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Award

## **Data-Enabled Enrolment & Marketing Services for Student Recruitment**

University of Exeter

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-021335

Procurement identifier (OCID): ocids-h6vhtk-03e4d8

Published 24 July 2023, 3:51pm

### **Section I: Contracting authority/entity**

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

University of Exeter

Northcote House

Exeter

EX4 4QH

#### **Contact**

Jodie Underhay

#### **Email**

[j.underhay@exeter.ac.uk](mailto:j.underhay@exeter.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKK4 - Devon

**National registration number**

RC000653

**Internet address(es)**

Main address

<http://www.exeter.ac.uk>

**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**

Data-Enabled Enrolment & Marketing Services for Student Recruitment

Reference number

UOE/2023/057/JU

**II.1.2) Main CPV code**

- 79600000 - Recruitment services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The provision of data-enabled enrolment and marketing services for the student recruitment market in North America.

#### **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: £320,000

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

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

NUTS codes

- UKK4 - Devon

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

The provision of data-enabled enrolment and marketing services for the student recruitment market in North America.

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

Price

#### **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**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

EAB's Enroll360 is a specialised strategy designed for recruiting traditional undergraduate students, and the Adult Learner Recruitment (ALR) initiative is focused on recruiting graduate, non-traditional, and adult learners. Enroll360 and ALR are delivered by specialised service teams as part of a comprehensive enrolment marketing strategy. The technologies and strategies deployed through these services are proprietary to EAB and they are not available from any other vendor. EAB are the sole and full owner and manufacturer of the research and insights and suite of support services provided through their Enrolment Services. There are no authorised agents or resellers of any of these product or services. This product is not available through any other entities; nor to our knowledge, does any organisation offer the combination of services and support that EAB provides through its Enrolment Services. EAB's partnership encompasses a set of services and capabilities that are unavailable anywhere else.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

24 July 2023

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

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

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

EAB UK, LLC

2445 M Street Nw

Washington DC

20037

Country

United States

NUTS code

- US - United States

The contractor/concessionaire is an SME

Yes

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £320,000

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom