

PUBLIC NOTICE

PURCHASING AGENCY: Minnesota State University Moorhead

TITLE: Behavioral Intelligence Platform

REFERENCE #: 072-SS-2175

RESPONSE TO THIS SOLICITATION IS DUE NO LATER THAN 6/29/2022 AT 5:00 p.m. CST

SHIP TO INFORMATION:

Minnesota State University Moorhead
1104 7th Ave S
Moorhead, MN 56563
kirsten.jensen@mnstate.edu

TO RECEIVE A PRINTED COPY OF THE SOLICITATION, call: Kirsten Jensen at 218-477-2175 or contact kirsten.jensen@mnstate.edu

NOTES: This is a single source posting notification; there are no solicitation documents. Minnesota State University Moorhead (MSUM) intends to enter into a 12-month agreement with Capture Higher Ed. The vendor currently provides a tool for tracking prospective student engagement and behavior for MSUM. MSUM intends to add Graduate and International prospective students to Capture Higher Ed's portfolio. This software gathers prospective student activity data in the college selection process to derive unique recruitment knowledge for individual institutions. They utilize data to deliver a proprietary Capture Engagement Score to help guide influential communications strategy that is unique to MSUM. Capture Higher Ed provides behavioral intelligence technology that allows highly selective message targeting for enrollment marketing. Capture's Platform creates proprietary insights by gathering millions of data points on MSUM's website. There is no other solution in higher education that combines student behavioral data and marketing automation to deliver this service. For this reason, the service has been deemed a single source. If anyone has any concerns regarding this single source opportunity you must contact Kirsten Jensen at kirsten.jensen@mnstate.edu before 06/29/2022 AT 5:00 p.m. Central Time. Note: All correspondence must include reference number.

Date This Solicitation Was Posted: 6/14/2022. Central Time