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Leistungen im Bereich SEA, Social Marketing, Display Advertising und Google Analytics

Wiener Zeitung GmbH

L-747350-0625

General information

Type of the contracting body: Contracting Authority

Procedure in the lower threshold

Key data for the publication of contracts awarded.

Key data for the publication of contracts awarded and framework agreements concluded (Annex VIII, Section 2, Z1, BVergG 2018)

- a) This publication communicates the award of service contracts in the field of research and development and is therefore subject to a restriction of the information available**
- b) The name of the contracting body which procures the service or has concluded the framework agreement**
Wiener Zeitung GmbH
- c) The master number of the contracting entity pursuant to § 6 E-GovG (E-Government Act) and a unique file number of the procurement procedure assigned by the contracting entity (master number - file number)**
172528v-P-212494
- d) An indication of the jurisdiction of the contracting authority**
Federal government
- e) An indication as to whether the estimated contract value was in the upper or lower threshold range**
The estimated contract value was in the lower threshold range
- f) The name of the contractor or the party to the framework agreement**
dreifive GmbH
- g) The master number of the contractor or the party to the framework agreement pursuant to § 6 E-GovG (if available; not to be specified for natural persons)**
364189y
- h) CPV code main part or parts**
79340000
- i) CPV code additional part or parts (if any)**
- j) The nature of the contract (works, supply or service contract)**
Services
- k) The designation of the contract or framework agreement**
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- l) Short description of the contract or framework agreement**
A. PERFORMANCE MARKETING: a. Push von E-Paper Zeitungs-Abos • Abschluss von permanenten sowie Test-Abonnements • Bewerbung Online-Kanäle und Werbemittel b. Push von Content Dossiers auf der Website der Zeitung • Erhöhung des Traffics über alle Produktseiten hinweg • Unterstützung bei Kampagnen zu Schwerpunktthemen c. Push von digitalen B2B Plattformen • Gewinnung von bezahlenden B2B-Abonnenten // B. SOCIAL COMMUNITY a. Performance-Analyse der derzeitigen Kanäle b. Aufbau einer B2B-Community für die Bereiche Vergabe und Veröffentlichung // C. SEO a. Performance-Analyse Status-Quo b. Konzeptionierung der zu treffenden Maßnahmen // Der Fokus soll primär auf dem Thema Performance Marketing liegen, jeweils im Bereichen B2C und B2B. Es wird um eine Vorstellung in Form eines

Pitches gebeten, der sowohl Auskunft über Zeit- als auch Preisindikatoren gibt.

m) Contract value or scope of value of the framework agreement exclusive of value added tax in euro

90000

n) Date of conclusion of contract or framework agreement (DD.MM.YYYY)

29/05/2020

o) In case of non-recurring obligations: envisaged date of performance (DD.MM.YYYY)

p) In case of non-recurring obligations: envisaged date of performance (DD/MM/YYYY)

q) Designation of the type of procedure

Direct award

It is a dynamic purchasing system

No

r) An indication as to whether the publication constitutes a notification of the conclusion of a framework agreement

Nein

s) The number of tenders received

4

t) In the upper threshold range: the number of small and medium-sized enterprises (SMEs) as defined in Recommendation 2003/361/EC which have submitted tenders (including SMEs in consortia or bidding consortia).

u) An indication as to whether the contractor, or at least one of the contractors, is an SME

Yes

Number of contractors which are an SME

4