

RFPS-NYH-2026-503962
for the provision of Digital Intelligence and SEO Services
Annex C1- Activities - Monthly Cost Breakdown

Activity 1: GTM & Tracking Infrastructure [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 1							\$0.00

Activity 2.1: Server-side GTM - Evaluation and recommendation [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 2.1							\$0.00

Activity 2.2: Server-side GTM - Implementation and migration [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 2.2							\$0.00

Activity 3: Google Analytics 4 [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 3							\$0.00

Activity 4: Google Search Console & SEO/GEO Tooling [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 4							\$0.00

Activity 5: Unified Data Warehouse with AI-Powered Analytics Layer [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 5							\$0.00

Activity 6: Dashboards & Reporting [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 6							\$0.00

Activity 7: Capacity Building & Training [monthly cost]							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
Please expand table as necessary							
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	Off-site (vendor's premises)	\$1,250.00	\$1,250.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
					Off-site (vendor's premises)	\$0.00	\$0.00
Total Activity 7							\$0.00

OTHER PROFESSIONAL SERVICES COSTS NOT INCLUDED IN ABOVE PHASES REQUIRED BY PROPOSER							
Tasks (please complete)	Skill Sets assigned per activity/milestone	Name of resource	Time/days	Cost/day US\$	Rate Type: Off-site	Line Cost US\$	Total Cost US\$
[Define tasks] i.e. Documentation	Digital Analytics Specialist	Bill YYY	25	\$50.00	on-site _ UNICEF NY Premises	\$1,250.00	\$1,550.00
	Account Manager	Andrea XXX	30	\$10.00	Off-site (vendor's premises)	\$300.00	
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Total other Costs:							\$0.00

Sum of components cost from Activities 1-7 [monthly cost]	\$0.00
Sum of components cost from Activities 1-7 [12 months]	\$0.00
Total cost of the requirements	\$0.00

Applicable discounts [please, include percentage]	[percentage]
A) Based on size/value of individual assignment	
B) Based on cumulative volume/value (UNICEF + UN FAMILY)	
Applicable discounts [value]	[Value]
A) Based on size/value of individual assignment	\$0.00
B) Based on cumulative volume/value (UNICEF + UN FAMILY)	\$0.00
Total Value of Cummulative discounts	\$0.00

Total Amount of Price Proposal	Total Cost US\$
	\$0.00

NOTES:

Note 1: The vendor shall provide as part of Annex C1 the monthly cost commercial proposal which will apply to the specific UNICEF’s engagement described in the TOR, section 'III.SCOPE OF WORK – ACTIVITIES'.
Note 2: Proposer is required to provide the itemized cost of the different tasks/activities/milestones that make up each tasks as well as to indicate the estimated effort (resources/rates) associated to each of them so UNICEF could have an idea of the level of effort and distribution of resources. However, Proposer is cautioned that invoicing shall be based on actual days worked by the Company within the maximum amount. The itemized cost of the different tasks/activities/milestones that make up each each task shall be based on the vendor's proposed rate card (Annex C2).
Note 3: The modality of engagement under this particular project will be on a time and material basis. Please refer to Section "III. SCOPE OF WORK – ACTIVITIES" and other sections of the TOR for engagement’s requirements.
Note 4: The vendor shall include in its proposal all applicable volume discounts as established in Annex C3 of this Commercial Proposal. Volume tier discounts shall be applied to the Job Category Price Tables and to any other applicable cost elements.
Note 5: The engagement services should be done off-site. UNICEF has a strong preference for reduction of cost through off-site development. Travel is not expected as part of this engagement. UNICEF will provide any necessary platform for teleconferencing as required.
Note 6: All prices must be quoted in US Dollars. Note that failure to quote in US Dollars will invalidate your proposal. All prices quoted must be exclusive of all taxes, since UNICEF is exempt from taxes.
Note 7: Vendor is encouraged to provide explanations where needed for clarification. If a price is based on an assumption made by the Vendor, the assumption should be explained in this section, or there should be a reference to an explanation in the Vendor's proposal.
Note 8: In estimating the prices offered, the vendor is deemed to have taken into account all the information provided in the accompanying TOR and to have exercised appropriate professional judgment.

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FINANCIAL PROPOSAL TEMPLATE
ANNEX C2 - Rate Card

INSTRUCTIONS:

Bidders are required to submit financial proposals using the template provided in Annex C of the RFPS. Proposals submitted in any format other than Annex C will be disqualified from consideration.

Columns D to F are provided for vendors to provide their list prices. Columns G to I are provided for vendors to enter their price proposal specific to UNICEF.

The pricing offered by the Proposer(s) shall be fixed for the initial LTAS term (5 years) at minimum.

UNICEF strongly encourages the Proposers to maintain the same pricing also beyond the initial LTAS term, for the optional extensions up to two (2) years, and clearly stipulate in their financial proposal whether such commitment has been made in Table 2 below.

If Proposers will not maintain the same pricing for the full LTAS term of 7 years, they must indicate the maximum price increase in Table 2 below.

All rates/prices must be quoted in US Dollars. Note that failure to quote in US Dollars will invalidate your offer.

All rates/prices quoted must be exclusive of all taxes since UNICEF is exempt from taxes.

Note for USA companies: UNICEF is eligible to receive full benefits under GSA contracts. Price proposals must state if they are subject to GSA pricing and indicate current GSA contract number, as applicable.

Vendors are encouraged to provide explanations as needed. Any assumptions should be explained in the comments section, or there should be a reference to an explanation in the vendor's proposal.

Tables should contain the stand-alone rate card that would apply to service engagements with open or flexible project time. The rates cards below shall be used as maximum ceiling rates for the duration of the resulting LTAS(s). The vendor will be permitted and encouraged to respond to work orders/engagements with lower rates (when applicable).

The vendor (s) will be expected to work from its (their) own offices and to utilize its (their) own resources and consumables. The vendor (s) will not have access to any UNICEF resources or workspace, unless otherwise specified by UNICEF in a particular Institutional Contract awarded based on the LTAS.

The bidder acknowledges that the proposed off-site rates specified in the Financial Proposal, are all-inclusive off-site rates including, but not limited to Salary, Insurance, Travel, Allowance, Overhead, Administrative costs, and any other related costs, with the exception of travel costs actually incurred. No other costs shall be charged to UNICEF.

Travel costs are not to be included in the financial proposal. Should UNICEF eventually necessitate the Contractor's personnel to undertake travel from their official off-site location to a designated UNICEF on-site location for official duties for a particular Institutional Contract awarded based on the LTAS, the Contractor will provide UNICEF with the not-to-exceed amount of travel and accommodation expenses and the basis of calculation of such expenses, which will apply on top of the off-site rate for the resource. If pre-approved by UNICEF in writing, these expenses will be reimbursed by UNICEF in accordance with the UNICEF guidelines for non-staff travel and accommodation or at cost, whichever cost is lower, and within the not-to-exceed amount indicated by the Contractor. Subject to UNICEF's written approval, travel and accommodation expenses will only be reimbursed on submission of invoices and proof of journey receipts (e.g., ticket purchase receipts, boarding passes, etc.).

Ref. No.	Personnel and functional levels desired	Description of function	LIST PRICE All inclusive off-site daily rates (USD) (1 day = 8 hours)			UNICEF PRICE All inclusive off-site daily rates (USD) (1 day = 8 hours)			Comments
			JUNIOR LEVEL (less than 3 years experience)	MID LEVEL (3-7 years experience)	SENIOR LEVEL (more than 7 years experience)	JUNIOR LEVEL (less than 3 years experience)	MID LEVEL (3-7 years experience)	SENIOR LEVEL (more than 7 years experience)	
1	Project Manager	see ToR for details							
2	Digital Analytics Specialist	see ToR for details							
3	SEO/GEO Specialist	see ToR for details							

Declaration	Responses
As part of the Financial Proposal, the pricing presented in Table 1 must be maintained for a minimum of five years, the initial LTAS term. UNICEF strongly encourages Proposers to extend the same pricing beyond the initial term, covering the optional extensions of up to two additional years, for a total of seven years. Proposers should note that the financial evaluation considers the entire 7-year term of the LTAS. Any proposed price increases for the optional extensions will be factored into the evaluation and may be viewed less favorably by UNICEF. Please indicate in cell J90 whether prices will be maintained for the full 7-year term (5+2 years) or for the initial 5-year term only.	Prices provided in Table 1 will be maintained for at least [5 years] or [7 years].
If prices/fees rate card may be adjusted after the initial 5-year term of the LTAS, and should the economic reasons call for price reconsideration due to sustainable upward pricing trend, the Proposer shall agree that any increase in prices set out in the this Annex C shall be the lower of: (i) the adjustment for inflation in accordance with the PPI Commodity data for Data processing and related services-Hosting, ASP and other IT infrastructure provisioning of the United States Department of Labor (https://data.bls.gov/timeseries/PCU5182105182104), as of the date of the pricing change; (ii) an increase of up to a pre-defined percentage compared to the then valid prices (cap percentage increase to be provided by Proposers in cell J30); or (iii) then current list prices, as of the date of the pricing change.	If applicable depending on response above, indicate maximum % increase for point (ii)

Name of Institution:

Name and Title of Authorizing Officer:

Signature and Date:

Offer validity (minimum 180 days):

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FINANCIAL PROPOSAL TEMPLATE
ANNEX C3 - Volume Discounts

INSTRUCTIONS:

UNICEF requests and expects volume discounts which shall apply over the Vendor's proposed Rate Card in Annex C2 based on **Value/Size of an Individual Assignment**. Proposer's should enter their proposed discounts for these variables in Table A.

Similarly, UNICEF requests and expects volume discounts which shall apply over the Vendor's proposed Rate Card in Annex C2 based on the **Cumulative LTAS Expenditure**, with two dimensions: i) cumulative dollar amount spent by UNICEF and other UN agencies across all service categories listed in the LTAS with Proposer; and, ii) length of LTAS commitment. Proposer's should enter their proposed discounts for these variables in Table B.

The volume for the purposes of discount determination is understood as cumulative purchasing volume of UNICEF and any other UN agency, fund or programme that elects to order the services from the vendor with reference to the UNICEF’s resulting LTAS, or to any derivative LTAS/contract (s) put in place by that UN entity based on the outcome of this competitive bidding conducted by UNICEF.

NOTE: When entering into an Institutional Contract based on the LTAS, the highest of the two types of discounts (based on Individual Assignment or based on Cumulative Expenditure) will apply.

TABLE A) BASED ON SIZE/VALUE OF INDIVIDUAL ASSIGNMENT:

Value/Size of Individual Assignment	% discount over Rate Card (Annex C2)
Up to \$50,000	
\$50,001 - \$100,000	
\$100,001- \$200,000	
\$200,001-\$500,000	
\$500,001-\$1,000,000	
\$1,000,001 +	

TABLE B) BASED ON CUMMULATIVE VOLUME/VALUE (UNICEF + UN FAMILY)

		% discount - Year 1	% discount - Year 2	% discount - Year 3	% discount - Year 4	% discount - Year 5	% discount - Year 6	% discount - Year 7
Tier 1	up to \$100,000 cumulative LTAS expenditure							
Tier 2	\$100,001 - \$250,000 cumulative LTAS expenditure							
Tier 3	\$250,001 - \$500,000 cumulative LTAS expenditure							
Tier 4	\$500,001 - \$1,000,000 cumulative LTAS expenditure							
Tier 5	\$1,000,000+ cumulative LTAS expenditure							

Name of Institution:

Name and Title of Authorizing Officer:

Signature and Date:

Offer validity (minimum 180 days):