

Adobe Analytics Implementation Services

Prepared with the [martechpartners.co RFP Advisor](https://martechpartners.co/rfp) - martechpartners.co/rfp

How to use this template: replace every blue [Your input] placeholder with your details, delete sections that do not apply, and keep the evaluation model consistent across all vendors. For an AI-drafted RFP written from your specific requirements, use the RFP Advisor at martechpartners.co/rfp.

1. Introduction & Company Background

Provide a concise description of your organization: industry, size, markets served and digital maturity. State why this project is being initiated now and name the executive sponsor.

[Your input: 2-3 paragraphs about your company and the trigger for this initiative]

2. Project Overview & Business Objectives

Summarize the engagement and define the business outcomes that will determine success. Express objectives as measurable results (e.g., conversion uplift, time-to-market reduction, cost consolidation) rather than activities.

[Your input: 3-5 measurable objectives with current baselines where known]

3. Current Environment

Describe your existing technology landscape: platform products licensed, CMS, CRM, data warehouse, tag management, identity providers and known pain points. Disclose known issues honestly - vendors price uncertainty.

[Your input: current stack inventory and known constraints]

4. Scope of Work

This RFP covers implementation, remediation or migration of Adobe Analytics, including solution design, data collection architecture and reporting enablement. The following work streams are in scope:

- Measurement strategy and KPI definition workshops with business stakeholders
- Solution design reference (SDR) covering report suites, variables and events
- Data layer specification and tagging via Adobe Experience Platform tags or Web SDK
- Processing rules, marketing channel and classification configuration
- Data quality validation, QA automation and launch hypercare
- Analyst training, documentation handover and adoption support

5. Functional & Technical Requirements

Vendors must respond to each requirement individually, referencing evidence from delivered work:

1. Describe your proposed report suite architecture for our digital properties and the reasoning behind it
2. Detail your approach to data layer design and governance, including documentation standards
3. Explain your position on Customer Journey Analytics migration for an organization like ours
4. Describe your QA and validation methodology prior to launch, including tooling
5. List the certifications held by the individuals who would be staffed on this project
6. Describe integrations you have delivered with CRM, call-center or offline data sources

6. Integrations

List the systems the solution must integrate with (CRM, ERP, data warehouse, identity, service desk), the direction of data flow and any existing middleware. Note real-time versus batch expectations per integration.

[Your input: integration inventory with owners and data-flow direction]

7. Migration & Data

Describe content, data or platform migrations in scope, expected volumes and quality of source data. State your expectations for migration tooling, validation and acceptance criteria.

[Your input: migration scope, volumes and acceptance criteria]

8. Team & Resource Requirements

State expectations for the vendor team: named key roles, certification expectations, onshore/offshore mix, language requirements and time-zone overlap. Require CVs for named individuals and key-person continuity terms.

9. Timeline & Milestones

Provide your target start date, immovable business dates and expected phasing. Ask vendors to propose a realistic plan with milestones, dependencies and decision gates rather than confirming your dates unexamined.

[Your input: target dates and constraints]

10. Security & Compliance

State applicable requirements: data protection regulations (e.g., GDPR, CCPA), industry standards (e.g., SOC 2, ISO 27001), data residency, accessibility (WCAG) and your security review process for vendors.

[Your input: compliance requirements and review gates]

11. Support & Service Levels

Describe post-launch expectations: hypercare duration, ongoing support scope, response/resolution SLAs by severity, and how enhancements will be governed after go-live.

12. Evaluation Criteria

Responses will be scored against weighted criteria. We recommend, and will apply, the following model:

1. Relevant delivery experience - 25%
2. Proposed team and named individuals - 20%
3. Approach and methodology - 20%
4. Price and commercial terms - 15%
5. Cultural and operating fit - 10%
6. Timeline realism - 10%

Each evaluator scores independently before panel consolidation.

13. Proposal Response Format

To keep responses comparable, submit proposals with these sections in order: executive summary; relevant experience with references; named team and CVs; delivery approach and plan; assumptions and dependencies; itemized pricing (one-time and recurring); support model; contractual terms. Maximum 25 pages excluding CVs.

14. Submission Process & Timeline

State your process dates: question deadline, answer publication, proposal deadline, shortlist presentations and decision date. Name a single contact for questions and commit to sharing all Q&A with all bidders.

[Your input: process dates and RFP contact]