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Pipeline

Marketing Mix Modelling

Post Office Limited

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-021491

Procurement identifier (OCID): ocds-h6vhtk-0513b7

Published 14 May 2025, 5:47pm

Scope

Description

Marketing mix modelling including - Impact assessments, forecasting, optimisation of marketing mix and modelling options, other modelling and scenarios modelling and associated services

Total value (estimated)

- £5,000,000 excluding VAT
- £6,000,000 including VAT

Contract dates (estimated)

- 31 August 2026 to 30 August 2028
- Possible extension to 30 August 2031

- 5 years

Main category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Submission

Publication date of tender notice (estimated)

30 August 2025

Procedure

Procedure type

Competitive flexible procedure

Above or below total value threshold

Above or equal to threshold

Contracting authority

Post Office Limited

- Companies House: 02154540
- Public Procurement Organisation Number: PRNP-5883-YMLG

100 Wood Street

London

EC2V 7ER

United Kingdom

Email: Procurement@postoffice.co.uk

Website: <https://corporate.postoffice.co.uk/>

Region: UKI31 - Camden and City of London

Organisation type: Public authority - central government