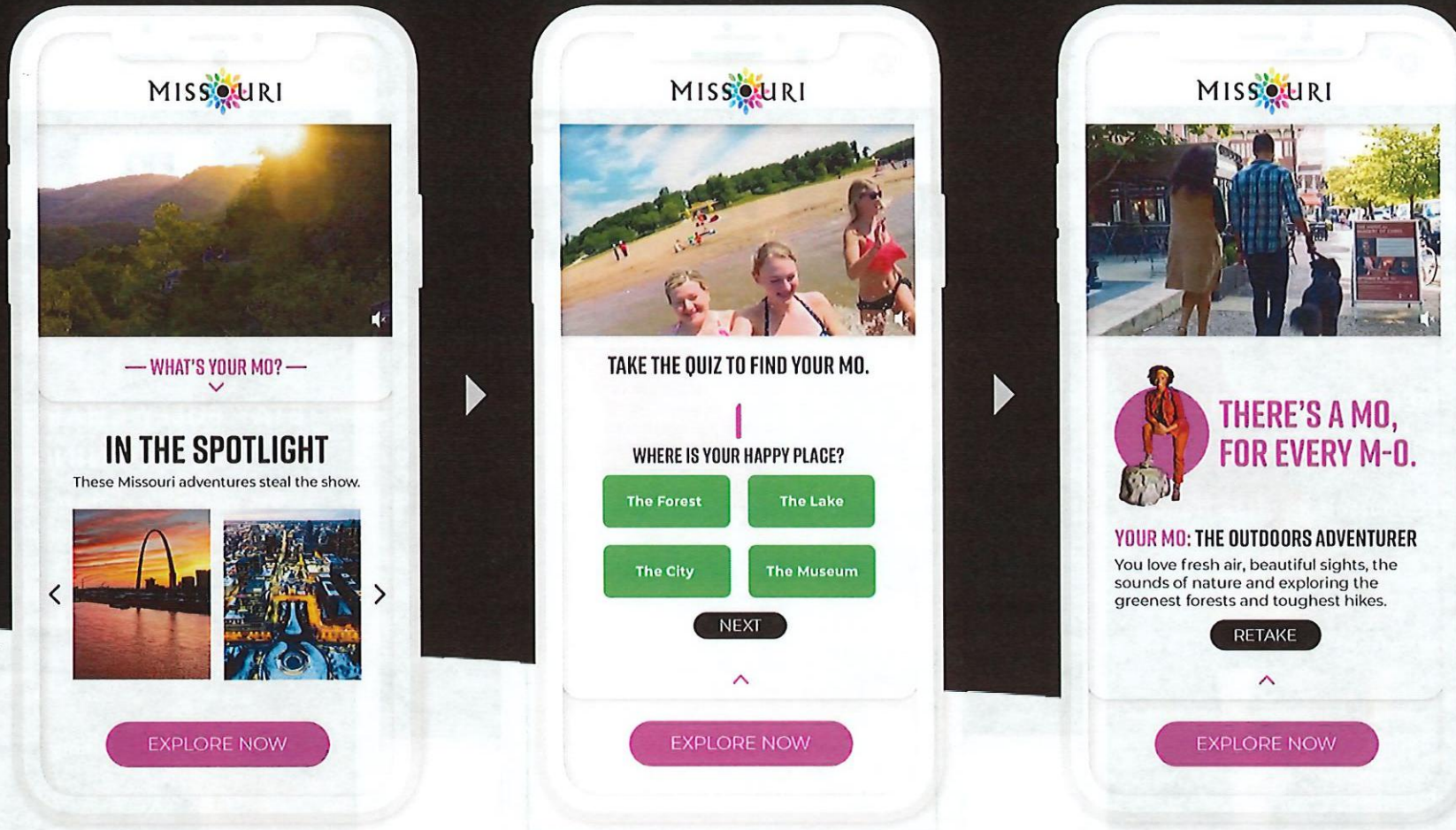
Time



Weather

## BUILD CONSIDERATION

# Allow Guests to Explore and Plan for Visit MO



RICH MEDIA

Secret Screen

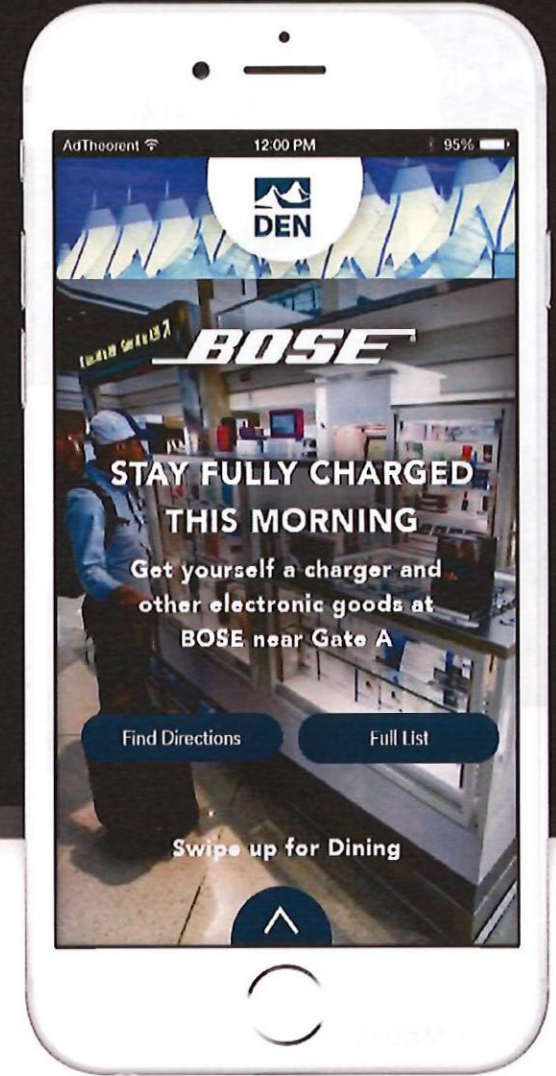
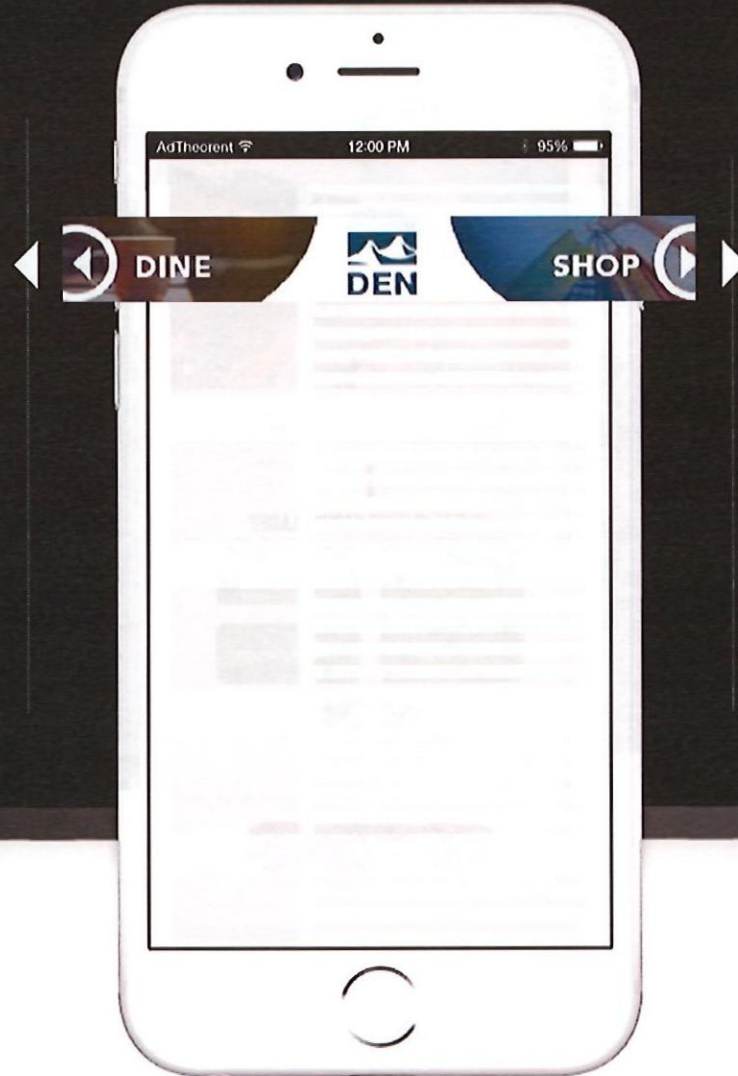
This unit features standard inline video with a hidden panel that when swiped or tapped, slides out to reveal additional options that consumers can explore simultaneously.

RICH MEDIA

# DUAL BANNER



Dine



Shop

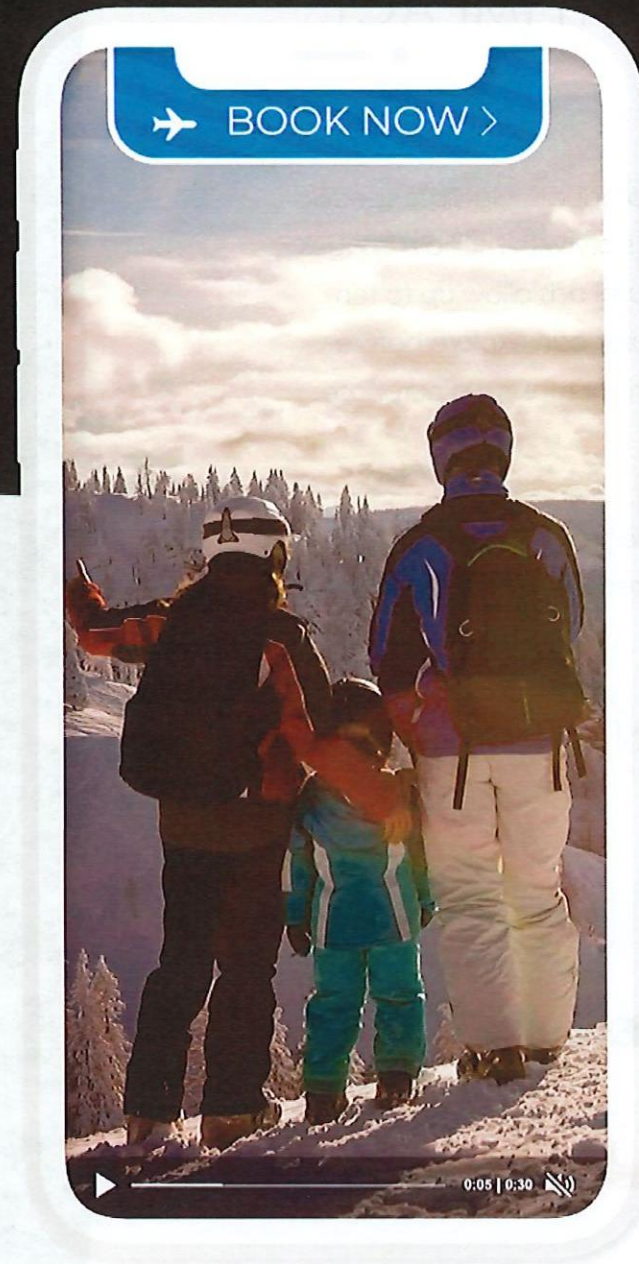
MAXIMIZE AWARENESS

## 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!

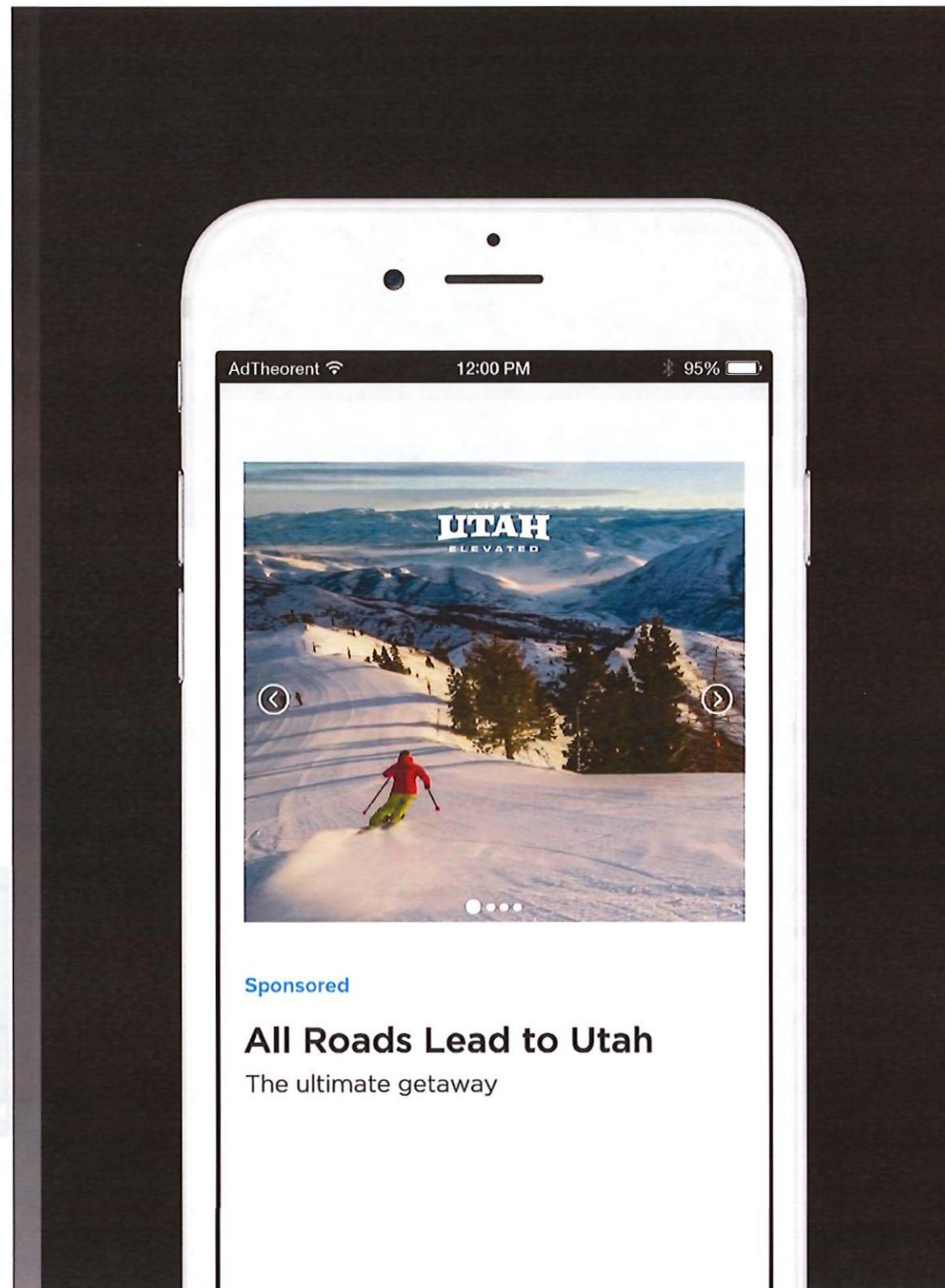
Esquire

SHAPE

Condé Nast  
Traveler

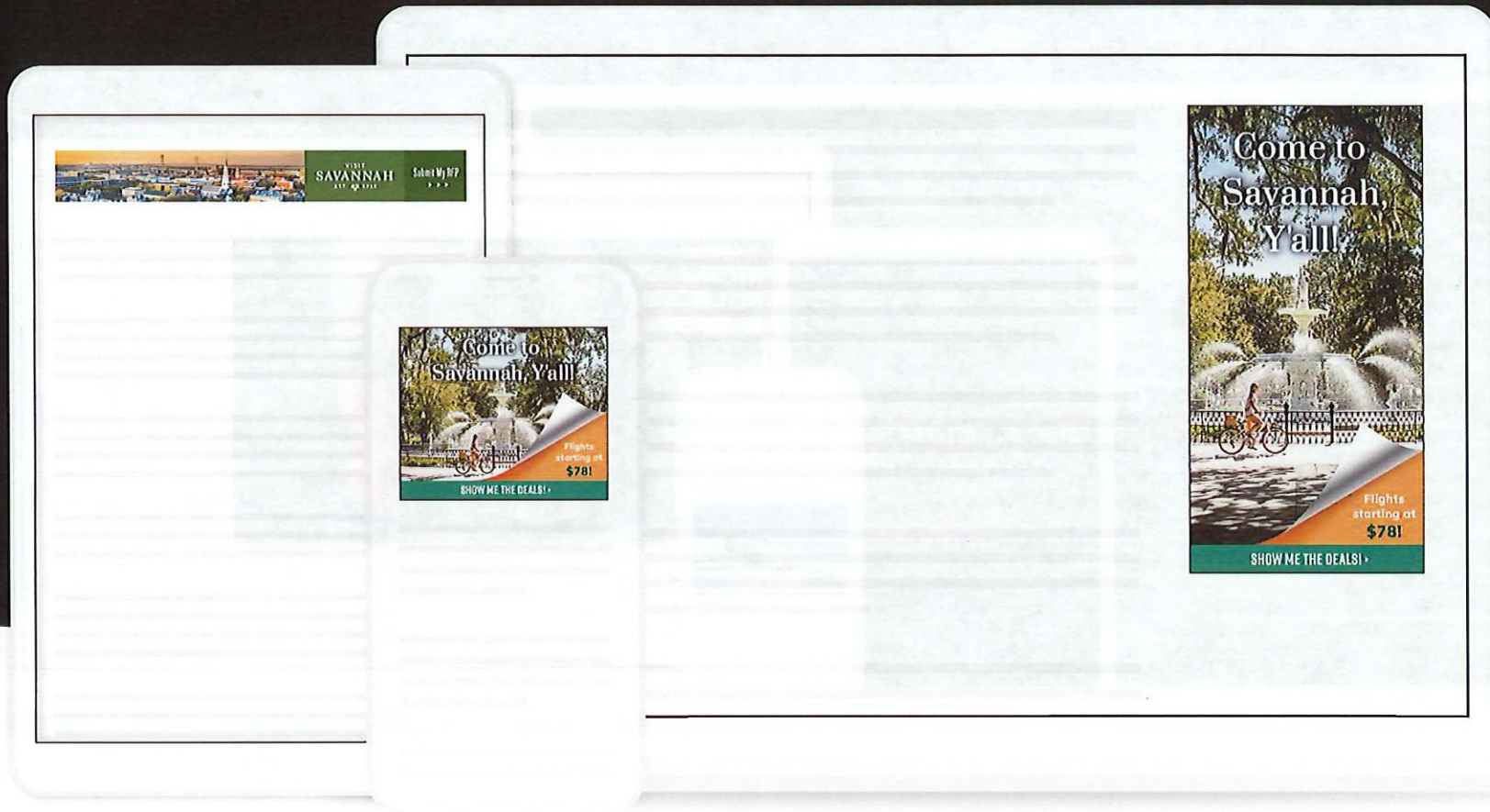
Sports  
Illustrated

UNIVISION



MAXIMIZE AWARENESS

## Drive Efficient Visitation & Sales Lift for Visit Grand Junction



DISPLAY

**Mobile & Desktop**

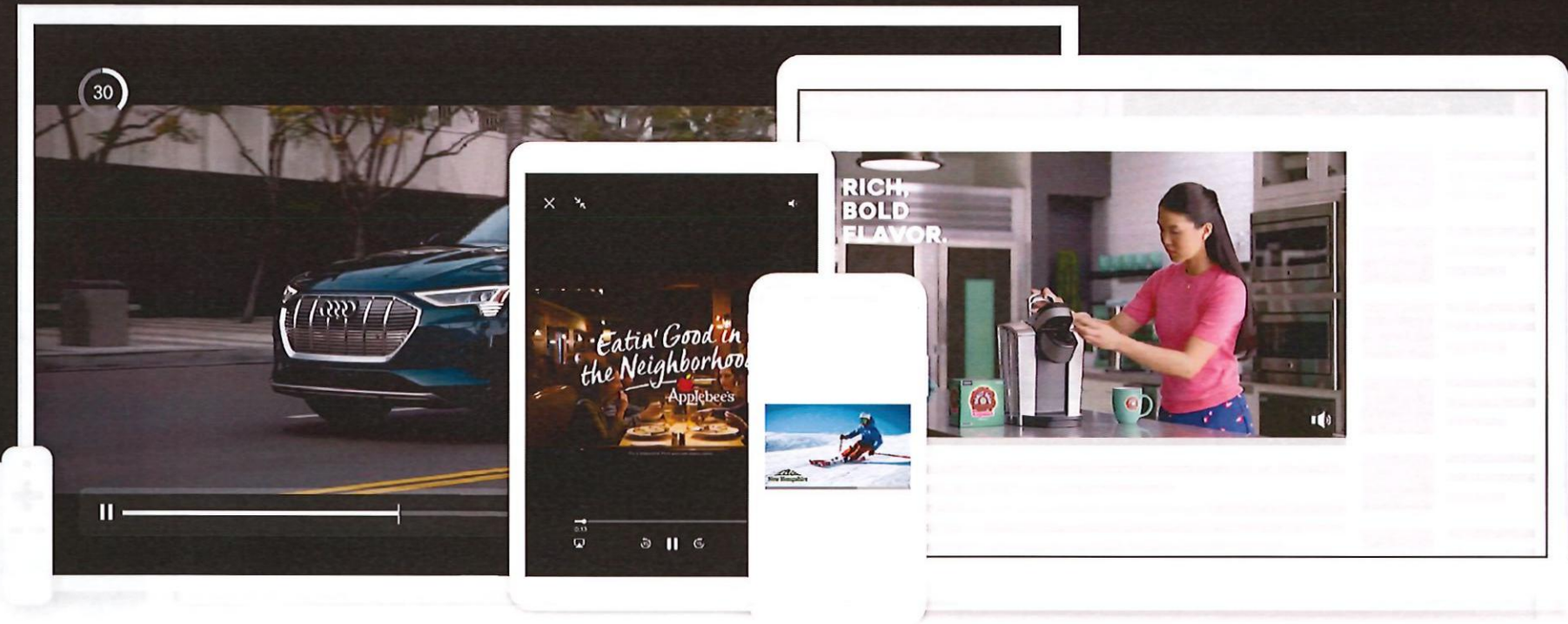
Adtheorent will deploy multiple display units on desktop, smartphone and tablet devices.

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

**A/T 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



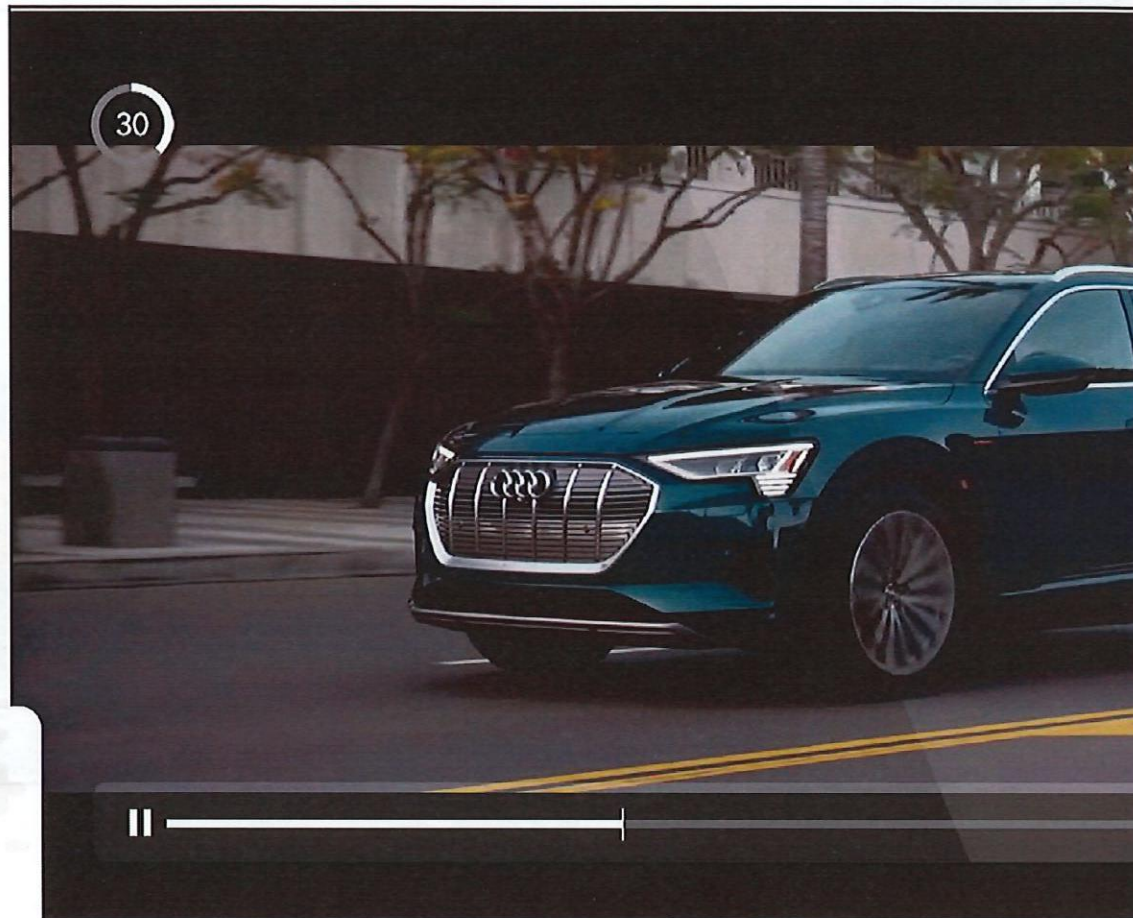
Smart TVs



Gaming Consoles



Set-Top Boxes



### Connected TV benefits:

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

CREATE A CALL TO ACTION  
**QR Code Overlay for CTV**



**Studio A\T builds a QR code overlay** as added value to run with your Connected TV ad. Users activate the code from their mobile device to go directly to your website.

SERVE RELEVANT CREATIVE

## Dynamic CTV

Tailor CTV messaging directly to your audiences based on dynamic core signals.

Studio A\T overlays messaging on your CTV creative as Added Value.

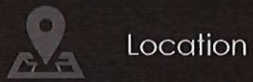


AIRING TOMORROW



AIRING TONIGHT

### DYNAMIC CORE SIGNALS



Location



Time



Weather

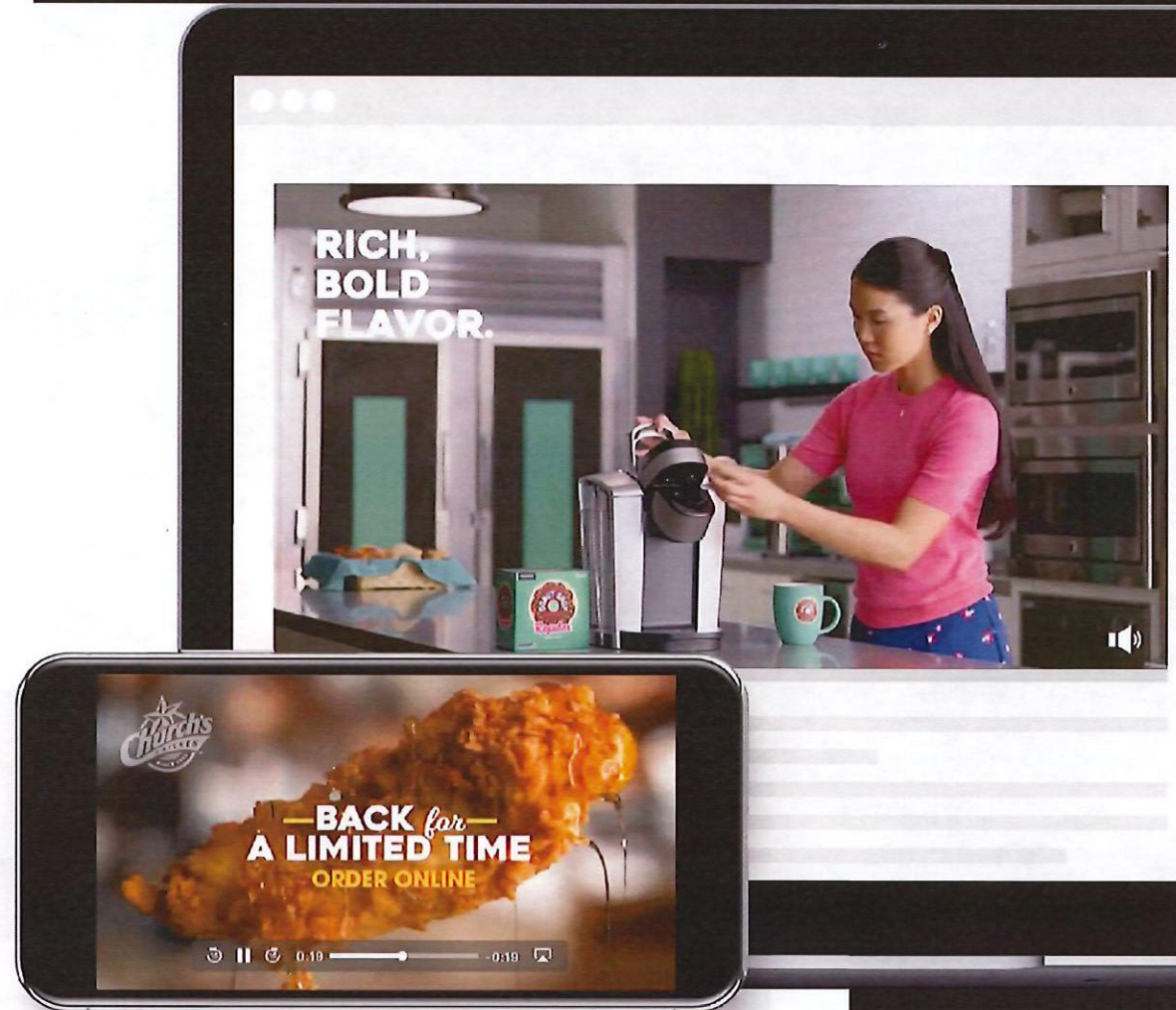
## A\T VIDEO

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'S PREDICTIVE EXTENSION

enables AdTheorent predictive advertising to inform your YouTube buying strategy, enhancing the impact of your media.

Our consolidated approach enables advertisers to optimize on Machine Learning insights.



## **Predictive Extension**

- Leverage key predictive targeting learnings from programmatic campaigns to optimize YouTube campaigns
  - Consolidated campaign execution & reporting
- 

## **Experienced Campaign Services**

- Google Ads Video Certified
  - 8 years+ of campaign management & optimization experience
  - Experience running and optimizing your campaigns
  - Campaign setup & trafficking
- 

## **Studio A\T Creative Support**

- Video editing
- Video production
- All included as added value to your predictive media buys

## STUDIO A\T

### Creative Support

Studio A\T, AdTheorent's in-house creative team, provides YouTube creative and video editing support as added value on campaigns



### VIDEO EDITING SUPPORT

- Cut horizontal formatted video to the vertical orientation
- Shorten long form video to short form
- Add an overlay to enhance brand presence

### VIDEO PRODUCTION\*

- Craft custom short-form video utilizing high quality stock imagery & video and custom animation.

\*\$500k minimum media commitment for video production





## AVAILABLE YOUTUBE AD FORMATS

Play at the beginning, middle  
or end of YouTube Videos

Buying across all devices –  
mobile, tablet, desktop & CTV

*Note:* YouTubeTV not included

### Skippable InStream Ads

Play at the beginning, middle,  
or end of YouTube Videos



### Non-Skippable InStream Ads

Play at the beginning, middle,  
or end of YouTube Videos



### Bumper InStream Ads

Non-Skippable 6 Second ads



### Discovery Ads

Appear in Search Results or  
Video Recommendations



# Digital Out Of Home (DOOH)

## Beta Opportunity

### TEST OPPORTUNITY DETAILS

- Campaign starts after May 1
- Preferential pricing for beta partners
- Display campaign only



CAPTIVATE



**Digital-Out-of-Home** refers to the media displayed in public settings outside of the home

### DOOH TEST FORMATS

Roadside  
Billboards

Digital Transit  
Displays

Retail  
Displays

# Digital Audio

Reach your audience with digital audio ads across premium properties - including music and talk radio stations.

All audio inventory is brand safe and runs only across licensed broadcasters and top-tier internet radio publishers.

### Creative Assets:

- :15s or :30s required
- MP3/.WAV/.WMA
- Max File Size – 1MB

### Devices:

- Desktop
- Mobile
- Tablet

### Reporting Capabilities:

- Impressions
- Completed Listens
- Conversions
- CPA

### Targeting:

- National only

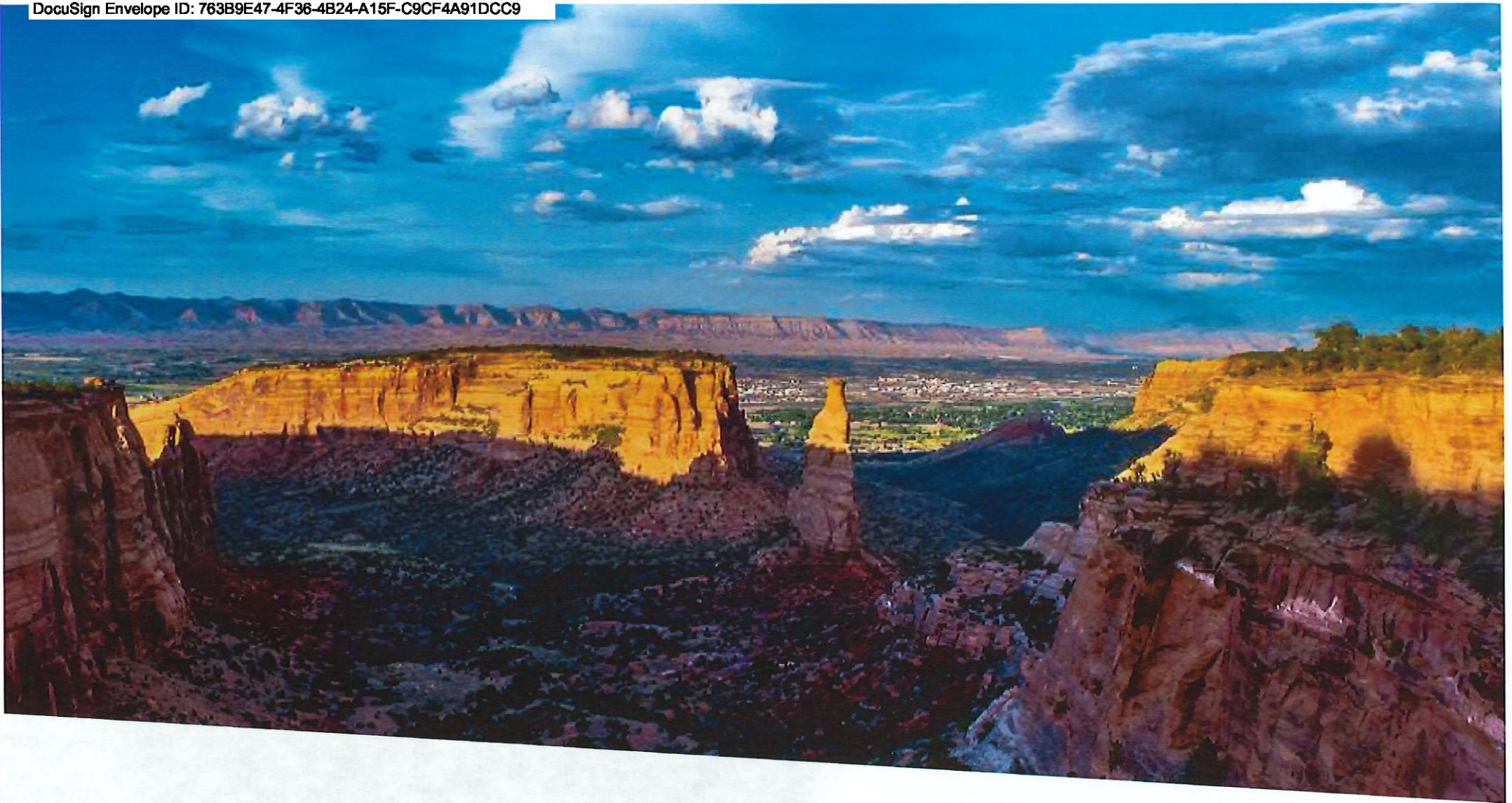


## INTEGRATIONS WITH:



## ACROSS PREMIUM PROPERTIES:





 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**.

## SALES LIFT RESULTS A Deeper Look Into Sales

This Quidale the PARTNER with ADTHEORENT & VISA. The campaign was able to drive more visits to three locations while also introducing more new purchasers.

Net Sales	Net Revenue	Average Purchase Price
-\$11,356	\$582,486	▼ -4.30%
Net Sales	ROI	Percentage of
-\$1,967	-0.02x	▲ 3.98%
Conversion	Cost per Acquisition	Engagement
▼ -0.34%	▲ 0.33%	▲ 4.07%
		▼ -4.39%

## A DEEPER LOOK INTO SALES & VISITATION

### SALES

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

### VISITATION

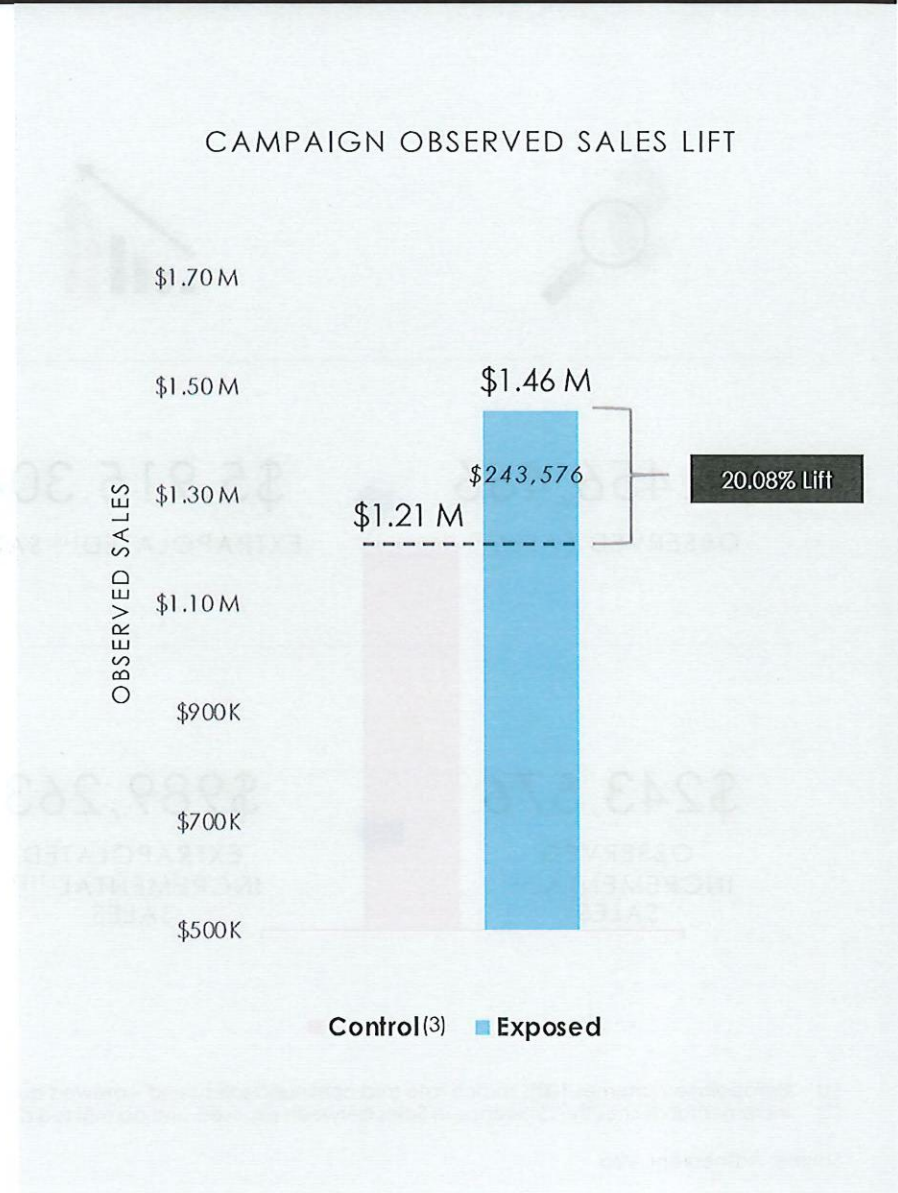
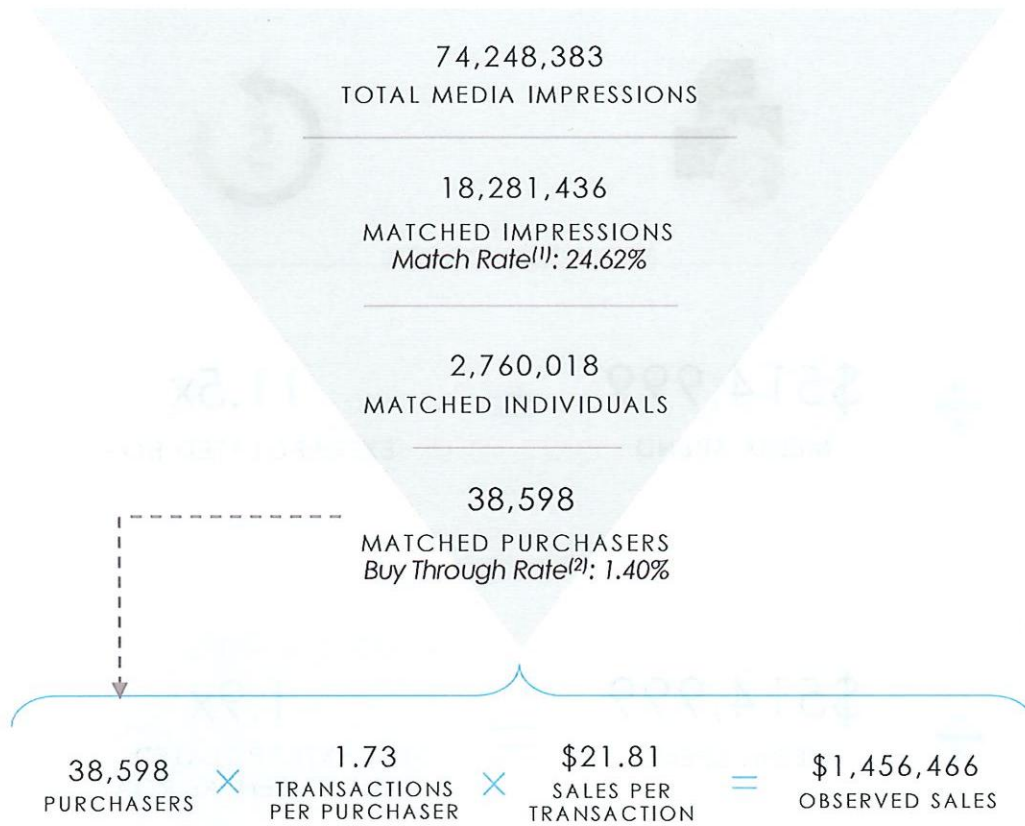
- Visitation to location
- Visitation by DMA (if statistically significant)
- Time from exposure to visit
- Visitation by additional dimensional breakouts (e.g. - day of week, content category)

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**

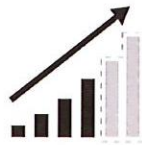


(1) Percent of total media impressions that could be matched to a Visa credit card  
 (2) Percent of purchasers out of total matched individuals  
 (3) Control Sales have been normalized for comparison based on rate of Matched Individuals between Exposed & Control groups  
 Note: Reporting period is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



# CAMPAIGN ROAS

The campaign drove \$989,263 in Extrapolated Incremental<sup>(1)(2)</sup> 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)

	×		×		=	
20,137		2.1		\$48.16		\$20.5 million
TOTAL PURCHASERS		TRANSACTIONS PER PURCHASER		AVERAGE PURCHASE SIZE		TOTAL ATTRIBUTABLE SALES (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

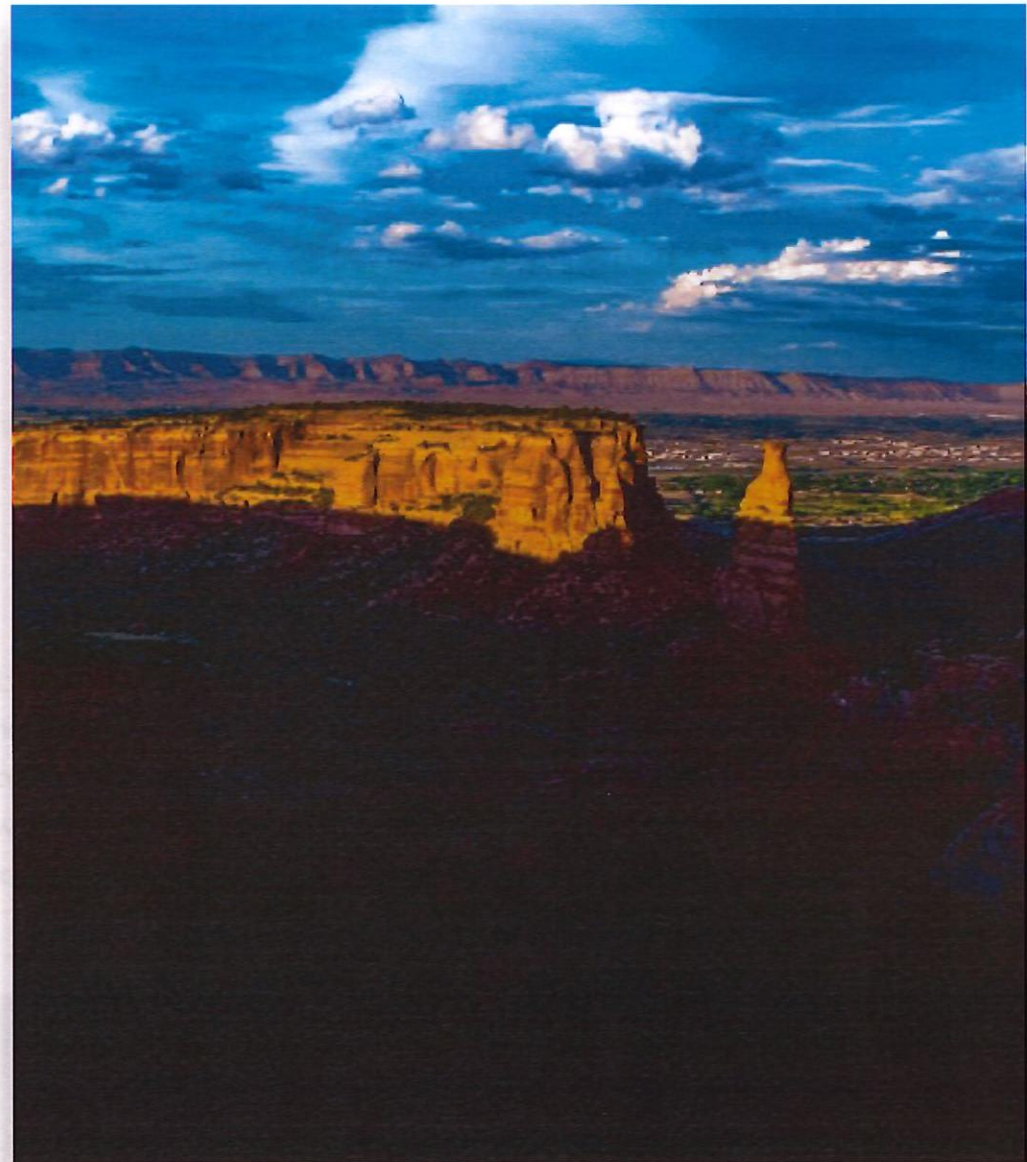
### Placed Scale

13 million

FIRST PARTY  
OPTED-IN CONSUMERS

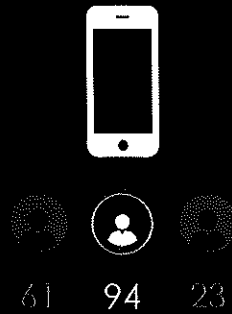
100 million

VISITS PER MONTH ANALYZED  
FOR MEASUREMENT



AdTheorent outperforms  
Placed overall benchmarks by **1.7X**

# PLACED VISITATION METHODOLOGY



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

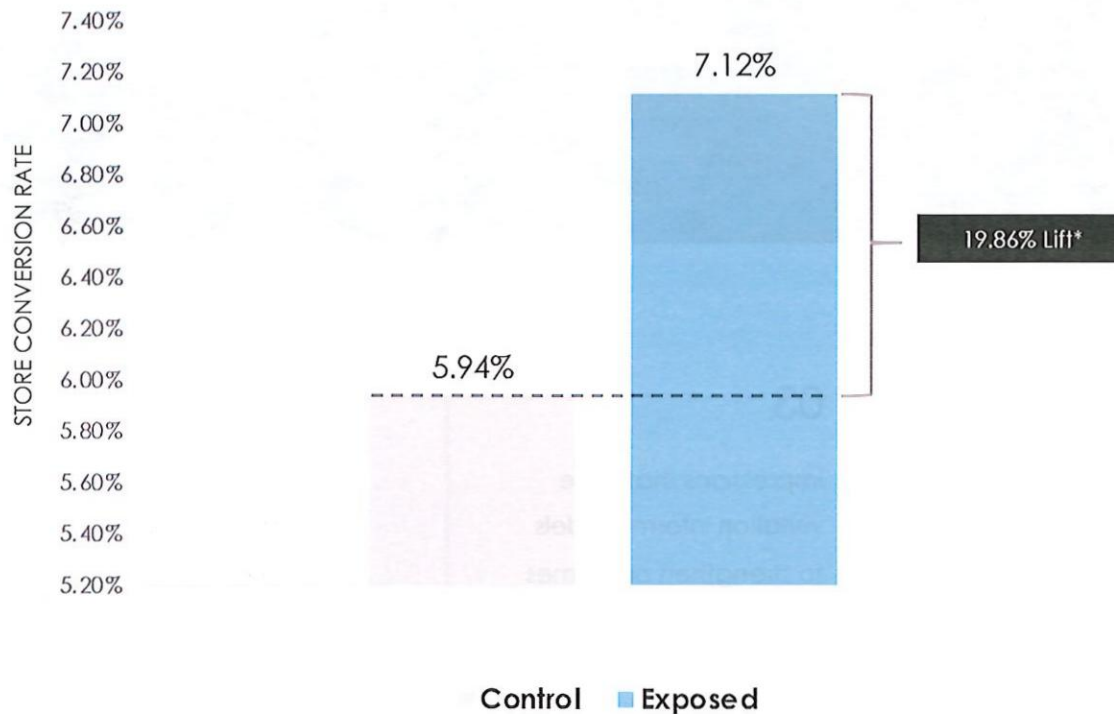
04

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**

CAMPAIGN STORE CONVERSION RATE LIFT



\*Significant at the 99% confidence level  
Source: Placed

## PERFORMANCE METRICS

Overall Store Visits  
**925,788**

Lift Store Visits  
**153,383**

Cost per Lift Store Visit  
**\$0.46**

Store Conversion Rate  
**7.12%**

ADTHEORENT INSIGHTS

# Reporting Dashboard

AdTheorent's reporting dashboard provides on-demand access to up-to-date campaign performance data where clients can gain insight into what is driving performance on their campaign.



24/7 reporting access via web-based UI

Granular performance reporting

Updated daily

Dedicated AdTheorent support team

Downloadable data & graphics

Built for your campaign's KPI

ADTHEORENT INSIGHTS

# Reporting Dashboard

A deeper look into performance with granular reporting breakouts based on your campaign's key performance indicators (KPI's).

- Click through rate
- Video completion rate
- Cost per action
- Reach & Frequency
- Conversion rate
- Return on ad spend
- Engagement rate
- Rich Media Actions

Analyze campaign performance daily, weekly, or by your chosen date range.

Reporting dimensions include:

- Campaign Overall
- Line Item
- Device Type
- Creative
- Geo
- App vs. Web
- Rich Media Event Name
- CTV App
- CTV Genre
- CTV Rating

**Campaign Reach and Frequency**

Reach: 2,658,036  
 Campaign: The Travel Fund  
 Flight Dates: February 11, 2024 - December 19, 2024  
 Data Range: Through December 19, 2024  
 Code Range: Selected January 2, 2024 - February 9, 2024

**Overall Creative Performance**

CTA by Creative Name

Creative Name	CTR	Impressions	Clicks	Cost (\$)	Cost/Click
Creative 1	0.01%	10,000,000	10,000	\$1,000,000	\$100.00
Creative 2	0.02%	5,000,000	10,000	\$250,000	\$25.00
Creative 3	0.03%	3,333,333	10,000	\$166,667	\$16.67
Creative 4	0.04%	2,500,000	10,000	\$125,000	\$12.50
Creative 5	0.05%	2,000,000	10,000	\$100,000	\$10.00
Grand Total	0.03%	30,000,000	50,000	\$3,000,000	\$60.00

CTA by Creative Slot

Creative Slot	CTR	Impressions	Clicks	Cost (\$)	Cost/Click
Slot A	0.01%	10,000,000	10,000	\$1,000,000	\$100.00
Slot B	0.02%	5,000,000	10,000	\$250,000	\$25.00
Slot C	0.03%	3,333,333	10,000	\$166,667	\$16.67
Slot D	0.04%	2,500,000	10,000	\$125,000	\$12.50
Slot E	0.05%	2,000,000	10,000	\$100,000	\$10.00
Grand Total	0.03%	30,000,000	50,000	\$3,000,000	\$60.00

**Weekly Geographic and Device Type Performance**

Reach: 1,373,363  
 Campaign: The Travel Fund  
 Flight Dates: February 11, 2024 - December 19, 2024  
 Data Range: Through November 6, 2024  
 Code Range: Selected February 11, 2024 - November 6, 2024

Selected Week Ending: October 19, 2024

Reach: 1,373,363  
 CTR: 0.01%  
 Cost: \$1,373,363  
 Cost/Click: \$100.00  
 Cost/Click (by Line Item): 0.20%  
 Cost: \$1,373,363  
 Cost/Click: \$1,373,363  
 Cost/Click (by Device Type): 0.15%  
 Cost: \$1,373,363

**Weekly CTRs by Device Type**

Device Type	Current Week CTR	CTR Week Change	Current Week Impressions	Current Week Clicks	Current Week Cost (\$)	Current Week Cost/Click	Current Week Cost/Click (by Line Item)	Current Week Cost/Click (by Device Type)
Mobile	0.01%	0.00%	1,000,000	10,000	\$1,000,000	\$100.00	\$100.00	\$100.00
Desktop	0.02%	0.01%	500,000	10,000	\$250,000	\$25.00	\$25.00	\$25.00
Tablet	0.03%	0.02%	250,000	10,000	\$125,000	\$12.50	\$12.50	\$12.50
Smart TV	0.04%	0.03%	100,000	10,000	\$50,000	\$5.00	\$5.00	\$5.00
Grand Total	0.02%	0.01%	1,850,000	40,000	\$925,000	\$23.13	\$23.13	\$23.13

# 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 devices connected to Wi-Fi connections, 32% of banners
- Top delivery occurred in Pine Bluff, AK and Lexington, KY

**PREDICTIVE TARGETING OPTIMIZATIONS**

- Maximized desktop reach, leveraging multi-device lift to establish on-brand reach and drive qualified drive traffic points at campaign
- Utilized our cross-environment reach to substitute in a variety of publisher across users in real time
- All confirmed by North Eastern, helping up on standard display, showing increases overall drive utilization
- Desktop mobile and Rich Media units were best used to drive awareness and engagement

**CONNECTIVITY PERFORMANCE**

CARRIER CFA by Mobile Provider

T-Mobile	Sprint	Verizon	AT&T	Wi-Fi	Other
\$353	\$435	\$187	\$122	\$749	\$122

MOBILE OPERATING SYSTEM CFA by Operating System

iOS	Android
\$471	\$133

CONSUMER ACCESS: MOBILE CARRIERS drive 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. The segment has a high concentration of residents earning over \$100,000 a year and many possess a college degree. They have an equivalent standard of living, owning expensive cars and frequently eating out and traveling.

- Cherry Lake
- East of Bonham, GA
- West of Oklawaha
- Athens Temporary contact spend: \$52
- Venue Europe
- Matches C&I Kennedy Center honors
- Users to Adult standards

**CREATIVE PERFORMANCE**

Engaged Rate of all equipment hits	Average Bid Action per Engagement	Average Time Spent
1.85%	1.7	1s

Consumers were particularly likely to click out to the Surface website via the Surface app, doing so over 14x times.

By mobile device	All Action
Click Out to Results	0.110
Click to Buy	0.110
Click to Add to Cart	0.110
Click to Add to Favorites	0.110
Click to Share	0.110
Click to Add to Wish List	0.110
Click to Add to Favorites	0.110
Click to Add to Favorites	0.110
Click to Add to Favorites	0.110
Click to Add to Favorites	0.110
Click to Add to Favorites	0.110
Click to Add to Favorites	0.110

**CROSS CHANNEL PERFORMANCE INSIGHTS**

Households that were engaged for a mobile ad but engaged with desktop, consisted of a 5% increase in household reach, from 10% to 15% of households, with an increase in engagement with mobile (3.5% to 4.5% higher rate).

Our Cross-Channel Map provides insight for our brand across mobile and desktop, and across multiple devices, including desktop, tablet, and mobile.

HOUSEHOLDS REACHED ON SINGLE CHANNEL

Mobile VCR	54.78%
Desktop VCR	83.09%

HOUSEHOLDS REACHED ON MULTI-CHANNEL

Desktop to Mobile MOBILE VCR	57.26%
Mobile to Desktop DESKTOP VCR	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



# THANK YOU

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NEW YORK, NY 10013  
INFO@ADTHEORENT.COM





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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*

digitalelement®

Placed.

factual.

pitneybowes 

# 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