S.No	Pre-Bid Queries	CISSD Response
1	Who is your Donor target Audience. Some more details of their socio-economic status ? Any insights on repeat donors / psychographics or intelligence we can get.	**Target Audience:** • All States and Union Territories with a special focus on Tier 1 and Tier 2 cities • 25- 65 age **Insights from past campaigns:** • Increase the donation value, focus more on most relevant demographics and locations • Target separate campaigns from both ad grants and paid accounts to capture maximum possible impressions without any conflict and to increase performance and donations from ad grants account. • Brand keywords work better • Age group that worked in past - 25 - 55 • Average conversion value more for Female donor on google, potential for future • For Facebook ads, focus on lookalike and remarketing campaigns that has been profitable in past. • Would need campaigns for female donors designed
2	Which cities are your majority of donors from ?	• Mumbai • Delhi • Pune • Bengaluru • Gurgaon • Hyderabad • Noida • Indore • Kolkata • Kochi
3	Can you help quantify the website deliverables.	• Refresh of website content on a regular basis Update visuals, improve user flow and experience • Prepare content as per the brief, make it live as per approvals, create visuals/designs for the web pages

		• Regular check of security, flow of payment modules and hygiene check
4	Response management – Define the TAT expectations	Urgent engagements that need to be responded must be shared within maximum 4 hours. Daily reporting of engagements with suggested responses – to be shared over emails. Weekends and holidays need to be taken up in case of emergency otherwise, report the next working day.
5	What is the tech stack we are working with for the website ? What are the payment gateways we are using?	Website framework is wordpress – You can easily find more details using any free tool. Payment gateway – CC Avenue
6	Is there an existing lead gen or CRM stack? What current protocols are used for reaching out to donors?	No CRM stack For Digital donor – digital world is the sky, whatever mode of reaching out we can find effective For tele callers – Majorly retention donors
7	Can get channel wise results including CPA for the last 6 months along with the broad targeting details for each channel. If not possible, please share any benchmarks of your paid performance.	**Google Search ads** A combination of search ads along with grants gave us a better result. Paid Google Ads ➕ Google Ad Grants 🟰 Highest Impact ROI achieved from past campaigns - 3.62 ADS - INR 4000+ Conversion rate - 1.71% **Facebook ads** A combination of Facebook, Instagram, Messenger and Audience Network. ROI achieved from past campaigns - 2.5 ADS - INR 2500+ Conversion rate - 1.09%
8	Website Management Timely refresh of campaigns: Creating content and design for those campaign pages - Please suggest the frequency for this activity.	Programme Page – Once in two months Video and Picture gallery – update one in three months Donation centric campaign – as and when Addition of any functionality to improve results and outputs – once in two months Update of home page banners – once in a month

	Prepare the emailers HTML version - Please share some more details about the activity and its frequency.	HTML of Emailers – 2 per month Content and pictures will be provided for emailer Design and HTML will be required
9	Raising funds INR 3.25 Cr in donations income - Please suggest the duration to generate required donations.	Start of engagement date till March 2023
10	Organic Traffic Please share website traffic numbers from October 2021 to March 2022.	Organic + Direct sessions

Organic + Direct sessions

	2020-21	2021-22
April	18677	33429
May	18460	52060
June	18500	33235
July	19,377	34841
August	21,952	30057
September	21437	28508
October	21708	22586
November	16893	20347
December	20144	37800
January	24287	23701
February	19474	19085
March	25120	19210
	246029	354859