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Contract

Web Optimisation Platform

University of Exeter

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-005220

Procurement identifier (OCID): ocids-h6vhtk-059614 ([view related notices](#))

Published 21 January 2026, 11:52am

Scope

Reference

UOE/2025/060/JU

Description

We require a platform to support our web optimisation programme to aid our student recruitment and research reputation objectives. The platform should allow us to quickly and easily AB test new features, content and design on our webpages against clear goals with in-depth statistics on what our users are doing to allow data-based decisions on what works. We also need personalisation features to allow us to target certain types of users such as those in specific countries or those who have carried out previous actions on our website.

Contract 1. Web Optimisation Platform

Supplier

- AB Tasty LTD

Contract value

- £219,800 excluding VAT
- £263,760 including VAT

Above the relevant threshold

Date signed

14 January 2026

Contract dates

- 15 January 2026 to 16 November 2029
- 3 years, 10 months, 2 days

Main procurement category

Services

CPV classifications

- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UK - United Kingdom
-

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

AB Tasty LTD

- Public Procurement Organisation Number: PQDD-6716-QXXR

C/O Pramex International Ltd 8th Floor South, 11 Old Jewry,

London

EC2R 8DU

United Kingdom

Email: ganesh.kumar@abtasty.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Web Optimisation Platform

Contracting authority

University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QH

United Kingdom

Email: j.underhay@exeter.ac.uk

Website: <https://www.exeter.ac.uk>

Region: UKK43 - Devon CC

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)