

Central Baltic – Media Monitoring Tender Offer Evaluation Template

Workflow

- 1) Enter tenderer names and total contract prices on 'Inputs'.
- 2) For each tenderer, score every service requirement line on 'Service Coverage (40)' (0–4) and add evidence.
- 3) Capture references and assign a references score (0–10) on 'References (10)'.
- 4) Review automatically calculated totals, ranks and (dis)qualification on 'Evaluation Summary'.

Key rules

Price score: $50 \times (\text{Lowest total price} / \text{Offered total price})$.

Possible disqualification if any main criterion score equals 0 (Coverage / Price / References).

Template date

2026-01-14

Inputs (blue cells)

Tenderer #	Tenderer name	Total contract price (EUR, VAT 0%)
1	Meltwater	157,816
2	Sensika	75,802

Lowest total price (auto) 75,802

Mandatory submission items (per offer)

Item / Tenderer	Tenderer 1 - Meltwater	Tenderer 2 - Sensika
VAT Registry number (Y/N)	Y	Y
Tax certificate (Y/N)	Y	Y
Proof of paid employee fees (Y/N)	Y	Y
English communication confirmed (Y/N)	Y	Y

Notes / assumptions

Service coverage – score every ToR requirement separately (0–4) for

Req ID	Requirement	Max (0–4)
SC1	Cross-channel coverage: baseline monitoring of online, print, social media, TV and radio across Estonia, Finland (incl. Åland), Latvia and Sweden; includes national, major regional, and key industry sources.	4
SC1a	Social media monitoring includes publicly available content on LinkedIn, Facebook, Instagram, X, and YouTube (minimum).	4
SC2	Real-time monitoring of brand mentions, competitors and industry topics.	4
SC3	Multilanguage & regional coverage: Estonian, Finnish, Latvian, Swedish and English; ability to monitor specific geographic markets.	4
SC4	Advanced keyword search operators; refinement by geography, language, sentiment, and media type.	4
SC5	Dashboards & reporting: tailored dashboards/reports; export data; where supported connect to BI (e.g., Power BI).	4
SC6	Scheduled reports: daily/weekly/monthly with summaries and insights; export formats PDF, Excel, PowerPoint.	4
SC7	Historical data & archives: access to historical online and print archives for YoY and retrospective analysis.	4
SC8	Data privacy & compliance: EU GDPR compliance; secure handling and storage of data.	4
SC9	Advanced analytics: share-of-voice, competitive comparisons, reach/impact indicators; additional insights where available.	4
SC10	Multi-user access with role-based permissions (currently 7 users).	4

Subtotal points (max 44)

Service Coverage score (0–40) – normalized

Scoring guidance: 0 = not provided; 1 = weak/unclear; 2 = partial; 3 = mostly meets; 4 = fully meets with clear evidence.

Tenderer 1 - Meltwater			Tenderer 2 - Sensika	
Evidence / offer section	Score (0–4)	Weighted pts	Evidence / offer section	Score (0–4)
Offer, Premium content	4	4	Section 2.1.1 (360° Global Media Coverage) Section 3.1.1 (Cross-channel Media Coverage)	4
Social media monitoring (NB! LinkedIn - Currently a sample of approximately 20–30% of total data)	3	3	Section 2.1.1 Section 3.1.1	4
Meltwater monitoring services, media visibility dashboards	4	4	Section 2.1.1 Alerts section (5.4)	4
Attachment	4	4	Section 3.1.3 Offer's statement	4
Media visibility dashboards	4	4	Section 3.1.3 Feeds & Queries (Section 9)	4
Media visibility dashboards, Meltwater monitoring services	4	4	Section 9.3 (Dashboards & Data Visualizations)	4
Meltwater monitoring services	4	4	Section 5 (Reporting Services)	4
Meltwater monitoring services	4	4	Section 2.1.1 Appendix II – Online Archive Statistics	4
Meltwater monitoring services	4	4	Appendix VI – Sensika GDPR Compliance Policy Section 9 (Platform Security)	4
Media visibility dashboards	4	4	Section 3.1.3 Appendix V – AI-Powered Analytics	4
Offer and pricing	4	4	Section 3.1.3 Section 9 (RBAC)	4

43
39.09

44
40

Weighted pts

4

4

4

4

4

4

4

4

4

4

4

Price evaluation – automatic calculation using ToR formula

Tenderer	Total contract price (EUR, VAT 0%)	Lowest price (auto)	Price score (0–50)
Meltwater	157,816	75,802	24.02
Sensika	75,802	75,802	50

Manual override to 0? (Y/N) Final price score (0–50) Comments

N	24.02	
N	50	

References capture and scoring (0–10)

Tenderer	Reference #	Client name	Country / sector
Meltwater	1	Business Finland	Finland
Meltwater	2	Enterprise Estonia	Estonia
Meltwater	3	John Nurminen Foundation	Finland
Meltwater	4	Valtioneuvoston kanslia	Finland
Meltwater	5	Riigikantselei	Estonia
Sensika	1	APCO worldwide	Global, reference from the United Arab Emirates
Sensika	2	European Commission	Belgium
Sensika	3	Ot-Do Consult	Bulgaria
Sensika	4	Rakuten Viber	Japan
Sensika	5	PharmaWorks	Bulgaria

Tenderer	References score (0–10)	Rationale / notes
Meltwater	8	The tenderer provided a list of reference organisations without further description of the scope or duration of services. While the listed organisations are credible and relevant, the lack of reference itself limits the ability to fully assess experience and reliability.
Sensika	10	The tenderer provided detailed reference letters from credible organisations, describing the services delivered and the practical value of the monitoring solutions.

Scope delivered	Relevance (H/M/L)	Credibility (H/M/L)	Comments
n/a	H	H	
n/a	H	H	
n/a	H	H	
n/a	H	H	
n/a	H	H	
described	H	H	
described	H	H	
described	H	H	
described	H	H	

Evaluation Summary – totals, rank, flags

Tenderer	Service Coverage (0–40)	Price Score (0–50)	References (0–10)
Meltwater	39.09	24.02	8
Sensika	40	50	10

TOTAL (0–100)	Qualify/ Disqualify	Rank	Notes
71.11	OK	2	
100	OK	1	