

**Mississippi State University**  
**Notice of Proposed Sole Source Purchase**

**267-003**

Mississippi State University anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Commodity or commodities to be purchased (make, model, description):

Carnegie Clarity™ is an innovative marketing attribution tool that provides never-before-seen depth of insight into enrollment data and leverages it to create personalized website experiences based on the interests and actions of your users. Connecting it with your current Customer Relationship Management (CRM) system can completely overhaul your website's power as a marketing tool, empowering you to understand exactly what content is driving your users to convert. These collective insights directly reveal who your prospects really are, how they behave, and what they want from your institution.

2. Explanation of the need to be fulfilled by this item(s), how is it unique from all other options, and why it is the only one that can meet the specific needs of the department:

A web script and data aggregation tool, built on top of a leading Customer Data Platform (CDP), that provides never-before-seen depth of insight into website user data and leverages it to create personalized website experiences based on the interests and behaviors of the users—without requiring any action within Slate. This tool delivers behavioral data that disrupts traditional approaches to website marketing, ultimately leading to impactful enrollment decisions. The attribution data collected is also one-of-a-kind. When multiple campaigns are running, Clarity reveals which user actions are connected to each campaign. Stealth user behavior is tracked, long before and in absence of an inquiry. And with no cookie expirations or first-touch, last-touch bias, the longevity of insight provided by Carnegie Clarity ensures data-informed decision making throughout the entire length of any enrollment cycle.

3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):

Carnegie, Clarity is only offered as a service with Carnegie

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

Estimated cost for Clarity will be \$39,292.58 for implementation and setup, as well as a year long campaign.

5. Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

Market research and availability.

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jennifer Mayfield, CPPO  
Interim Deputy Director of Procurement & Contracts  
[jmayfield@procurement.msstate.edu](mailto:jmayfield@procurement.msstate.edu)

Subject Line must read "Sole Source Objection"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, MSU determines that the commodity in the proposed sole source request can be provided by another person or entity, then MSU will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If MSU determines after review that there is only one (1) source for the required commodity, then MSU will appeal to the Public Procurement Review Board. MSU will have the burden of proving that the commodity is only provided by one (1) source.