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Tender

## **Web Optimisation Platform**

University of Exeter

F02: Contract notice

Notice identifier: 2024/S 000-036299

Procurement identifier (OCID): ocids-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](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>

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](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](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

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**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

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## **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

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## **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

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## **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