



Procurement Services
171 Moultrie Street
Charleston, SC 29409-6500
843-953-2737
procurement@citadel.edu

Intent to Sole Source

Notice Date: August 28, 2020

Description: The Citadel intends to make a purchase without competition on the basis of a sole source in accordance with SC Consolidated Procurement Code (11-35-1560) from Capture LLC. The Citadel intends to sole source Capture Behavioral Engagement (CBE) – a software for student behavioral marketing automation with behavioral algorithms and marketing automation. This is for a continuation of a software platform that was originally purchased in 2019 for a base year with two one-year options to renew, for a total not to exceed three years.

- Software tool to track prospective students' engagements and behavior
- Software tool specific to higher education, not corporate America
- Derives unique recruitment knowledge for individual institution
- A fully-managed service: the company creates the designs, implementation and execution of campaigns from set-up to launch
- Provides multiple types of dynamic content, including but not limited to:
 - Toasters, Pop-overs, Forms, image inserts, triggered emails, triggered text
 - Embedded content
 - Progressive identification form
- Simple implementation and code on college's webpages
- Capability to provide real-time dashboard tracking
- Ability to sync with Recruiter Customer Relationship Management (CRM) to enable progressive identification of previously anonymous prospective students
- Capability to aggregate data and use machine learning to predict probabilities of a student's likelihood to apply and/or enroll
- Do not want a vendor that just does predictive modeling with machine learning

Awarded To: Capture LLC

Award Total: \$75,000.00 (for all three years)

Right to Protest: If you are aggrieved in connection with the intended award of a contract pursuant to Section 11-35-1560, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit to the appropriate Chief Procurement Officer, in writing, your intent to protest within seven (7) business days of the date that notification of intent to award is posted, and (ii) submit your actual protest within fifteen (15)

days of the date that notification of intent to award is posted in accordance with this code. Days are calculated as provided in Section 11-35-310(13). Both the notice of intent to protest and the actual protest must be in writing and filed with the appropriate Chief Procurement Officer within the time provided, and set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided.

Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer, Information Technology Management Office

(a) via email to protest-itmo@itmo.sc.gov, or

(b) via USPS or any other carrier to 1201 Main Street, Suite 601, Columbia, SC 29201

Rev 06/2020