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Contract

## **(NU/1589-17) Support for Google Analytics and Google Tag Manager 360 implementation at Newcastle University**

Newcastle University

F03: Contract award notice

Notice identifier: 2021/S 000-011463

Procurement identifier (OCID): ocids-h6vhtk-02b439

Published 24 May 2021, 11:29am

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

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

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

#### **Contact**

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://ncl.ac.uk>

Buyer's address

[www.ncl.ac.uk](http://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/1589-17) Support for Google Analytics and Google Tag Manager 360 implementation at Newcastle University

Reference number

DN533999

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

We are seeking to appoint a Google Analytics 360 suite sales partner to support Newcastle University with the implementation of Google Analytics and Google Tag manager 360 and to provide ongoing support. Specifically:

- Analytics 360 license
- Tag manager 360 license
- Implementation and ongoing support

The supplier will support with 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 platform develops.

We also require a Google Analytics and ad platform tracking audit and configuration of the findings of the audit in line with GA 360 implementation:

- Measurement requirement scope

- Audit existing GA account
- Audit existing GTM set up
- Data layer build specifications
- Tag and pixels implementation via GTM

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

This contract is divided into lots: Yes

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

Value excluding VAT: £56,000

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

#### **II.2.1) Title**

Platforms and Analytics

Lot No

4

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

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

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

NUTS codes

- UK - United Kingdom

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

Newcastle University invites bids to join a Dynamic Purchasing System it is establishing for the supply of a range of marketing services.

The Newcastle University Marketing Department is a comprehensive, world-class marketing team dedicated to serving our partners, academics and students. This DPS will also be used for marketing across the entire University and is not limited to the central team.

Our vision for marketing at Newcastle encompasses the following:

- embracing a 'digital first' approach;
- encouraging our team through personal growth;
- engaging with our clients and audiences;
- delivering an exceptional marketing strategy.

There will be six lots on this DPS:

- 1) web services, SEO and digital content;
- 2) graphic design and print, branding, copywriting;
- 3) programmatic advertising management, media buying, public relations;
- 4) social media, paid search and paid social;
- 5) international;
- 6) platforms.

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

Quality criterion - Name: Ability to meet programme timeline / Weighting: P/F

Quality criterion - Name: Quality: Ability to meet the Task Description / Weighting: 70

Quality criterion - Name: Price / Weighting: 30

Price - Weighting: 30

#### **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.1.6) Information about electronic auction**

An electronic auction will be used

#### **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](#)

#### **IV.2.8) Information about termination of dynamic purchasing system**

The notice involves the termination of the dynamic purchasing system published by the above contract notice

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

### **Contract No**

NU1589-17

### **Lot No**

4

### **Title**

(NU/1589-17) Support for Google Analytics and Google Tag Manager 360 implementation at Newcastle University

A contract/lot is awarded: Yes

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

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

10 May 2021

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 2

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

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

Crunch DMC Ltd

SF7 Ethos Building

Swansea

SA1 8AS

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)**

Initial estimated total value of the contract/lot: £56,000

Total value of the contract/lot: £52,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Newcastle University

Tyne and Wear

N1E 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.

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Newcastle University

Tyne and Wear

Country

United Kingdom