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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

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

Award criteria

The award criteria are in the procurement documents

Procedure

Procedure type

Below threshold - open competition

Contracting authority

British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Brian D'Mello

Email: Brian.D'Mello@britishcouncil.org

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government