

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

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 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 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

Particular suitability

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/rwlenrance_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	Type	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)