

# Intent to Sole Source

Trident Technical College  
June 3, 2020

Vendor:  
Digital Ignite, 1049 Morrison Drive, Charleston, SC

In accordance with Section 11-35-1560(a) of the SC Consolidated Procurement Code, and Section 19-445.2015 of the SC Code of State Regulations, Trident Technical College intends to enter into a sole source contract for: Digital Retargeting advertising services for one year.

Trident Technical College (TTC) must use this specific product to reach the widest audience in the digital world and market to specific demographics. Fewer people are now reading print publications or watching television and listening to radio, and the marketing department is moving to the more advanced area of digital marketing to reach the potential student.

Trident Technical College's Marketing Communications staff serves as an internal advertising agency and handles traditional marketing functions including branding, content creation, media buying, design and video production. In addition, the internal staff manages many digital marketing functions including social media content creation and management, PPC placement and management, SEM, and website development and management. To round out its ability to target the college's various markets, Trident Tech has identified the need to partner with a technology company to provide comprehensive digital marketing services.

**Justification for Digital Ignite:** Staff researched tri-county tech firms under two pertinent categories—creative and tech services. While many offered some form of digital marketing services, Digital Ignite stood out as the technology firm that provides the most comprehensive digital services to augment work already being done by Trident Tech's Marketing Services staff.

Digital-Ignite's unique offerings are listed below:

1. Technology—Digital Ignite (DI) was founded as a technology firm that utilizes data as the source for all digital advertising strategies, initiatives, tactics, metrics and control measures. This approach demonstrates a profound knowledge of collection, interpretation and utilization of data and is counter to the agencies that were founded utilizing traditional advertising services such as TV, radio and print.
2. Higher education—DI is the only local company that couples data-driven marketing strategy with a focus on higher education. DI provides access to publishers/data networks that are specifically targeted to DMAs that work for higher education and Trident Tech.
3. Exchanges—DI goes directly to the exchanges to bid on digital advertising inventory using a CPM model. Other area firms serve as a broker between the customer and buyers who then work with the exchanges. Unlike other firms, DI offers programmatic

outreach by utilizing multiple DSPs and bidding on open inventory through hundreds of publishers and data providers. The result is the delivery of the right message to the right individual at the right time.

4. Data security--Although not yet required in the United States, DI is GDPR compliant, which means the company has undergone diligent measures to protect personal data required in the European Union.
5. Local--DI provides consultation (in-person) on a daily, weekly or monthly basis or as needed. DI knows TTC's service area and keywords that relevant to local consumers. The knowledge of the local market is **key** to understanding what the consumer needs and wants.
6. Metrics— DI shows full attribution on every tactic that is offered to set a baseline and competitive cost-per-acquisition. DI has developed its own proprietary data audit and data management platform systems for recommending and managing media plans and managing.
7. Tactics—DI offers the typical range of services including targeted digital display ads, targeted digital video ads, search engine marketing, search engine optimization, IP targeting, retargeting, web ads, video and audio ads, connected TV, connected radio, SMS and MMS, geofencing, digital billboards, influencer marketing, URL targeting, eBlasts/email drip campaigns, new movers targeting, social media content creation and advertising, digital media consultation, digital canvassing, supply side advertising, native advertising, and contextual keyword targeting. Unique to Digital-Ignite is its ability to utilize venue recall, IP targeting, new movers targeting, contextual keyword targeting, device ID lead generation, device ID advertising, influencer marketing (ability to obtain local, national, and international influencers), supply side advertising, URL targeting, digital canvassing, custom dashboard creation, and custom data analysis.

Amount: \$85,000

Contract Period: 07-01-2020 – 06-30-2020

This notice will be posted in the South Carolina Business Opportunities (SCBO) for five days as required by SC Code 11-35-1560.

#### PROTESTS:

If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing

(a) by email to: [protest-itmo@itmo.sc.gov](mailto:protest-itmo@itmo.sc.gov), or

(b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.