This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/057064-2025">https://www.find-tender.service.gov.uk/Notice/057064-2025</a>

Tender

# **Web Optimisation Platform**

University of Exeter

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-057064

Procurement identifier (OCID): ocds-h6vhtk-059614 (view related notices)

Published 16 September 2025, 4:24pm

### 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	<b>VAT</b>
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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 period of 12 months with the option to extend on another 3 periods of up to 12 months.

#### Main procurement category

Services

#### **CPV** classifications

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

#### **Contract locations**

• UK - United Kingdom

# **Participation**

<b>Particular</b>	suita	bility
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Small and medium-sized enterprises (SME)

#### **Submission**

#### **Enquiry deadline**

3 October 2025, 5:00pm

#### Tender submission deadline

13 October 2025, 12:00pm

### Submission address and any special instructions

https://uk.eu-supply.com/app/rfq/rwlentrance\_s.asp?PID=98115&B=

### Tenders may be submitted electronically

Yes

# Languages that may be used for submission

English

# Award decision date (estimated)

27 October 2025

#### **Recurring procurement**

Publication date of next tender notice (estimated): 16 August 2029

#### **Award criteria**

Name	Туре	Weighting	
Technical	Quality	70%	
Price	Cost	30%	

# Other information

## Conflicts assessment prepared/revised

Yes

# **Procedure**

# **Procedure type**

Open procedure

# Justification for not publishing a preliminary market engagement notice

Planned Procurement Notice published in lieu of PME

# **Contracting authority**

# **University of Exeter**

• Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House

Exeter

EX4 4QH

**United Kingdom** 

Contact name: Jodie Underhay

Telephone: +44 1392723072

Email: 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)