

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/074310-2025>

Award

Web Optimisation Platform

University of Exeter

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-074310

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

Published 17 November 2025, 11:08am

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.

Contract 1. Provision of a Web Optimisation Platform

Supplier

- AB Tasty LTD

Contract value

- £219,800 excluding VAT
- £263,760 including VAT

Above the relevant threshold

Award decision date

6 November 2025

Date assessment summaries were sent to tenderers

7 November 2025

Standstill period

- End: 26 November 2025
- 8 working days

Earliest date the contract will be signed

1 December 2025

Contract dates (estimated)

- 2 December 2025 to 1 December 2026
- Possible extension to 1 December 2029
- 4 years

Description of possible extension:

Up to three extension in increments of up to twelve months

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Information about tenders

- 7 tenders received
- 7 tenders assessed in the final stage:
 - 7 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 6 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

AB Tasty LTD

- Public Procurement Organisation Number: PQDD-6716-QXXR

C/O Pramex International Ltd 8th Floor South, 11 Old Jewry,

London

EC2R 8DU

United Kingdom

Telephone: +44 7477472339

Email: ganesh.kumar@abtasty.com

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Provision of a Web Optimisation Platform

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

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

Region: UKK43 - Devon CC

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

