

Digital Marketing RFP11032025**Preliminary Scores**

Company	Complete/Thorough Technical Proposal (40 Points)	Respondent Qualifications (30 Points)	Cost (30 Points)	Total Points (Out of 100)
5 Horizons	26.67	25.00	11.43	63.10
AI Digital	33.67	27.67	15.00	76.33
Ai Media Group	25.00	22.67	16.00	63.67
Archer Education	24.00	21.00	24.00	69.00
banMe Media	21.00	20.33	-	41.33
Basis Technologies	36.33	28.00	16.00	80.33
Brandish Marketing Inc.	32.67	27.00	10.91	70.58
Carnegie Dartlet LLC	32.00	26.67	6.56	65.22
Cayenne Creative	35.33	26.00	13.71	75.05
Choozle	30.00	25.00	13.28	68.28
College APP	17.67	18.67	8.70	45.03
Cox Media	25.67	22.67	-	48.33
Crawford Agency	26.67	24.00	15.95	66.62
Cybba	26.00	23.67	12.00	61.67
DDM - Data Driven Marketing	23.33	22.67	25.00	71.00
EAB Global, Inc.	29.33	27.00	8.79	65.12
EducationDynamics	32.00	27.00	15.24	74.24
Eduvantis	30.00	27.00	16.00	73.00
Electric Kite	25.67	22.67	16.25	64.58
Electric Symphony Media	30.00	23.33	16.00	69.33
Encoura, LLC	35.00	28.00	7.75	70.75
Falconite Marketing	25.00	22.00	9.45	56.45

Found Search Marketing	30.67	25.00	18.46	74.13
Gatesman, Inc.	31.33	26.33	8.89	66.56
Goldiata Creative	25.67	22.00	24.00	71.67
Gragg Advertising	24.33	21.00	11.63	56.96
Hawke Media	26.33	21.00	8.57	55.90
Homemade Pasta Marketing	25.33	20.00	26.85	72.18
Hybrid	23.00	21.00	30.00	74.00
Intermark Group	27.00	21.33	8.28	56.61
Jump Company	31.00	23.33	17.30	71.63
KATV, LLC	27.00	19.67	13.99	60.66
M2 The Agency	28.00	22.33	10.43	60.77
Mixo Ads Inc.	27.67	21.00	24.00	72.67
Net Natives Inc.	33.00	25.67	12.12	70.79
OHO	27.67	23.33	13.60	64.60
Omnia Communications LLC	28.33	21.33	13.71	63.38
Oodle	35.33	26.33	15.25	76.91
Outreach Strategists, LLC	28.00	21.00	14.99	63.99
Paskill	28.67	23.00	12.00	63.67
PowerChord, Inc.	28.33	22.00	12.00	62.33
Propellant Media, LLC	30.00	23.67	15.79	69.46
Riester Sonoran LLC	31.33	26.00	15.48	72.82
RWAZI, Inc.	26.67	19.33	1.58	47.58
Silver Tech, Inc.	28.67	21.33	6.32	56.32
Simplifi	27.33	22.00	16.00	65.33
Situation Marketing LLC dba Town Hall	29.33	24.33	15.19	68.86
Spark451 (formally JenSpark dba)	26.33	21.33	11.66	59.33
StackAdapt	24.33	18.33	-	42.67
Stone & Ward, Inc.	34.67	26.67	17.52	78.85
The Vrooman Group, Inc.	25.33	20.33	26.67	72.33
Track Digital Marketing	26.00	20.00	11.46	57.46
Tractorbeam	26.67	21.00	14.12	61.78
TRAFFIK Edu	27.67	21.33	9.20	58.20

TwoxFour LLC	27.33	21.67	9.56	58.56
Vietti Marketing group	23.67	17.00	16.00	56.67
VisionPoint Marketing, LLC	28.00	25.00	14.43	67.43
Zeta Global	37.00	26.00	16.00	79.00