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Planning

## Web Optimisation Platform

University of Exeter

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-054763

Procurement identifier (OCID): ocds-h6vhtk-059614

Published 8 September 2025, 4:00pm

## Scope

## Reference

UOE/2025/060/JU

## Description

We require 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.

## Total value (estimated)

- £240,000 excluding VAT

- £288,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 17 November 2025 to 16 November 2026
- Possible extension to 16 November 2029
- 4 years

Description of possible extension:

Initial contract period of one year with the option to extend for up to three years in up to twelve month increments.

### **Main procurement category**

Services

### **CPV classifications**

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

### **Contract locations**

- UK - United Kingdom

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## **Participation**

## **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

16 September 2025

### **Enquiry deadline**

3 October 2025, 12:00am

### **Tender submission deadline**

10 October 2025, 12:00pm

### **Submission address and any special instructions**

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=97838&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=97838&B=)

### **Tenders may be submitted electronically**

Yes

### **Award decision date (estimated)**

3 November 2025

## Recurring procurement

Publication date of next tender notice (estimated): 28 August 2029

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## Award criteria

Name	Type	Weighting
Technical ability	Quality	60%
Commercial	Price	40%

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### University of Exeter

- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QH

United Kingdom

Contact name: Jodie Underhay

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

Website: <https://www.exeter.ac.uk>

Region: UKK43 - Devon CC

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)