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Contract

## **(NU/1589-44) CRM platform to manage marketing automation, lead nurturing and lead generation**

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-002646

Procurement identifier (OCID): ocids-h6vhtk-0310f0

Published 31 January 2022, 9:48am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[natalie.morton@ncl.ac.uk](mailto:natalie.morton@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.uk>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

(NU/1589-44) CRM platform to manage marketing automation, lead nurturing and lead generation

Reference number

DN584926

#### **II.1.2) Main CPV code**

- 72210000 - Programming services of packaged software products

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

We are seeking to appoint a supplier to work on the next phase of our marketing automation and CRM integration, which will support the optimisation of specific elements of the platform, as well as the introduction of new functionality, to further support the future growth of the organisation – nationally and internationally.

The supplier needs to have ability to support tactically, strategically and with implementation of new functionality as Newcastle University marketing department and the chosen platform develop.

The platform specifically is required to have ability to:

- 1) Host and maintain Newcastle University's contact databases
- 2) Contact segmentation
- 3) Lead scoring
- 4) Lead nurturing and generation
- 5) Marketing automation
- 6) Email communications and campaigns

- 7) Ability to manage and maintain contact enquiries centrally
- 8) Landing page creation
- 9) Ability to track paid activity and retarget contacts
- 10) Blog hosting and publishing
- 11) Chat agent and bot functionality
- 12) Detailed reporting and dashboards including attribution
- 13) CTAs and form submissions
- 14) Dedicated IP for email
- 15) Governance and user permissions/levels
- 16) Host content on multiple sub domains
- 17) Technical and strategical support
- 18) Website CMS
- 19) Capacity requirement: Minimum 217,000 contact records Minimum 150 user licences

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £123,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 48480000 - Sales, marketing and business intelligence software package

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

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- 12) Detailed reporting and dashboards including attribution
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- 14) Dedicated IP for email
- 15) Governance and user permissions/levels
- 16) Host content on multiple sub domains

17) Technical and strategical support

18) Website CMS

19) Capacity requirement: Minimum 217,000 contact records Minimum 150 user licences

#### **II.2.5) Award criteria**

Quality criterion - Name: Ability to meet programme timeline / Weighting: Pass/Fail

Quality criterion - Name: Capability of meeting requirements / Weighting: Pass/Fail

Quality criterion - Name: GDPR requirements / Weighting: Pass/Fail

Quality criterion - Name: Quality: Ability to meet the Task Description / Weighting: 60%

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of a dynamic purchasing system

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 129-318079](#)

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## **Section V. Award of contract**

### **Contract No**

NU/1589-44

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 January 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Newcastle University

Tyne and Wear

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £136,734

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Newcastle University

Tyne and Wear

NE1 7RU

Country

United Kingdom



#### **VI.4.2) Body responsible for mediation procedures**

Newcastle University

Tyne and Wear

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the

contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who

have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.