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Tender

## **CES - Web Visitor Analysis**

British Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-009995

Procurement identifier (OCID): ocds-h6vhtk-04eeab

Published 18 March 2025, 4:24pm

### **Scope**

### **Reference**

UK\_439

### **Description**

We are seeking a technology partner to provide insights into the companies visiting the Corporate English Solutions website. The selected supplier must offer a solution that enables the identification of visiting companies, allowing us to assess the effectiveness of marketing campaigns and implement retargeting strategies

### **Total value (estimated)**

- £100,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 June 2025 to 2 May 2027
- Possible extension to 1 June 2027
- 2 years, 1 day

Description of possible extension:

2 years with an option for an extension for up to an additional 2 years

### **Main procurement category**

Services

### **CPV classifications**

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

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## **Submission**

### **Tender submission deadline**

10 April 2025, 12:59am

### **Submission address and any special instructions**

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

## **Tenders may be submitted electronically**

Yes

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## **Award criteria**

The award criteria are in the procurement documents

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Contracting authority**

### **British Council**

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Brian D'Mello

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Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government