

## RFP – LC000061 Digital Support and Related Services Q&A (#2)

1. Is there a Google Tag Manager account associated with this demo Google Analytics 4 account?

Yes

- a) If so, are we also able to obtain access as well for the assignment to better understand the tracking architecture?

Unfortunately, we can't provide access to the Tag Manager account for this assignment because it would allow respondents to see all Phase II participants and we are prohibited from disclosing that information during the bid process.

2. Does documentation exist on the existing Event parameters in GA that will help us define each of them, and better understand the unique application of each?

The Lottery does not have this documentation that it can share with the participants of this RFP.

3. Is it possible for us to obtain admin access to GA?

- a) This will help by allowing us to create custom audiences for analysis and validate accuracy by reviewing settings that are only available to admin users.

Unfortunately, we can't provide admin access for this assignment due to the disclosure concerns addressed in Question #1.

4. Conversions are not capturing data in the GA demo account except for "first open". Are there specific events that we should use in place of the actions that are defined as a conversion today?

We do currently capture more events than just "first open". We would need more context or specifics to be able to address this question completely.

5. What attribution models have you used historically?

We have only used the default attribution model to date.

6. Google Signals tracking is not enabled in the demo GA account. Therefore, age, gender, and interests' reports are unavailable. Is there another GA data source we can leverage

to access this data? Or, are you able to enable this setting so that we have some data populated in the coming weeks?

This is not currently set up for Web/App property – but our All Website Data Property – UA-15349622-3 has demographic data for only web traffic.

7. Can you specify exactly which properties and views within Google Analytics should be used for the Assignment?

Web/app property -213636335 and All Website Data Property – UA-15349622-3

8. In the Assignment you mention analysis of the "web and/or app" but the Assignment document only specifies the app property (213636335). Can you please clarify?

This part refers to “mapping journeys through either the app or web,” it is not an analytics assignment. It is to provide info gaps, design limitations, confusing elements, player pain points, etc.

9. There are four main property views within the (Web) property. Can you specify which is to be used? We are assuming the default “All Web Site Data” is to be used, but wanted to confirm.

The most comprehensive is the Web/app property -213636335 which includes both app and web info combined. For additional data – you can also refer to All Website Data Property – UA-15349622-3 – just web.

10. Additionally, there is a separate property labeled, (App), but the assignment fixates on the Firebase ncel-web-app (213636335), please specify which is preferred for the analysis.

Please ignore this one – the only one with both app and website data is the Web app property (213636335)

11. Are we required to answer the assignment in our proposal submission, or do we save our assignment for the presentations in late August?

Assignment answers should be included with your Phase II proposal submissions.

12. Are you planning on migrating all GA360 properties over to GA4 360 or using standard GA4?

No

13. What constitutes a conversion? A sign up? A purchase? Something else?

Conversion is considered once a user/player makes their first deposit on the platform.

14. How does NCEL engage with account holders? E.g. people who sign up. Are they sending emails to those people? What do people "get" for signing up?

Players that sign-up receive a Welcome email. The content of that email will vary slightly depending on the action that the player takes. We have two classifications of accounts, lean and full. Full registrants have gone through the process of identity verification, which is required to participate and place wagers on our Online Play platform. Lean account holders can not make purchases on the platform, but can participate in the Rewards program (Lucke-Rewards) and receive marketing emails (if opted-in), winning numbers emails, etc. Both Lean and Full accounts are presented with a Welcome Bonus, if they register without making a deposit. That Bonus varies over time, but is usually in the form of a deposit match up to a certain amount.

15. Would the NCEL be willing to disclose the identity of the firms invited to participate in Phase II?

No, we can't share that information during the bid process.

16. Is the NCEL able to provide an XML sitemap? There does not seem to be one available on the Lottery's website.

We do not have an XML sitemap.

17. For the assignment, should usage of the Google Analytics Demo Account be confined to read only, or are respondents free to use the platform to its fullest extent (e.g., establish custom definitions, custom metrics, and conversion events)? We would like to ensure we will not be manipulating this platform in a way that adversely compromises the accounts NCEL currently relies on.

It should be used only in a Read Only capacity.

18. In addition to the Google Analytics Demo Account can the NCEL provide access to any Data Studio reports currently relied upon so respondents can better understand the Lottery's baseline for this G360 product?

Yes - <https://datastudio.google.com/s/hl5KBPbRXaM>

19. In **6.5 Financial Soundness** on p. 21, financial statements for the last three (3) years are requested. Given the large page count this disclosure entails, would the NCEL accept these statements in electronic format only?

Financial statements must be submitted in the same package with the Phase II Proposals but may be provided as hard copies or on a USB thumb drive.

20. Kindly clarify the initial and subsequent contract terms and cost proposal timelines. In the **Cost Proposal** table on p. 23, the first timeline noted runs from October 1, 2022, to September 30, 2023. However, in **Part V – Stuff the Lawyers Made Us Include** on p. 18 and again in **6. Term** on p. 43, the initial contract term is stated as running until June 30, 2024 (with no contract start date provided). Is this discrepancy intentional or simply an oversight?

This was an oversight; the correct terms and timelines are the ones included in Cost Proposal table on p. 23. The target contract start date would be October 1, 2022.

The inaccurate sections noted above should read.

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The NCEL intends to obtain what it believes to be the best digital solutions, at the optimal price value that will be responsive to the NCEL's needs. The NCEL intends to execute one Contract as a result of this procurement under this RFP (the "Procurement") with an initial term from date of execution of the Contract to **September 30, 2025**, and three (3) one-year renewal terms; provided, however, nothing obligates the NCEL to sign any Contracts, or only one Contract, or to allow the Auto-Renewal, and the NCEL may do whatever it determines in its sole discretion to be in the best interests of the NCEL and the State of North Carolina. It is the NCEL's desire to have a Contractor who is able to provide (through itself or its subcontractors) full digital services. All Subcontractors must fully acquaint themselves with the NCEL's needs and requirements and obtain all necessary information and understandings to be able to submit responsive and effective Proposal.

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## TERM

A. Unless sooner terminated in accordance with the provisions of Section 18 or other provisions of this Agreement and the RFP, the term of this Agreement shall commence as of the Effective Date and shall continue until **September 30, 2025** (the "Initial Term"). This Agreement shall be automatically renewed for a period of one (1) year (each a "Renewal Term") upon the completion of the immediately preceding Initial Term or Renewal Term, as the case may be, for a total of no more than three (3) Renewal Terms,

unless the NCEL sends **VENDOR** at least thirty (30) days prior to the end of the then current Initial Term or Renewal Term, as the case may be, written notice that it intends to terminate this Agreement at the end of the then-current Initial Term or Renewal Term, as the case may be. If the NCEL and **VENDOR** fail to mutually agree in writing on a Vendor Fee for any Renewal Term prior to the beginning of any such Renewal Term, then the Vendor Fee shall be the same as specified for the preceding year and this Agreement shall be terminated by the NCEL at any time during such Renewal Term.

Similarly, regarding renewals at the Lottery’s discretion, the **Cost Proposal** lists two extensions for which pricing is to be included, and they span October 1 to September 30 of the applicable years (ending in 2024 and 2025, respectively). However, **Part V** and **6. Term** both note that three (3) additional one-year renewals are possible. Again, is this misalignment intentional? We note that p. 12 states: “Costs agreed to in the resulting contract shall be firm and remain constant throughout the life of the contract and any extensions thereof.”

There is the option for an additional three (3), one-year extensions or renewals at the completion of the initial contract term of September 30, 2025. The one-year extension options would follow the schedule below.

Extension	Period
1	October 1, 2025 – September 30, 2026
2	October 1, 2026 – September 30, 2027
3	October 1, 2027 – September 30, 2028

21. Is the **Oral Presentation** format detailed on p. 17 (No. 4) meant to be a summary of what respondents provided in their Phase II Technical Proposal, or will there be additional questions to finalists issued by the NCEL that should be prepared as part of this oral presentation? Similarly, is it correct to assume the WebEx presentation noted in **Presentation of Findings** (within the **Technical Assignment**) is a separate exercise taking place at a different date/time?

The Oral Presentation should include two parts;

1. Summary of information included in the Phase II Technical Proposal
2. Walk through of approach and recommendations as a result of the assignment

Respondents should be prepared to answer questions about their Technical Proposals.

22. Can NCEL provide a high-level summary of the research that went into developing these personas?

The personas were developed through a multi-step approach that included a segmentation study of Gamers that are non-lottery rejectors in North Carolina (n=3,300).

Following the completion of the Segmentation, we put the Segments thru an A&U study to provide a lottery specific insight to the already developed segments (n=4,000). Simmons data was then applied to the segments to develop the personas.

23. NCEL defines the opportunity score for personas as a combination of openness to the lottery and potential incremental revenue. Are those two metrics a score out of ten? If so how did they reach those numbers (revenue projections? audience surveys and interviews)? If not scores out of ten, how should we understand these metrics?

The Opportunity Score consists of two main components that you referenced, Openness to Lottery and Available Gaming Spend. It is based on a scale of 1 to 10, 10 being the highest potential Opportunity Score. The Available Gaming Spend is based on average monthly Total Gaming Spend less the Lottery Specific Spend.

24. For percent of market share listed for each persona, is this a measure of the percentage of current players that match this persona, or a percentage of potential players?

The Market Share represents the percentage of Gamers that are non-lottery rejectors for that particular persona in North Carolina. The Percent of NCEL Monthly Spend represents the percentage of monthly lottery revenue currently attributed to a particular persona.