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Contract

Web Optimisation Platform

University of Exeter

F03: Contract award notice

Notice identifier: 2024/S 000-039669

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

Published 9 December 2024, 4:31pm

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.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.1.6) 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

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-036299](#)

Section V. Award of contract

Contract No

1

Title

Web Optimisation Platform

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom