

235671-2026 - Result

Ireland – Electronic mail software development services – Provision of EMail Service Automation and Supporting Services

OJ S 67/2026 07/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Tourism Ireland CLG

Email: hhughes@tourismireland.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Provision of EMail Service Automation and Supporting Services

Description: Tourism Ireland is seeking a suitably qualified agency to provide an automated email solution and supporting services. The appointed partner will facilitate Tourism Ireland's current and future email marketing ambitions. The partner should be able to deliver manual and automated email messaging based on consumer behavioural and affinity data to deliver the right message to the right person at the right time to meet Tourism Ireland's business objectives. The Contract Period will be for an initial term of three years, with the option to extend annually, at Tourism Ireland's discretion, for up to two further years, up to a maximum term of five years. Annual renewal will be subject to budget and annual performance review, and other factors. It is anticipated that the Contract will commence in December 2025.

PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FULL DETAILS OF THE REQUIREMENTS

Procedure identifier: 013f8cdd-3bf5-4dfe-8ae5-a9f82381f9bb

Previous notice: 68db9ac7-8b84-4395-a66d-0e4dd42d6215-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212223 Electronic mail software development services

Additional classification (cpv): 64216120 Electronic mail services, 72412000 Electronic mail service provider

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 2 050 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Provision of EMail Service Automation and Supporting Services

Description: Tourism Ireland is seeking a suitably qualified agency to provide an automated email solution and supporting services. The appointed partner will facilitate Tourism Ireland's current and future email marketing ambitions. The partner should be able to deliver manual and automated email messaging based on consumer behavioural and affinity data to deliver the right message to the right person at the right time to meet Tourism Ireland's business objectives. The Contract Period will be for an initial term of three years, with the option to extend annually, at Tourism Ireland's discretion, for up to two further years, up to a maximum term of five years. Annual renewal will be subject to budget and annual performance review, and other factors. It is anticipated that the Contract will commence in December 2025.

PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FULL DETAILS OF THE REQUIREMENTS

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72212223 Electronic mail software development services

Additional classification (cpv): 64216120 Electronic mail services, 72412000 Electronic mail service provider

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 5 Years

5.1.5. Value

Estimated value excluding VAT: 2 050 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: Candidates were asked to supply details of their organisational Sustainability policy plus any accreditations.

Approach to reducing environmental impacts: Other

Green Procurement Criteria: No Green Public Procurement criteria

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Qualitative Award Criteria = 50%. C2 Proposed Solution [30%]; C3 Global Support & Account Management [8%]; C4 US Support & Account Management [8%]; C5 Innovation & Continuous Improvement [4%]

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 50

Criterion:

Type: Cost

Description: Ultimate Cost = 50%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 50

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Tourism Ireland CLG

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 2 280 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Zeta Global Limited

Tender:

Tender identifier: 000122134

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 280 000,00 EUR

The tender was ranked: yes

Subcontracting: No

Contract information:

Identifier of the contract: 430062

Date of the conclusion of the contract: 01/03/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Tourism Ireland CLG

Registration number: 336370

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

Postcode: D02 TD99

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: hhughes@tourismireland.com

Telephone: +35314763400

Internet address: <https://www.tourismireland.com/>

Buyer profile: <https://www.tourismireland.com/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Zeta Global Limited

Size of the economic operator: Medium

Registration number: 05754349

Town: London

Postcode: W1T 1AN

Country: United Kingdom

Email: info@zetaglobal.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

Notice information

Notice identifier/version: f9ffa129-982f-4de6-a023-832e8b4fbcf3 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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