

Question 1

Google Ad Grants Certification Requirement: Regarding the requirement for Google Ad Grants expertise: Given that there are only two agencies listed as Google Ad Grant certified in Toronto, will Kerry's Place accept a joint proposal from a certified Google Partner with proven Ad Grant experience with their creative agency partner in lieu of this specific badge?

Answer 1

Yes, we will accept a joint proposal provided that the relationship and accountabilities are clearly defined and the pricing to Kerry's Place transparent. The pricing cannot include mark-ups resulting from sub-contracting arrangements.

Question 2

Ad Spend Budget Clarification: The RFP notes an estimated ad spend of up to \$130,000 over 3 years. Can you clarify if this figure refers strictly to your paid media budget (e.g., Meta Ads, traditional paid Google Ads)? Please confirm that the Google Ad Grant allocation is separate.

Answer 2

Yes, the ad grants allocation is separate from the estimated ad spend of up to \$130,000.

Question 3

Purchased Services Focus: The RFP mentions a focus on growing 'Purchased Services programs'. Could you elaborate on which specific programs will be the primary focus for the first year of the contract, and who the primary target audience/decision-makers are for these services?

Answer 3

Purchased Services includes two portfolios and respective audiences:

1. Clinical Services (ABA-based Individual Clinical Services and Group Skill-Building):
 - Target audience: families with kids under 18 years old, both newly diagnosed and with existing diagnoses. Generally, Gen X and Millennial.
2. Learning and Development:
 - Target audiences: families and caregivers of Autistic individuals, as well as individual professionals, who want to understand more about Autism and how to support it. Also organizations that have an interest in supporting or hiring Autistic individuals and want group professional development training. Professionals represent a range of sectors, from HR to Emergency Services, to Education.

Question 4

Video Production Scope: Regarding the requirement for strong video development capabilities: Does Kerry's Place anticipate the agency managing full-scale, net-new video production (including on-location filming), or will the agency primarily be responsible for editing and motion graphics packaging using client-supplied footage and B-roll?

Answer 4

We do not anticipate the agency managing full-scale, net-new video production including on-location filming as part of this RFP proposal. If required, it will be quoted separately from the proposed fee structure. Kerry's Place current use of campaign video consists of still images with motion graphics and overlay text animation. We are asking for capability in video development primarily for editing and motion graphics packaging using client-supplied footage and B-roll to help enhance/optimize our current outputs for campaigns.

Question 5

Internal Team Division of Responsibilities: We understand Kerry's Place has an internal marketing and communications team. How does the organization envision the day-to-day workflow and division of responsibilities between your internal digital marketing staff and the selected agency, specifically regarding platform management, analytics tracking, and ads reporting?

Answer 5

Currently, Kerry's Place manages creative development and the agency will be responsible for copy development. We are asking potential agencies to quote creative development separately to understand what the cost looks like if creative development is the responsibility of the agency. Kerry's Place will manage our social media platforms and website and the agency will manage Google platforms, including ad grants, PerformanceMax, Tag Manager etc. Reports and dashboards are already set-up in Kerry's Place Google Analytics for overall analytics. The agency is expected to produce regular campaign-specific dashboards, as well as insights to help drive campaign strategy, recommendations, optimization.

Question 6

Creative Volume & Campaign Frequency: To ensure we provide the most accurate and competitive pricing for Schedule F (Creative and Copy Development), could you estimate the expected number of net-new campaigns per year? Additionally, what is the typical volume of creative assets (e.g., video, static graphics, ad copy variations) required per campaign?

Answer 6

We're unable to estimate campaign volume with certainty as the volume and frequency of campaigns is dependent on program need and the cost to develop and manage the campaigns. Generally, campaigns of varying sizes will run 8-10 months of the year, and we may run multiple campaigns simultaneously in some months, each with it's own messaging, links, and aligned to same goal. Some campaigns are small and quick (to drive low registrations) while others require more planning and run longer (to drive program conversions).

For the volume of creative assets, there is typically one core creative concept per program area and each concept is adapted into video and/or static formats (6-7 size variations per platform placement type).

Question 7

Grant Account Health & Compliance History: Can you confirm whether the current (or previously held) Ad Grant account has ever been suspended or placed on a compliance warning? Understanding the account's history will help us accurately scope remediation and ongoing compliance management.

Answer 7

The account was initiated in January 2026 and to our knowledge has never been suspended or placed on a compliance warning.

Question 8

Google for Nonprofits Eligibility: Google Ad Grants eligibility requires an active Google for Nonprofits account validated through Techsoup. Can you confirm that Kerry's Place's Google for Nonprofits status is current and in good standing, or will the selected agency be expected to assist with revalidation as part of onboarding?

Answer 8

Our Non-profit account in Google is active and validated. Our Google ad grants account is active and in good standing and no revalidation support is needed.

Question 9

Conversion Tracking Infrastructure: Google Ad Grants accounts now require at least one active conversion action to remain compliant. Can you confirm whether conversion tracking is currently implemented in your Google Ads and GA4 accounts, and if so, which actions are being tracked (e.g., intake form submissions, calls, donation clicks)? If this is not yet in place, will the selected agency be responsible for the full tracking setup?

Answer 9

Conversion tracking is currently implemented in our Google Ads and GA4 accounts, and actions being tracked include phone call leads, click to call interactions, select website-based actions (page clicks, events, form submissions, etc.).

Question 10

Grant vs. Paid Media Account Ownership & Access: The Ad Grants account and any paid Google Ads campaigns must be maintained as separate accounts linked under a single MCC (Manager Account). Will the selected agency be granted admin-level MCC access to both accounts? Or will access be managed through Kerry's Place's internal team, with the agency operating in a limited access role?

Answer 10

The selected agency will be granted admin-level access to both accounts.

Question 11

Grant Compliance Responsibility & Pricing: Should proposals include a distinct line item for grant compliance management, or is this expected to be bundled within the standard account management fee?

Answer 11

Proposals should include a distinct line item for ad grant compliance management – and not be bundled within the standard account management fee.

Question 12

Grant Reporting Separation: Given that Ad Grant campaigns operate under different bidding constraints and performance benchmarks than paid media, will Kerry's Place require separate reporting for the Grant account versus paid campaigns, or a unified report with clear segmentation by spend type?

Answer 12

Kerry's Place will require either separate reporting for the grant account versus paid campaigns, or a unified report with clear segmentation by spend type.

Question 13

Smart Bidding Authority: The Ad Grants program caps bids at \$2.00 CPC unless the account uses Smart Bidding strategies (Maximize Conversions or Target CPA). Will the selected agency have the authority to implement Smart Bidding, and does Kerry's Place have sufficient historical conversion data to support it? If not, is the agency expected to build that data foundation as part of year one deliverables?

Answer 13

Google ad grants was implemented in January 2026. Given its newness, we don't have historical conversion data and are still evolving our understanding of it and anticipated use. Until such time as we implement Smart Bidding we will cap bids per ad grants.

Question 14

Bilingual / French Campaign Requirements: The Kerry's Place website includes a full French-language version. Will digital ad campaigns be required in both English and French? If so, will Kerry's Place provide approved French copy, or is the agency expected to develop and translate all creative and copy independently?

Answer 14

The majority of campaigns will be in English only. Where Bilingual or French is required for a campaign, Kerry's Place will provide approved content.

Question 15

GA4 & Tag Manager Access: The RFP mentions 'as needed support' for GA4 dashboards. Does Kerry's Place currently have Google Tag Manager properly configured with tags firing for key user interactions? Will the selected agency have edit-level access to both the GA4 property and GTM container from the start of the contract?

Answer 15

Google Tag Manager is configured and actively tracking donation completions, intake form submissions, link clicks etc. With the upcoming implementation of new systems, the tags configured for user interactions may expand. The selected agency will have edit-level access to the GA4 property and GTM container from the start of the contract.

Question 16

Geographic Targeting Granularity: Kerry's Place operates 88 homes and community programs across southeastern Ontario. Will geo-targeting be required at the individual program or location level, or at a broader regional level?

Answer 16

It depends on the program(s) we are marketing. We target the individual program level, location level and broader regional level. For instance, we might target all of Canada (for some Learning & Development programs), or all of Ontario, or specific regions such as Peel and Simcoe. We also target specific programs such as the Autism Certificate Course, ABA Camps, and Individual Clinical Services – some of which are national, provincial, and regional.

Question 17

Inherited Campaign & Account History: Are there currently active campaigns running that the selected agency would be inheriting? If so, will the agency have full access to historical account data, audience lists, and conversion history to ensure continuity and informed optimization from day one?

Answer 17

The selected agency will have access to historical performance data, campaign data, and respective audience lists.