USM SSP 27_013 Notice of Proposed Sole Source Purchase of Niche.

http://www.ms.gov/dfa/contract_bid_search/Bid

RFx: 3150007100

Comments/objections will be received as required per Section 31-7-13 (C) of the Mississippi Code until 8:00 a.m. (Central Time) on November 16, 2026.

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:

Director of Procurement & Contracts 118 College Dr. Box 5003 Hattiesburg, MS 39406
bids@usm.edu
Phone: 601-266-4131

Subject Line must read "Sole Source Objection USM SSP 27_xxx"

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, USM determines that the commodity in the proposed sole source request can be provided by another person or entity, then USM 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 USM determines after review that there is only one (1) source for the required commodity, then USM will appeal to the Public Procurement Review Board. USM will have the burden of proving that the commodity is only provided by one (1) source.

Run Dates: 11/1, 11/8

The University of Southern Mississippi

Notice of Proposed Sole Source Purchase

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

1. **Description of the commodity that USM is seeking to procure:**

- USM is attempting to purchase Niche Market Intelligence, Premium Profile, Sponsored Listings, Triggered Emails, Prospects, Digital Marketing Services, Targeted Promotions, Qualified Inquiries, Transfer Inquiries, Niche Advance Features (including Enrollment Steps & AI-Guided Messaging, CRM Integration, and Enhanced AI-Guided Messaging & Personalization), Google Pixel, Google Analytics Dashboard, Monthly Insights Reports, Enrollment Funnel Analysis.
- Niche has an independent market of students who have self-reported information to their platform. I need those students.

2. **What efforts were made by the Agency to determine that the proposed provider is the only entity that can provide the commodity needed?**

    - Niche is a unique vendor because it is a go-to destination for prospective students and parents researching college & K-12 options. Niche has over 200,000 in-depth profiles on schools and neighborhoods. Because prospective students actively research the schools on our platform and our competitors specifically on Niche, there is no other way to tap into this specific audience within this critical school search context with any other vendor.
    - Niche's product offerings are unique to Niche and can only be purchased directly from this vendor.

3. **What efforts were made to ensure the best possible price for the commodity was obtained?**

    - Proposal requested, price established. This pricing is in alignment with our sources of name buys used in enrollment management.

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4. **Why is the commodity the only one that can meet the needs to the Agency?**

    - We are already purchasing names from all other entities in order to maximize our efforts to increase enrollment.

5. **Why is the amount expended for the commodity reasonable?**

    - This pricing is in alignment with our sources of name buys used in enrollment management.

Advertisement Schedule	Date
1st scheduled	11/1/26
2nd scheduled	11/8/26

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