

BO2033-R3  
1410-548041

CONTRACT: C19-2752-TDD  
Boone Oakley  
Marketing, Advertising, & PR for TDD  
EXPIRES:09/30/2025

**BOONE OAKLEY**

**Estimate**

**BO2033\_rev2** rev3

**1410-548041**

Jennifer Adams  
Okaloosa TDD  
1250 Miracle Strip Pkwy SE  
Fort Walton Beach, FL 32548

Est Date: ~~August 10, 2022~~ July 30, 2023

Job#: OKTDD-20030  
Job Title: Social Listening Software - Talkwalker

Estimate includes comprehensive suite of actionable social monitoring and data visualization tools. Sentiment analysis - opinion mining, text analysis, emotion AI. Analytics features when it comes to brand listening and influencer monitoring, hashtag and campaign tracking, crisis management, competitor analysis, and advanced metrics across social channels. 12-month contract includes approximately 20,000 regional and national search results per month and unlimited number of users.

Talkwalker yearly subscription (7/1/2020 - 6/30/2021)	<del>\$9,600.00</del>	
Talkwalker no charge (7/1/2021 - 8/15/2021)		\$0
Talkwalker yearly subscription (8/16/2021 - 8/15/2022)	<del>\$9,600.00</del>	
Talkwalker yearly subscription (8/16/2022 - 8/15/2023)	<del>\$9,600.00</del>	\$10,080.00
Talkwalker subscription extension (8/15/2023 - 10/15/2023)		\$1,880.00

Revision 3 corrects FY23 pricing and extends the subscription by two months to provide for parallel reporting as social listening is transitioned to another vendor.

Total not to exceed ~~\$28,680.00~~ \$30,960.00

Offered by: Katy Spiecha, Boone Oakley: Katy Spiecha Date: 7/31/2023

Accepted by: Jennifer Adams, TDD Director: Jennifer Adams Digitally signed by Jennifer Adams Date: 2023.08.01 06:03:07 -0500 Date: \_\_\_\_\_  
DeRita Mason, Purchasing Manager: DeRita Mason Digitally signed by DeRita Mason Date: 2023.08.01 08:55:19 -0500 Date: \_\_\_\_\_  
Faye Douglas, OMB Director: Faye Douglas Digitally signed by Faye Douglas Date: 2023.08.02 08:31:25 -0500 Date: \_\_\_\_\_