

Q1. *The proposal shall contain:*

- *the technical response to the service requested (point 3).*

- *the financial offer (the price for the services.) The Financial offer must be presented in Euro. Prices must be indicated as net amount + VAT.*

- Could you clarify the format and level of detail you're expecting for the technical response? Are you looking for examples / cases of similar work we've done, or a proposed solution tailored specifically to the InnoEnergy business?
- What level of detail would you like for the financial proposal? Should this be a rate card with proposed hourly pricing, or a full developed budget for this tender? If it's the latter, could you let us know what scope we should base it on?
- What format would you prefer for our response? Slides, a written document, or something else? And are there any specific constraints or guidelines we should be aware of?

A1. The technical criteria is described in more detail in Evaluation of Proposals 4.9.

Submitted proposal needs to reflect and cover all the aspects described in RFP. Besides it is also required to fill in and send the Tender Declaration (also published). However, there are no additional rules in terms of presentation format.

In terms of the financial proposal, please provide a rate card that can include the following:

- Paid media
- Affiliate marketing
- Display/RTB
- Outreach
- Social advertising
- SEA
- Marketing automation
- CRO
- Analytics
- Machine learning
- SEO
- Management
- Account management
- Project management
- Digital/Brand/Commerce
- Content marketing
- Content creation: copy
- Content creation: motion graphics
- Content creation: video
- Content entry

Lowest offered expert unit price shall receive the highest score (30 out of 100).