

PUBLIC NOTICE

PURCHASING AGENCY: Minnesota State University Moorhead

TITLE: Behavioral Intelligence Platform

RESPONSE TO THIS SOLICITATION IS DUE NO LATER THAN 6/5/2023 AT 5:00 p.m. Central Time

SHIP TO INFORMATION:

Minnesota State University Moorhead

1104 7th Ave S

Moorhead, MN 56563

kirsten.jensen@mnstate.edu

TO RECEIVE A PRINTED COPY OF THE SOLICITATION, call: Kirsten Jensen at 218-477-2175 or contact kirsten.jensen@mnstate.edu

NOTES: This is a single source posting notification; there are no solicitation documents. Minnesota State University Moorhead intends to enter into 12-month maintenance and support agreement with Capture Higher Ed. Capture Higher Ed provides behavioral intelligence technology that allows highly selective message targeting for enrollment marketing. Capture's Platform creates proprietary insights by gathering millions of data points on MSUM's website. There is no other solution in higher education that combines student behavioral data and marketing automation to deliver this service. For this reason, this renewal has been deemed a single source. If anyone has any concerns regarding this single source opportunity you must contact Kirsten Jensen at kirsten.jensen@mnstate.edu before 06/5/2023 AT 5:00 p.m. Central Time.

Date This Solicitation Was Posted: 5/19/2023 7:00am Central Time