How to Set Up a Successful Tender Monitoring Profile

A strong tender monitoring profile helps you find **relevant public procurement** opportunities without unnecessary noise. By combining **keywords** with **CPV codes**, you align your monitoring with how public buyers describe their needs, not just how suppliers describe their solutions.

Use the steps below to build a monitoring profile that is accurate, flexible, and easy to refine over time.

10 Steps to Set Up a Successful Monitoring Profile

1. **Define your business scope**
   Clearly identify your core products and services, the markets you serve, and the contracts you want to pursue. Focus on what you actually deliver, not everything you could deliver.

2. **Think like a buyer**
   Translate your offering into buyer language. Identify keywords, synonyms, and phrases a public buyer would use when publishing a tender for services or products like yours.

3. **Review relevant past tenders**
   Look at previous tenders you have participated in or monitored. Identify commonly used keywords and CPV codes, and note any important terms you may have missed earlier.

4. **Explore the CPV structure**
   CPV codes range from broad to specific. Start at a higher level and drill down to understand which groups and classes best reflect your offering.

5. **Select CPV codes that cover most of your scope**
   Choose CPV codes that represent at least 80% of what you deliver. Including slightly broader codes helps avoid missing relevant tenders.

6. **Test keywords and CPV codes**
   Review the tenders each keyword or CPV code generates. Adjust terms that are too broad or too narrow, and test combinations to improve relevance.

7. **Build your monitoring profile**
   Combine keywords and CPV codes into a complete profile. Add geographic filters, contract value thresholds, and exclusions to align results with your business priorities.

8. **Set up alerts and filters**
   Use alerts and smart filters to receive timely, relevant notifications and reduce manual effort.

9. **Monitor initial results**
   After launch, review which tenders are relevant and which are not. Identify patterns that indicate where refinement is needed.

10. **Review and refine regularly**
    Markets change. Review your monitoring profile regularly — for example quarterly — and adjust keywords and CPV codes based on performance and match reasons.

Getting tender monitoring right is a key success factor in public procurement.

A well-built monitoring profile helps suppliers identify the right opportunities at the right time without being overwhelmed by irrelevant results or missing valuable tenders. The tips below highlight proven best practices to help you build, refine, and continuously improve your monitoring setup for greater accuracy and better outcomes over time.

General Tips and Best Practices

Always approach tender monitoring from the buyer's perspective. Start with important keywords and then map them to CPV codes, rather than relying on CPV codes alone.

Broad terms should always be tested. As a rule of thumb, if a keyword or CPV code generates more than **300 results in 12 months**, it is likely too broad and should be refined.

Use AI-supported keyword suggestions to identify relevant terms you may not have considered. These can help expand your monitoring in a controlled way.

Avoid starting too narrowly. It is easier to refine a broad profile than to recover missed opportunities caused by overly strict criteria.

When reviewing tenders, pay attention to why they matched your profile. Understanding which keyword or CPV code triggered the match helps improve accuracy over time.

Need Additional Support?

If you need help setting up or refining your monitoring profile, visit Mercell Support for guidance and help articles.

For deeper, market-specific advice,
contact our industry experts or Value Delivery team for tailored support.

A well-built monitoring profile helps you focus on the right opportunities and compete with confidence.