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Contract

(NU1589-66) Google Analytics 360 License and Analytics Support

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-020220

Procurement identifier (OCID): ocids-h6vhtk-0355a4

Published 25 July 2022, 5:44pm

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Contact

Miss Helen Gayton

Email

helen.gayton@ncl.ac.uk

Telephone

+44 1912086220

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

(NU1589-66) Google Analytics 360 License and Analytics Support

Reference number

DN619071

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 a supplier to provide Google Analytics 360 License and analytics support. There are three individual elements of this requirement, which are detailed below:

- GA360 Licence Renewal
- GA4/GTM Audit and Recommendations
- GA4/GTM Annual Retainer

GA360 Licence Renewal

We are seeking to appoint a Google Analytics 360 suite sales partner to support Newcastle University in the renewal of our existing Google Analytics and Google Tag manager 360 license and to provide ongoing support. Specifically:

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

GA4/GTM Audit and Recommendations

We also require a Google Analytics (GA4) and ad platform tracking audit and configuration of the findings of the audit in line with GA 360 implementation:

- Audit existing GA4/UA account for opportunities to enhance tracking of website/user behaviour.
- Audit existing GTM set up to optimise performance.
- Providing recommendations e.g. event setup, custom dimensions, audiences etc.
- Data layer build specifications based on meeting requirements to further enhance reporting and analytical accuracy.
- Optimal Tag and pixels implementation via GTM

Ad platforms including (not exhaustive):

- Facebook/Instagram
- Tiktok
- Snapchat
- LinkedIn

GA4/GTM Annual Retainer

Provide services as an annual retainer to facilitate the outcome of the audit (mutually agreed tasks) and to support the ad-hoc delivery for analytics support using the following use cases as a guide (not-exhaustive):

1. Support and setup GTM tags and triggers for capturing GA4 Events based on website interactions
2. Support and setup GA4 Customer Dimensions and associated GTM tasks required to populate values e.g. Custom Audiences.
3. Support the creation of GA4 custom reports as requested.
4. Provide training and documentation/guidelines as required.

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: £80,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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3. Support the creation of GA4 custom reports as requested.

4. Provide training and documentation/guidelines as required.

II.2.5) Award criteria

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

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

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

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](#)

Section V. Award of contract

Contract No

NU/1589-66

Lot No

6

Title

(NU1589-66) Google Analytics 360 License and Analytics Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 July 2022

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: 2

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, Kings Road

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)

Total value of the contract/lot: £77,940

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Newcastle University

Tyne and Wear

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