

RFP for Procurement of Web-Based Email Marketing
Application

Request for Proposal (RFP)

For Procurement of Web-Based Email Marketing Application

(01)/PSEB/2026-08

April, 2026

PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN

RFP for Procurement of Web-Based Email Marketing Application

Table of Contents

1. PAKISTAN SOFTWARE EXPORT BOARD (G) LTD. AN INTRODUCTION.....	4
2. INTRODUCTION TO THE PROJECT.....	4
3. PURPOSE OF THE DOCUMENT	4
4. TECHNICAL REQUIREMENTS	4
4.1 Platform Type.....	4
5. EVALUATION CRITERIA	6
5.1 Mandatory Criteria	6
5.2 Evaluation Criteria.....	7
5.3 Financial Bid Evaluation Criteria	7
6. CORRUPT OR FRAUDULENT PRACTICES BY BIDDER.....	8
7. SUBMISSION OF BIDS:	8
a. Single Stage Two Envelope Bidding Process	8
b. Bid Submission and Opening	8
c. Prices	8
d. Performance Bond	8
8.1 Withdrawal of Bid.	9
8.2 Rejection of Bid.....	9
8.3 Compliance to the Instructions.	9
8.4 Performance of Bidder.....	9
9. GENERAL TERMS AND CONDITIONS.....	9
10. BIDDER'S QUERIES.....	9
11. POINT OF CONTACT. (e-mails)	10
12. BID SUBMISSION AND OPENING ADDRESS.....	10
13. PRICE TABLE	11

RFP for Procurement of Web-Based Email Marketing Application

1. PAKISTAN SOFTWARE EXPORT BOARD (G) LTD. AN INTRODUCTION

The Pakistan Software Export Board (PSEB) is the entity within the Government charged with the task of accelerating growth in the Information Technology (IT) and Information Technology enabled services (ITeS) industry. PSEB is a guaranteed limited company owned and funded by the Government of Pakistan. It is under the administrative control of the Federal Ministry of Information Technology and Telecommunications. It is governed by a Board of Directors chaired by the Federal Minister of IT and Telecommunications. Through its many support programs, PSEB aims to help Pakistani IT companies and IT professionals in obtaining a greater share of the global IT and ITeS marketplace.

2. INTRODUCTION TO THE PROJECT

PSEB intends to procure a web-based Email Marketing Application to facilitate secure, reliable, and efficient dissemination of information to IT companies, call centers, and freelancers across Pakistan. The proposed solution should enable centralized management of targeted mailing lists, creation and execution of bulk email marketing campaigns, scheduling, delivery tracking, and detailed reporting.

3. PURPOSE OF THE DOCUMENT

This document serves for outlining the methodology and criteria to be adopted by PSEB in the assessment, evaluation, and selection of a firm or company for procurement of Web-Based Email Marketing Application.

4. TECHNICAL REQUIREMENTS

4.1 Platform Type

- Cloud-based / SaaS platform accessible via web browser
- High-availability architecture with 99.9% uptime SLA
- Mobile-responsive interface for administrators and users

4.2 Contacts Capacity

- Minimum support for 100,000 contacts
- Advanced segmentation based on behavior, tags, lists, and custom fields
- Duplicate contact handling and automatic suppression management

4.3 Email Sending Capacity

- Minimum 1 million emails per month, scalable based on demand
- High-deliverability infrastructure with dedicated IP option
- Automatic bounce management and suppression of invalid addresses

4.4 Automation

- Multi-step automation including drip campaigns, autoresponders, and conditional workflows
- Behavior-based triggers (opens, clicks, page visits, signups, abandoned flows)
- Time-zone based sending and workflow A/B testing

4.5 Personalization

- Dynamic content blocks based on contact attributes
- Merge-tags and field-based personalization

RFP for Procurement of Web-Based Email Marketing Application

- AI-based content recommendations

4.6 Analytics & Reporting

- Real-time campaign tracking: opens, clicks, bounces, engagement
- Visual engagement heatmaps for performance insights
- Exportable CSV/PDF reports with scheduled report delivery
- Campaign comparison and audience growth analytics
- Deliverability insights such as inbox rate and spam complaint rate

4.7 Integration

- REST API support for sending, managing contacts, workflows, and analytics
- Pre-built integrations with CRM (HubSpot, Zoho, Salesforce), CMS (WordPress), and eCommerce platforms
- Social media integration for audience sync and campaign sharing
- Webhooks support for real-time event updates

4.8 Security

- SSL/TLS encryption for all data transfer
- Multi-factor authentication for admin users
- Role-based access control with custom permissions
- DKIM, SPF, DMARC sender authentication
- Data redundancy and encrypted storage

4.9 Compliance

- GDPR, CAN-SPAM, PECR, and data protection compliance
- Automatic unsubscribe handling
- Consent and subscription management tools
- Audit logs for compliance reporting

4.10 Support

- 24/7 customer support via email, chat, or phone
- Priority support for critical issues
- Local assistance / dedicated account manager

4.11 Training

- Comprehensive training sessions for PSEB staff
- User manuals, tutorials, and knowledge-base access
- Ongoing training for new features and updates

4.12 Additional Enterprise Requirements

- Drag-and-drop email builder with reusable templates
- Spam testing and inbox preview tool
- Dedicated IP warm-up support
- Tag-based contact organization and list hygiene tools
- High-level data export/portability features
- Team collaboration tools and approval workflows
- Optional transactional email support via API/SMTP

RFP for Procurement of Web-Based Email Marketing Application

5. EVALUATION CRITERIA

The evaluation process will adhere to the following criteria

1. The weightage of Technical Proposal = 80%.
2. The weightage of Financial Proposal = 20%

5.1 Mandatory Criteria

S. No.	Requirement	Marks	Documents / Evidence Required
1	Valid and active Income Tax Registration of bidding company.	Mandatory	The firms shall provide copy of valid and active NTN certificate
2	Valid and active sales tax registration of the bidding company.	Mandatory	The firms shall provide copy of valid and active Sale Tax Registration certificate
3	A certificate that the bidder is not blacklisted by any Government Department, or public sector organization in Pakistan.	Mandatory	The bidder shall provide undertaking on Rs. 100 stamp papers.
4	Security Feature <ol style="list-style-type: none"> 1. User Authentication & Role-Based Access Control 2. Data Encryptio 3. Secure Email Sending (SMTP/API) 4. Spam & Abuse Prevention 5. Audit Logs & Monitoring 6. Protection Against Common Web Attacks 7. Backup & Disaster Recovery 	Mandatory	Security tools must be mentioned to manage the security requirements.
5	Web Based Network Monitoring Tools	Mandatory	Tool names and procedures should be provided.
6	Compliance to the SLA attached in this RFP	Mandatory	Attach proof / Undertaking on company letterhead.

RFP for Procurement of Web-Based Email Marketing Application

5.2 Evaluation Criteria

Technical evaluation criteria of company's proposal is as follows. Qualifying marks=70%

Sr. #	Description	Max. Score	Marks Allocation	
1.	Firm / Bidder Profile (copy of company registration)	10	Years of registered establishment (01 mark for each year)	10
2.	Financial Strength (to be verified from last audited financial statements)	10	Annual turnover PKR 15+ million	10
			Annual turnover PKR 11-15 million	05
			Annual turnover PKR 5-10 million	02
3.	Transfer of knowledge, details and schedule required (Provide details)	10	Training for the designated staff of employee of PSEB to comprehensively understand the platform and communicate effectively in case an issue arises.	10
4.	International Experience: Previous experience: list and contact details of corporate clients of email marketing services.	25	List of corporate clients with contact details of PoC. Copies of at least 2 POs / Contracts signed with clients for managed email marketing services to be attached. 5 marks for each client.	25
5.	Local Experience: Previous experience: list and contact details of corporate clients of email marketing services.	25	List of corporate clients with contact details of PoC. Copies of at least 2 POs / Contracts signed with clients for managed email marketing services to be attached. 5 marks for each client.	25
6.	Dedicated support team (List to be provided)	10	5 marks for each resource.	10
7.	System capability: Number of emails sent in a day through system	10	Emails: 1+ million	10
			Emails: 500k – 1 million	05
			Emails: 100k – 500k	02
G. Total		100		

5.3 Financial Bid Evaluation Criteria

The financial bids of only technically qualified bidders will be opened. The pricing shall include all applicable taxes.

The evaluation of financial bids will be calculated as follows:

- The weightage of financial proposal is 20% in total score.
- The financial weightage will be calculated by the formula as given below:
= (lowest bid / bid offered) * 20

The score achieved by a bidder will be aggregated as follows:

Total score obtained by a bidder = Technical weightage + Financial weightage

The contract shall be awarded to the bidder who achieved the maximum points from Total Score and shall be considered as **Most Advantageous Bidder**.

Following terms shall be taken care while drafting financial proposal:

- **Payment will be postpaid on quarterly basis.**
- Detailed breakdown of all the costs.
- Financial Proposal should include all taxes cost (cost mentioned in proposal will be considered final cost inclusive of all taxes)

RFP for Procurement of Web-Based Email Marketing Application

6. CORRUPT OR FRAUDULENT PRACTICES BY BIDDER.

Any instance of corrupt or fraudulent practices or provision of any false information by the bidder will result in disqualification of the bid and confiscation of the bid security regardless of the price and quality of the product.

7. SUBMISSION OF BIDS:

a. Single Stage Two Envelope Bidding Process

Single stage two envelope bidding process will be followed. The technical and financial bids shall be in English language “**Tender for Procurement of Web-Based Email Marketing Application**” The technical bids have to be submitted with “**Technical Proposal for Procurement of Web-Based Email Marketing Application**” containing technical specifications only (without prices). The financial proposal shall be marked with “**Financial Proposal for Procurement of Web-Based Email Marketing Application**” containing financial proposal.

The earnest money in the shape of Demand Draft / Pay Order in the favor of Pakistan Software Export Board, amounting to **Rs. 50,000/-**.

b. Bid Submission and Opening

Bids should be submitted electronically ONLY through EPADS. For registration and training on EPADS or in case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1st Floor, FBC building Sector G-5/2, Islamabad. Contact Number 051-111-137-237.

The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) & Proof of Eligibility documents as specified in bid documents in favor of the undersigned must be submitted through EPADS by **20th April, 2025 at 03:00 pm**. Technical bids only will be opened on the same day **at 03:30 pm** at below mentioned address in the presence of vendors/bidders or their authorized representatives who desires to attend the bid opening session. The financial bids will be opened only of those bidders who qualifies in technical proposals evaluation. The opening of financial bids will be notified separately once technical evaluation has been completed. Please note that submission date and time shall be strictly adhered, and it will be bidders' responsibility to ensure the submission of bid at given date and time.

Note: Original Bid Security instrument MUST BE submitted to the undersigned before closing hours of the bid's submission time.

Only those bids will be entertained who applied through EPADS <https://eprocure.gov.pk>

c. Prices

Prices quoted must remain valid for acceptance up to 180 days from the date of its opening. Quoted price should be in Pak Rupees and inclusive of all applicable taxes. Prices quoted without any tax remarks will be treated as inclusive of all applicable taxes. Any changes in Government duties or taxes shall be borne by the successful bidder.

d. Performance Bond

The bidder selected to award the contract shall have to submit 10% of total amount as Performance Bond. The performance bond must be submitted in the form of a Bank Guarantee, Bank Draft, or Pay Order in favor of "Pakistan Software Export Board." It will be the vendor's responsibility to ensure that the submitted instrument remains valid not only for the entire duration of the initial contract period but also for any extended period, in case the contract is renewed or extended. The vendor must arrange for timely renewal or extension of the instrument to avoid any lapse in coverage. Performance bond must be submitted within 15 days of issuance of award letter / PO.

RFP for Procurement of Web-Based Email Marketing Application

8.1 Withdrawal of Bid.

- a. A bidder may withdraw the bid prior to the deadline for submission of bid as prescribed in these tender documents.
- b. The bid security will be forfeited if a bidder withdraws the bid after the deadline of bid submission or during the period of bid validity or in the case of a successful bidder fails to sign/accept the Purchase Order/Contract.

8.2 Rejection of Bid.

- a. Bid security has not been submitted as per the relevant clause.
- b. Incomplete, conditional, or optional bids will be rejected forthwith.
- c. Bids received after due date & time will not be accepted.
- d. Bids failing to meet the eligibility / evaluation criteria.
- e. Any noncompliance to the terms and conditions of bidding documents.
- f. Company shall be disqualified if financial figures are mentioned in the technical proposal.

8.3 Compliance to the Instructions.

- a. Quoted rates shall include all applicable GoP taxes otherwise all the prices quoted will be considered all taxes included.
- b. No cutting / overwriting of the offered prices will be accepted.
- c. Strict Compliance of bidding documents, given Specifications and eligibility / qualification criteria.

8.4 Performance of Bidder.

- a. In case of any poor performance by the selected bidder, PSEB reserves the right to issue Poor Performance Certificate to bidder. PSEB reserves the right to confiscate the bid security/performance bond of the bidder in case of three poor performance certificates, and bar the bidder from participation in future procurements of PSEB.

9. GENERAL TERMS AND CONDITIONS.

- a. Should the selected bidders decline to accept the Purchase Order/Contract, their bid security will be confiscated, and a poor performance certificate will be issued to vendor.
- b. In the event of a discrepancy between the unit price and total price for any items quoted in the bid, the unit price of that/those items shall prevail and decision of PSEB in this regard shall be final.
- c. Total Prices must align with the individual prices of all the items quoted and delivered.
- d. Participating vendors are requested to abstain from all overt & covert activities that may arise any doubt or ambiguity in the tendering process and tender opening session.
- e. **Execution Schedule:** The contractor / service provider is required to start the delivery of services within 15 days of issuance of Purchase Order.
- f. **Contract Duration:** Initial contract duration shall be for the period of three (3) years and further extendable for next two years on yearly basis, subject to provision of satisfactory services and mutual agreement.
- g. **Termination of Contract:** Either party can terminate contract for its convenience by giving a two months' notice period.
- h. No consortium/Joint venture will be entertained.

10. BIDDER'S QUERIES.

Any queries by the Bidders must be received at least three (3) working days before the bid submission deadline, otherwise PSEB will not be liable to respond.

RFP for Procurement of Web-Based Email Marketing Application

11. POINT OF CONTACT. (e-mails)

For Technical query: mfaisal@pseb.org.pk

For General queries: rarif@pseb.org.pk

12. BID SUBMISSION AND OPENING ADDRESS.

Manager Procurement

Pakistan Software Export Board
6th Floor, State life Building, Blue Area,
Islamabad.

RFP for Procurement of Web-Based Email Marketing Application

13. PRICE TABLE

Description of Services	Tentative QTY per month (1)	Unit Price Per Email (Excl. Taxes) (2)	Taxes per unit (3)	Unit Price Per Email (Incl. Taxes) (4=2+3)	Total Price per month (No. of Emails* Unit Price Per Email (incl. all Taxes)) PKR (5=1*4)	Total Price for 1 year (Total Price per month (incl. all Taxes) *12 months) PKR (6=5*12)	Total Price for 3 years (Total Price per year (incl. all Taxes) *3 years) PKR (7=6*3)
Web-Based Email Marketing Services	1,000,000						

Notes:

- I. Prices must be quoted in Pakistani Rupees (PKR) only, any submission in another currency will be rejected.
- II. The prices must be quoted in Pakistan Rupees (PKR); the quoted prices should include all applicable taxes as per government laws.
- III. The Financial Proposal/bid shall not have any over writings or cutting.
- IV. The quantity given above is for reference only and it may increase or decrease as per actual requirement. However, payment shall be made against actual consumption only.
- V. Billing shall start from the date of activation of services and payment shall made on **quarterly basis**.

RFP for Procurement of Web-Based Email Marketing Application

Draft Service Level Agreement (SLA) Parameters (Compliance to this is mandatory)

1. Uptime and Performance Guarantee:

The vendor shall ensure a minimum 99.9% uptime per month, excluding scheduled maintenance, and maintain optimal portal performance at all times.

2. POC & Contact Details for Tickets Escalation (Escalation chart):

3. Incident Response and Resolution:

- ✓ Urgent/Critical issues: Response within 20 minutes, resolution within 2 hours.
- ✓ Major issues: Response within 1 hour, resolution within 4 hours.
- ✓ Minor issues: Response within 2 hours, resolution within 8 hours.
- ✓ Routine maintenance or enhancements: To be completed within 24 hours or as mutually agreed.

4. Data Backup and Security:

The vendor shall perform daily incremental backups and weekly full backups with a minimum 30-day retention period.

5. Support and Maintenance:

The vendor shall provide 24/7 technical support via email, phone, or ticketing system. Scheduled maintenance shall be notified at least 24 hours in advance, with minimal service disruption.

6. Penalties and Reporting:

In case of SLA violations, the following penalty structure shall apply:

Availability (%)	Credit (% of Monthly Charges)
$A \geq 99.90\%$	0% of Service MRC
$98.00\% \leq A < 99.90\%$	10% of Service MRC
$95.00\% \leq A < 98.00\%$	20% of Service MRC
$90.00\% \leq A < 95.00\%$	30% of Service MRC
$85.00\% \leq A < 90.00\%$	35% of Service MRC
$80.00\% \leq A < 85.00\%$	50% of Service MRC
$A < 80.00\%$	No Charges of that month, in case of continuing downtime PSEB may reserve the right of agreement termination.

The vendor shall submit monthly performance, uptime, and incident reports for review by PSEB.