



**SAFARICOM LIMITED  
P.O. BOX 66827-00800  
WESTLANDS  
NAIROBI, KENYA  
TEL +254 722 000000  
FAX +254 722 00 4202**

**REQUEST FOR INFORMATION FOR PERFORMANCE MARKETING SERVICES, SUPPORTED BY RELEVANT MARKETING TECHNOLOGY.**

**Document Release Date: 13<sup>th</sup> October 2023**

**Last Date for Receipt of Proposals: As captured in the portal.**

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## 1. Background

Safaricom PLC (the company) is a leading integrated communication and technology services provider in Kenya and has a steadily growing subscriber base. In 2020, the company committed to transform into a purpose-led technology company by 2025 and towards that, is continuously innovating to meet the changing needs of its customers. Safaricom will exemplify being a purpose-led technology company by applying technology to simplify life, making life more convenient, linking People to People, People to Knowledge and People to Opportunities. Our efforts are geared towards positively impacting and transforming the lives of those in the communities around us and thus we strive to change the present to improve the future. Safaricom remains focused on offering the best customer experience with products and services that differentiate us from competition and this has led to the expansion of our services around the country with the aim of engaging our customers from the grassroots.

We keep over 42 million customers connected and play a critical role in society, supporting over one million jobs both directly and indirectly while our total economic value was estimated at KES 393 billion (\$ 3.1 billion) for the 12 months through March 2022. Listed on the Nairobi Securities Exchange and with annual revenues of close to KES 310.9 billion (\$2.3 billion) as at March 2023. Safaricom provides connectivity through a wide range of technology, 2G, 3G, 4G and 5G in aggregate covering over 99% of Kenya's population.

We run the world's largest mobile payment system and Africa's largest Fintech, M-PESA, the world's first mobile money transfer system. By empowering over 30 million customers to transact, save or borrow money through their mobile phones, M-PESA has driven financial inclusion in Kenya to 83.7% in 2021 of the adult population from a low of 26.7% in 2006 and generated over KES 117.2 billion (\$886 million) in revenue as at FY23.

Our subsidiary, Safaricom Telecommunications Ethiopia, plans to deploy a world-class network and services in 2022, to contribute to Ethiopia's digital transformation.

In line with our strategic intent, Safaricom partners with various suppliers, local and international for supply of goods and provision of services. We believe that investment in long-term relationships enables businesses to thrive over time and survive market volatility. We believe that a strong brand is a powerful business asset that delivers a sustainable competitive advantage, enabling us to outperform the competition and accelerate growth and deliver great customer experiences, now and into the future.

## 2. Aims and Objectives

This Request for Information (RFI) seeks to get experienced and knowledgeable partner(s) that can provide **Performance Marketing Services supported by relevant Marketing Technology that Safaricom PLC can use to automate, streamline, and optimize marketing efforts.** This service will drive a step-change in our approach to marketing to further embed data-driven decision making and build capability to tap into and work with Safaricom engineers and technology teams towards precision marketing.

Our requirements include but are not limited to the following:

### **2.1. Growth of Apps (Mpesa super App, Safaricom App etc)**

Holistic approach to performance marketing that drives business results including but not limited to the following.

- Awareness
- User acquisition
- Usage
- User retention
- Revenue growth
- Win back (inactive customers)
- App store optimization

### **2.2. Driving precision in our digital marketing efforts**

A holistic approach in the development of creative using data-driven approaches to produce work that is channel relevant, respecting best practices for the channels. This should therefore cover existing and emerging digital and social media platforms. Creative should connect with customers and drive action/conversion.

End-to-end processes that include tapping into and working with Safaricom engineers and technology team to drive precision in our digital marketing efforts.

### **2.3. Reports and Analytics**

A multidimensional approach to analytics and reports, to facilitate precision marketing including but not limited to:

- Data collection, ingestion, processing & analysis, storage and visualization via easy to digest interactive graphs, maps or dashboards etc
- Data insights
- Realtime reporting for ongoing campaigns.
- Predictive analytics

## **3. RFI Content**

Interested prospective suppliers are requested to submit the following documents as part of their response to this Request for Information (RFI):

- a) Page One – Request for Information Letter, duly dated signed and stamped indicating your company's Specific Point of Contact (SPOC) for this process and their contact details.
- b) Page Two – Your company's registration certificate
- c) Page Three – Your company's most updated CR12 form/registration form recognized in country of operation.
- d) Page Four & Five – A summary page of your company's audited accounts for the last two years.
- e) Pages Six to End – Your company's profile covering but not limited to the focus areas below.
  - ✓ General Experience – Period in industry, affiliation, relevant accreditation e.g. from partner Marketing technology partners and any other valuable information deemed useful.

- ✓ Relevant Experience – Proof that agency has experience offering Performance Marketing Services to similar size or complexity businesses. Of key interest; -
    - The agency has existing skilled resources (CVs should be provided for the proposed leading senior staff)
    - The agency has access to and experience using Marketing technology to drive precision marketing.
    - Verifiable recommendations / testimonials, from at least 3 of your previous/current corporate clients, for similar services
  - ✓ Outline any industry best practices and trends that your firm may consider relevant towards achieving the aims and objectives of this RFI.
- f) For information purposes (Not shortlisting)
- ✓ Confirm if the agency shall work as a single entity or as a consortium. If working as a consortium, please provide the entity names of the partners and elaborate on the working relationship.
  - ✓ A written declaration if the agency represents any competing telecommunication company or mobile money service provider locally or internationally. (N.B For the purpose of clarification, Safaricom Plc competitors mean a person, organization or entity selling products or services that compete with the products or services offered by Safaricom from time to time).

The Scope and requirements shall be explained further in the Request For Proposal (RFP) document that will be shared with the shortlisted agencies.

#### 4. RESPONSES

Please submit your responses by End of Day, **Day TUESDAY Date 24<sup>TH</sup> Month OCTOBER 2023, 1700Hrs** via the portal

Maintain the subject on the email as; **REQUEST FOR INFORMATION FOR PERFORMANCE MARKETING SERVICES, SUPPORTED BY RELEVANT MARKETING TECHNOLOGY.**

Only shortlisted agencies will be considered for further discussions beyond this RFI. They will be exposed to the full RFP complete with details of the scope, and requirements.

#### 5. NOTE

Safaricom PLC reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this RFI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.

Any costs associated with the preparation and submission of the response to the RFI shall be borne by the vendor. Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.

Similar Requirements relating to this RFI are accessible via the below link. Kindly review all instructions on this document before proceeding to submit.

- [View Negotiation: 1237](#)

## Important Instructions

- a) All new and participating suppliers for this RFI will be expected to register as new suppliers via the below link  
<https://egjd.fa.us6.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=300000002465003>
- b) Note that the responses to this RFI are to be submitted via the Safaricom i-sourcing portal. **e-mail responses may not be considered.**
- c) For any support on this RFI, kindly send an email to [scelestine@safaricom.co.ke](mailto:scelestine@safaricom.co.ke) or [ewere@safaricom.co.ke](mailto:ewere@safaricom.co.ke)

### 1.0 Next Steps

- Suppliers that express interest to participate in the provision of the above-mentioned scopes and meet our requirements, shall be prequalified in their area(s) of expertise, subject to the provision of required documentation.
- Suppliers that meet the minimum evaluation and pre-qualification criteria will be considered for further discussion on the tender process.

### 2.0 Note

Safaricom Limited reserves, at its sole discretion, the right to select or reject either in totality or partially, any or all proposals made in the context of this RFI. Any such decisions made will be final and no correspondence will be engaged into, other than for informing the bidders of the outcome of the process.

All the Best!