

REQUEST FOR PROPOSAL
RFP# 961363

DX Analytics Platform

RFP Timeline	
RFP Issue Date:	October 29, 2026
Deadline for Respondent Questions to MSU:	November 6, 2026
RFP Response Due Date:	November 20, 2026, 3:00 pm Eastern
Supplier Demonstrations	December 2026/January 2027
Contract Award	February 2027

RFP Contact	
Name:	Lisa True
Unit:	MSU Procurement
Email:	truelisa@msu.edu

DESCRIPTION: Michigan State University (the “**University**” or “**MSU**”) is soliciting proposals through this Request for Proposal (“**RFP**”) for the purpose of purchasing a DX analytics platform. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a “**Respondent**” or “**Supplier.**”

PROPOSAL INSTRUCTIONS

1. **PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing	Pricing for goods and services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in Section 9, Master Service Agreement is submitted by proposal deadline

2. **CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.
3. **QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to **Section 2** above for the deadline to submit questions.
4. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.
5. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or

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Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal.** The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.

6. **MANDATORY MINIMUM REQUIREMENTS.** The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements **will be deemed non-qualified and will not be considered.** All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with **Section 8, Evaluation Process.**
7. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Core Platform & Analytics Capabilities	[35]%
Audience Control, Privacy & Data Governance	[25]%
Pricing and Overall Value to the University	[20]%
Implementation, Onboarding & Support	[15]%
Vendor Qualifications, References	[5]%
	100%

8. **MASTER SERVICE AGREEMENT.** The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.
9. **CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.
10. **RESERVATIONS.** The University reserves the right to:
- Disqualify a Respondent for failure to follow these instructions.
 - Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
 - Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet

mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.

- d. Consider an otherwise disqualified proposal, if no other proposals are received.
- e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
- f. Consider prior performance with the University in making its award decision.
- g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
- h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
- i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
- j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
- k. Award multiple, optional-use contracts, or award by type of service or good.
- l. Evaluate the proposal outside the scope identified in **Section 8, Evaluation Process**, if the University receives only one proposal.
- m. Obtain and consider information from other sources concerning a Respondent, such as the Respondent's capability and performance under other contracts, the qualifications of any subcontractor identified in the Proposal, the Respondent's financial stability, past or pending litigation, and other publicly available information.
- n. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.

11. AWARD RECOMMENDATION. The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 8, Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.

12. GENERAL CONDITIONS. The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs, or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.

13. FREEDOM OF INFORMATION ACT. Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq.*, and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the [Michigan State University FOIA office](#).

RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Would this represent a material portion of your organization's annual revenue?	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name	

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Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	

SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings). Responses to Sections III-VII should be concise. MSU will use written proposals to select finalists for presentations and demonstrations; detailed technical validation will occur during those later stages. Identify material limitations, dependencies, and additional licensing requirements.

I. Project Overview & Vision

Michigan State University serves audiences across a lifelong relationship, from prospective students through the student experience and alumni engagement. These journeys span a decentralized ecosystem of university websites, applications and third-party platforms managed and measured by different units.

MSU seeks an enterprise Digital Experience Analytics (DXA) platform to identify where audiences encounter friction, understand cross-site journeys and prioritize improvements based on their impact on audience and institutional outcomes. The platform should support evidence-based UX research, content strategy, design and optimization, with the ability to expand to additional audiences and digital properties over time.

Initial Scope: Prospective Student Journey

The initial implementation will focus on prospective undergraduate students (first-year and transfer, including in-state, out-of-state and international prospects) and families. Priority journeys include academic exploration, cost and aid, campus visits, requests for information and application-related activities. Graduate/adult learners, current students, alumni, donors and employees are not the focus of this phase.

Anticipated properties include msu.edu, admissions.msu.edu, finaid.msu.edu, reg.msu.edu, virtualtour.admissions.msu.edu, explore.msu.edu/Slate-hosted experiences and selected college websites. Final coverage, including which sections of high-traffic properties are instrumented, will be determined based on journey relevance, traffic, feasibility and cost. MSU is interested in authenticated applicant experiences where privacy and technical conditions permit.

II. Critical Requirement: Audience Segmentation & Collection Control

The vendor must support targeted data collection using attributes from SitecoreAI (CMS) and BlueConic (CDP) to isolate prospective undergraduate traffic while suppressing out-of-scope audiences. Vendors must clearly distinguish between:

- Post-collection filtering vs. audience-qualified collection.
- Billable session exclusion vs. overall collection sampling.
- Identity continuity & stitching mechanisms (first-party IDs, deterministic vs. probabilistic matching, cross-domain rules).

III. Key Goals & Evaluation Criteria

1. Detect High-Impact Friction: Surface user struggle (rage clicks, dead clicks, form hesitation, abandonment) without requiring prior analyst knowledge.
2. Understand Multi-Domain Journeys: Track transitions, looping, entry/exit points, and funnel progression across university, college, and third-party properties (e.g., Slate).
3. Prioritize UX/Content Investments: Rank identified issues based on severity, audience size, and correlation with key conversion goals (e.g., RFI submit, visit registration).
4. Segment Analysis: Compare friction across acquisition channels, geography, residency status, and known vs. anonymous users.
5. Establish Optimization Workflows: Provide an evidence base to feed UX research, design, development, and testing tools.

IV. Required Core Platform Capabilities

1. Journey & Behavioral Analytics
 - Cross-domain and multi-subdomain journey mapping.
 - Pre-defined and discovered conversion funnel analysis.
 - Automatic behavioral friction detection (rage clicks, hesitation, dead clicks).
 - Privacy-masked session replay.
 - Page/component interaction heatmaps and form-field analytics.
2. Opportunity Discovery & Prioritization
 - Proactive issue detection and automated anomaly alerts.
 - Impact evaluation associating user struggle with high-value outcomes.
 - Pattern synthesis across high-volume session data.
3. Audience & Data Integration
 - Integration with BlueConic CDP for audience segment syncing.
 - Multi-dimensional cohort creation (e.g., international prospects on mobile).
 - Integration with Google Analytics (GA4), data warehouses, and workflow systems (e.g., Asana, Aha!, Sitecore).
 - Data export APIs for external reporting and BI tools.
4. Governance, Security & Privacy
 - Client-side PII masking and suppression.
 - Flexible, audience-qualified session capture and sampling controls.
 - Role-based access control (RBAC) for central and unit-level users.
 - Full compatibility with MSU consent management rules.
5. AI-Assisted Capabilities & Optional Features
 - AI/ML features for root-cause assistance, natural language querying, and session summarization.
 - Optional: Micro-surveys/voice-of-customer tools, native experimentation, and qualitative research integrations.

V. Vendor Implementation Scope & Deliverables

1. Technical Architecture & Setup:

- Deployment via Google Tag Manager (GTM) across all designated domains/subdomains.
- Configuration of cross-domain session continuity and embedded third-party tracking (iframes, redirects).
 - Formal PII masking, suppression review, and consent management alignment.
- 2. Audience Configuration & Sampling:
 - Connection with BlueConic CDP and setup of prospective student segments.
 - Implementation of collection rules to minimize billable capture of non-target traffic.
- 3. Analytics Framework Configuration:
 - Grouping of pages and common UI components into standardized categories.
 - Setup of primary funnels (RFI submission, campus visits, financial aid pathways) and conversion events.
 - Custom dashboard and alert creation for stakeholders.
- 4. Training & Change Management:
 - Role-based training for system administrators, analysts, and non-technical stakeholders.
 - Hands-on use-case workshops using live MSU initial scope data.
- 5. Post-Launch Hypercare & Success:
 - Post-launch hypercare, dedicated Customer Success Manager (CSM), and technical account support.
 - Initial insight validation sessions and expansion planning for additional audiences/units.

VI. RFP Response Qualifications & Commercial Requirements

1. Vendor Qualifications Required
 - Case studies showing successful DX platform deployments in higher education or large, decentralized public institutions.
 - Proven track record in CDP integrations, cross-domain tracking, and audience-qualified traffic sampling.
 - Minimum of two customer references (preferably higher education).
 - Mandatory demonstration scenarios: multi-site journey tracking, hypothesis testing, and unprompted issue discovery.
 - The proposed solution must be capable of successfully completing Michigan State University's IT security review and clearance process prior to contract execution. Respondents must complete the Higher Education Community Vendor Assessment Tool (HECVAT) security survey and return the completed form to MSU as part of your proposal. The most current version of the HECVAT security survey here: [Higher Education Community Vendor Assessment Tool \(HECVAT\)](#).
2. Commercial & Pricing Model Requirements

- Clear explanation of primary licensing metrics (sessions, pageviews, active users, domains, seats).
- Transparent rules on how audience suppression/sampling impacts billable volume vs. post-collection filtering.
- Detailed policies regarding traffic spike management, overage charges, usage pooling, and capacity roll-over.
- Itemized cost breakdown (Annual software, implementation, training, integration, success management, and multi-year pricing options).
- Cost projections for future expansion into other university units and audiences.

PRICING

Please include a Pricing proposal as identified below on a separate sheet.

1. Initial Scope Pricing and Enterprise Expansion

Provide pricing for the proposed prospective student initial scope and describe how pricing would change if MSU subsequently expands the platform to additional audiences, journeys and digital properties. At minimum, vendors should describe the expected commercial implications of adding:

- Additional college or university websites.
- Broader coverage of msu.edu.
- Current-student journeys.
- Alumni and donor journeys.
- Graduate or adult learner journeys.
- Additional annual traffic or audience volume.

Vendors should identify whether expansion requires additional platform instances, modules, implementation services or minimum licensing commitments.

2. Software, Implementation and Ongoing Services Costs

Provide an itemized cost proposal distinguishing among:

- Annual software licensing.
- Initial implementation and configuration.
- BlueConic or other integration costs.
- Training and certification.
- Professional services.
- Technical Account Management.
- Customer Success services.
- Additional data retention or storage.
- Optional modules or capabilities.
- Ongoing support or consulting packages.
- Any other required or optional fees.

Vendors should clearly identify which services are included in the base subscription and which require additional fees.

3. Multi-Year Pricing

Provide proposed pricing for the initial contract period and any available multi-year options. Identify:

- Annual price increases or escalation provisions.
- Volume-based pricing tiers.
- Multi-year discounts.
- Minimum annual commitments.

- Ability to increase or decrease licensed capacity during the contract term.
- Commercial implications of expanding or reducing the number of participating audiences or digital properties.



MASTER SERVICE AGREEMENT

(attached)

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.