European Environment Agency

Clarification No 4

Reference: **Open call for tenders No EEA/COM/15/002**

Title: **Framework contract for the provision of address database and dissemination services to the European Environment Agency (EEA)**

Question 1
Are you sending e-mails directly from your CRM (through some kind of newsletters module) or you have CRM connected with some newsletters application (e.g. Mailchimp nebo Oempro)? Which way do you prefer for the future solution?

Answer 1
We send newsletters via a platform called Campaign Monitor which is linked to the CRM. We would prefer the same or a similar solution in future.

Question 2
Could you please specify some major weaknesses / limitations of your current solution??

Answer 2
This element will be examined with the successful contractor. It is not deemed as necessary for the purposes of drafting and assessing the technical offer.

Question 3
Are the database entries based on the subscribers' contacts? If not, how many subscribers are currently signed? ?

Answer 3
The subscription form is linked to the CRM and subscribers are included in the database. Currently there are over 4000 but this should increase.

Question 4
What e-mail campaign tool is currently used? Is it linked to the subscription module?

Answer 4
We are currently using Campaign Monitor and it is linked to the CRM.