

Media Partner Evaluation Process



The DMO receives a plethora of outreach from those interested in selling their inventory for advertising and/or partnership purposes. R&R Partners & Miles Partnership review opportunities as they're presented, however, a more formal process has evolved to reflect the evaluation/valuation process.

Step 1:

- Review the opportunity (inclusive of media kit, if available) against current objectives & strategies. Some of the questions considered include:
 - Does the audience align with our target?
 - Does the geography align to our focus market(s)?
 - Does the channel/tactic align with our objectives and/or strategies?
 - Does the reach allow us to distribute our message at scale?

Step 2:

- If the opportunity does not align:
 - Decline partnership, with the caveat that should objectives and strategies change, there may be an opportunity to review future partnerships.
- If the opportunity aligns:
 - Depending on the planning/budgeting stage, agency to either:
 - Send RFP (request for proposal) for evaluation and consideration
 - Gather more information and keep in consideration for the next planning cycle

Step 3:

- If opportunity passes Step 2, opportunities are evaluated through an RFP process. The agency will review and score the proposals against the following:

EVALUATION CRITERIA	DESCRIPTION	SCORE
Brand Alignment	Alignment with the overall mission/goals of Discover Puerto Rico as a travel destination	0-5
Strategy Alignment	Does the partner/proposal fit within the overall strategic objectives of Discover Puerto Rico?	0-5
Audience Reach	Total reach of potential travelers that fit within our target audience (demographics, geographics, and behavioral)	0-5
Audience Alignment	Advanced Targeting Segments, trusted/accredited site, industry leader, etc.	0-5
Tactics Proposed	Unique executions, tracking ability, seamless executions, etc.	0-5
Price Efficiency & Media Valuation	Competitive pricing within like partners (eCPM). Quality of inventory and execution considered- lowest price doesn't mean the highest score. Utilizing historical CPMS/costs, is the media proposed valued more than the cost they're requiring?	0-5
Commitment to DEI	Specific DEI statement/policy, updated DEI-centric brand safety policy, additional demonstrable commitments to DEI.	0-3
Past Performance Score	Bonus points if the partner has proven their value through past campaign performance.	0-3
Added Value Offering	Was Added Value offered? Quality inventory?	0-2
Met all RFP Requirements	Was deadline met? Did they supply all materials, easily showcase their offerings and display why we should run with them?	0-2
Total Score		0-40