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Tender

Web Optimisation Platform

University of Exeter

F02: Contract notice

Notice identifier: 2024/S 000-036299

Procurement identifier (OCID): ocds-h6vhtk-04b532

Published 8 November 2024, 3:22pm

Section I: Contracting authority

I.1) Name and addresses

University of Exeter

Northcote House

Exeter

EX4 4QH

Contact

Jodie Underhay

Email

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>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/53042>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87494&B=EXETER

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87494&B=EXETER

Tenders or requests to participate must be submitted to the above-mentioned address

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

Web Optimisation Platform

Reference number

UOE/2024/100/JU

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Exeter requires a platform to support our web optimisation programme to aid our student recruitment and research reputation objectives. The platform should allow us to quickly and easily AB test new features, content and design on our webpages against clear goals with in-depth statistics on what our users are doing to allow data-based decisions on what works. We also need personalisation features to allow us to target certain types of users such as those in specific countries or those who have carried out previous actions on our website.

II.1.5) Estimated total value

Value excluding VAT: £180,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKK4 - Devon

II.2.4) Description of the procurement

The University of Exeter requires a platform to support our web optimisation programme to aid our student recruitment and research reputation objectives. The platform should allow us to quickly and easily AB test new features, content and design on our webpages against clear goals with in-depth statistics on what our users are doing to allow data-based decisions on what works. We also need personalisation features to allow us to target certain types of users such as those in specific countries or those who have carried out previous actions on our website.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £180,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

9 December 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

9 December 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom