

Performance Work Statement – User Analytics Software

**** This Notice is issued in accordance with Federal Acquisition Regulation (FAR) Part 10 for the purposes of market research and acquisition planning. It is intended to provide early notification of a potential requirement and to solicit input from industry to help shape the upcoming solicitation. This is not a Request for Proposal (RFP) or Request for Quote (RFQ), and no formal solicitation exists at this time. If and when an RFP/RFQ is released, its terms may differ from the information provided in this Notice. ****

1. PURPOSE. This Notice seeks information regarding commercially available User Analytics software and related services that may enhance the U.S. Department of the Treasury's ability to understand, measure, and improve user interactions across Treasury websites, web applications, and digital services.

Treasury is interested in solutions that provide actionable insights into user behavior, customer journeys, content effectiveness, and overall digital experience performance. Effective user analytics capabilities are critical to identifying user pain points, optimizing digital workflows, measuring the effectiveness of content and services, and supporting data-driven decision-making that improves service delivery to both the public and internal stakeholders.

Treasury is open to a range of commercial solutions, technical approaches, deployment models, and support structures. Treasury is interested in integrated platforms, modular capabilities, or hybrid approaches, provided respondents clearly identify the capabilities provided, associated dependencies, and implementation considerations.

Through this Notice, Treasury intends to:

Better understand commercially available user analytics capabilities and technical approaches;

- Obtain information regarding implementation, security, privacy, scalability, accessibility, and operational considerations associated with such solutions;
- Better understand commercial licensing models, deployment approaches, and support services available in the marketplace; and
- Obtain information necessary to support acquisition planning, requirements development, and related Government planning activities.

Treasury is particularly interested in solutions capable of supporting:

- Real-time and historical tracking of user sessions, events, and interactions;
- User journey, funnel, conversion, and flow analysis;
- User segmentation based on behavior, demographics, or other attributes;
- Heatmaps, session replay, and other qualitative analytics capabilities;

- Custom dashboards, reporting, and data visualization;
- Integration with other platforms through APIs, connectors, or related mechanisms; and
- Access to analytical insights through interfaces that support both technical and non-technical users.
- In-app user feedback collection, contextual surveys, customer satisfaction measurement (e.g., NPS, CSAT), and other voice-of-customer capabilities;
- Automated application monitoring, error logging, exception tracking, and correlation of application errors with user sessions and digital experiences.

The information obtained through this Notice may be used to support market research, acquisition strategy development, requirements refinement, and related Government planning activities associated with a potential future procurement of User Analytics software and related services.

2. ANTICIPATED ACQUISITION APPROACH. Treasury is currently evaluating potential acquisition and contractual approaches associated with User Analytics software and related services, and does not have a defined approach.

In order to define the acquisition approach, Treasury is interested in understanding:

- Commercial licensing and subscription models;
- Deployment and implementation approaches;
- Scalability relative to website traffic volumes and data collection requirements;
- Training, customer support, and sustainment models;
- Integration approaches and technical dependencies;
- Data privacy, security, and governance considerations; and
- Approaches for supporting both technical and non-technical users.

Treasury is also interested in understanding how vendors structure access to their solutions, including software-as-a-service (SaaS), cloud-hosted, self-hosted, or hybrid deployment models, as applicable. Further, Treasury is interested in understanding how pricing may vary based on factors such as user counts, website properties, traffic volumes, event volumes, data retention periods, premium features, implementation services, training, and support offerings.

Treasury is interested in understanding enterprise deployment considerations, including licensing models, governance structures, data ownership and portability, scalability across multiple organizations, and any dependencies that may affect broader adoption across Treasury. Respondents are encouraged to describe how their proposed solution supports enterprise-scale deployment and management.

Treasury may consider a range of acquisition and contractual approaches for any future requirement, including enterprise-wide licensing arrangements, Department-wide solutions,

bureau-specific deployments, or other scalable acquisition structures as appropriate to meet mission needs. Treasury is interested in understanding whether respondents currently offer their solutions through existing Government-wide acquisition vehicles, Government-wide acquisition contracts (GWACs), General Services Administration (GSA) Schedule contracts, or other contract vehicles that may facilitate acquisition.

While Treasury currently anticipates that a Firm-Fixed-Price (FFP) contract structure may be appropriate for this requirement, respondents are encouraged to identify alternative commercial contracting, licensing, or pricing approaches where there is a compelling business, operational, or technical rationale.

NOTE: There is no incumbent contractor currently supporting this effort.

3. APPLICABLE CODES. Treasury currently anticipates the following classifications:

- NAICS: 541519 – Other Computer Related Services
- PSC: DA10 – IT and Telecom – Business Application/Application Development Software as a Service

4. AREAS FOR INDUSTRY INPUT. Vendors responding to this Notice are encouraged to provide information regarding the following areas.

4.1 Solution Overview and Capability Information

- Provide an overview of your User Analytics solution, including its primary capabilities and intended use cases.
- Describe the key differentiators of your solution and any capabilities that may be particularly relevant to Treasury's digital service environment.
- Describe how your solution supports user behavior analysis, user journey analysis, digital experience measurement, and related analytical activities.
- Provide representative screenshots, sample dashboards, sample reports, product literature, or other materials that illustrate the capabilities of your solution.

4.2 Analytics, Reporting, and Measurement

- Describe the analytics, reporting, visualization, and user feedback capabilities available within your solution, including support for custom survey creation, survey triggers, response analytics, and customer satisfaction measurement (e.g., NPS, CSAT, CES).
- Describe how your solution supports targeting surveys or feedback requests based on user behavior, audience attributes, customer journeys, devices, geography, referral source, or other configurable user segments.

- Describe capabilities for monitoring frontend application errors, including JavaScript exceptions, browser errors, client-side failures, and associated diagnostic information.
- Provide representative examples of dashboards, reports, visualizations, metrics, and other analytical outputs available to users.
- Describe capabilities for capturing stack traces, error diagnostics, debugging information, and application exceptions, and explain how such information can be correlated with individual user sessions, session replay, and user journeys.
- Describe capabilities related to user segmentation, funnel analysis, cohort analysis, conversion measurement, experimentation, event tracking, feature flags, phased deployments, gradual rollouts, release impact measurement, custom reporting, and real-time analytics, as applicable.
- Describe targeting surveys or feedback requests based on user behavior, audience attributes, journeys, device, geography, referral source, or custom segments.
- Describe support for customer experience measurement, including NPS, CSAT, CES, custom satisfaction surveys, response analytics, and related reporting capabilities.
- Identify any unique or advanced analytical capabilities available within your solution.

4.3 Security, Privacy, and Data Governance

- Describe your security, privacy, and compliance posture, including any applicable certifications, authorizations, or compliance frameworks.
- Describe data collection methodologies, data governance controls, user privacy protections, access controls, audit capabilities, and data retention options.
- Describe data ownership, portability, export capabilities, and any considerations associated with migrating data into or out of your solution.
- Provide a high-level architecture diagram, if available.

4.4 Implementation and Operational Considerations

- Describe typical implementation, onboarding, and deployment approaches.
- Describe available deployment models, including SaaS, cloud-hosted, self-hosted, or hybrid approaches, as applicable.
- Describe training, customer support, sustainment, and operational support offerings.
- Describe application monitoring capabilities, including backend exception tracking, API and service failure monitoring, automated error logging, alerting, diagnostic information, and integration with operational monitoring workflows.
- Describe enterprise deployment considerations, scalability characteristics, integration approaches, and any dependencies or constraints that may affect implementation.

4.5 Pricing, Licensing, and Acquisition Considerations

- Describe commercial licensing, subscription, and pricing models.

- Describe factors that influence pricing, including users, websites, traffic volumes, events, storage, data retention, premium features, implementation services, training, and support.
- Describe enterprise licensing options, volume discounts, or other approaches that may support Department-wide deployment.
- Identify Government-wide acquisition vehicles, GSA Schedule contracts, or other contract vehicles through which your solution is currently available.

4.6 Capabilities Matrix

Capability	Available	Native	Third-Party/Integrated	Planned
Heatmaps				
Session Replay				
Funnel Analysis				
Cohort Analysis				
A/B Testing				
UTM Tracking				
RBAC				
Audit Logs				
API Access				
Self Hosting				
Custom Dashboards				
Custom Reports				
Real-Time Analytics				
User Segmentation				
Conversion Tracking				
User Journey Analysis				
Event Tracking				
Data Export				
Web Vitals				
Bot Filtering				
Data Retention Controls				
Role-Based Access Control				
API Integrations				
SSO/SAML				

Capability	Available	Native	Third-Party/Integrated	Planned
FedRAMP Authorized				
In-App Surveys				
Customer Surveys				
Survey Targeting				
NPS/CSAT/CES				
Feature Flags				
Gradual Rollouts				
Frontend Error Monitoring				
Backend Error Monitoring				
Automated Error Logging				
Stack Trace Capture				
Session/Error Correlation				

5. RESPONSE CONTENT. Vendors responding to this notice are asked to provide the following:

- Company name;
- Unique Entity ID (UEI);
- Business size (and socio-economic status, if applicable);
- Existing Government contract vehicles, if any, through which your company currently provides access to User Analytics software or related services;
- Questions, clarification needs, or recommendations to refine the requirement or contractual approach (limited to **20 questions and up to 10 recommendations**);
- Identification of potential barriers, assumptions, dependencies, constraints, or implementation considerations associated with deployment of the proposed solution;
- Responses addressing the topics identified in Section 4 **shall not exceed twenty-five pages in total**. Respondents may allocate pages across the Section 4 topics as they deem appropriate. Brevity and clarity are encouraged, and tables, screenshots, diagrams, and other supporting graphics may be included within the page limit.
- Respondents are strongly encouraged to provide budgetary pricing information, including estimated licensing costs, subscription models, implementation and professional services costs, labor categories and rates, applicable volume discounts, pricing assumptions, and any other commercial pricing information that would assist the Government in its market research and acquisition planning.

Vendors are kindly requested not to provide extensive marketing materials, as such materials are not useful for the purposes of this Notice and may not be reviewed. Links to relevant

product demonstrations, technical documentation, or publicly available reference materials may be provided where appropriate.

6. HOW TO SUBMIT A RESPONSE TO THIS NOTICE. Responses to this Notice shall be:

- Submitted via email to Paul White at Paul.White2@treasury.gov and Chad Gambrell at Chad.Gambrill@treasury.gov
- Use the subject line: “**RFI_Treasury Notice_Analytics – July 2026**”;
- Be provided in searchable Adobe PDF format (version 7.x or earlier), with at least 0.5-inch margins and no smaller than 10-point font;
- Be submitted **no later than 9:00 AM Eastern Time on 16 July 2026**. Responses received after this date and time may not be considered.

IMPORTANT NOTES:

- This notice is ***NOT*** a solicitation and does not obligate the Government to issue one or to award a contract.
- The government will not acknowledge receipt or provide feedback on submissions.
- Responses are not considered offers and cannot be accepted by the Government to form a binding agreement.
- The government will not reimburse any costs incurred in responding to this notice nor return any data provided.
- Submitted information may be used in development of future acquisition strategies or solicitations.
- Respondents should ensure all provided information provided is complete, accurate, and sufficiently detailed as it may be used for making acquisition approach decisions or better refine its requirements.
- The government may elect to engage further with some, all, or none of the respondents to this Notice.