



e-shot[™]

G-Cloud 13 Pricing Schedule

**DIGITAL
COMMUNICATION
MADE SIMPLE**

Contents

- Versions.....3
- Platform pricing (per month).....4
- Platform pricing (per annum)5
- Additional subscriptions.....6
- Onboarding.....7
- Email volume 10
- SMS volume 10
- Additional services..... 11
- Professional Services rate card 12
- Thank you 13

Versions

We offer different versions of the e-shot platform and pricing varies depending on which version you require. e-shot email is for conventional email newsletter requirements. e-shot auto adds capabilities around automation and SMS campaigns. e-shot ultimate offers a true enterprise solution with enhanced functionality including website tracking and global preference centre. Pricing for these three versions is then determined by the volume of contacts you require.

Key features	Ultimate	Auto	Email
Email campaigns	✓	✓	✓
SMS campaigns	✓	✓	✗
Marketing automation	✓	✓	✗
Deliverability tools	✓	✓	✗
Forms	✓	✓	✓
Landing pages	✓	✓	✓
Preference centre	✓	✓	✓
Website tracking	✓	✗	✗
REST API	✓	✓	✗
Accounts	✓	✗	✗

Platform pricing (per month)

The pricing of the platform is primarily based on the version of functionality that you require and the volume of contacts you process and store.

Contact container	Ultimate	Auto	Email
5,000	£449	£249	£149
10,000	£499	£299	£199
20,000	£749	£449	£299
35,000	£899	£559	£399
50,000	£1,100	£699	£499
75,000	£1,470	£910	£700
100,000	£1700	£1,110	£850
150,000	£2,200	£1,320	£1,100
200,000	£2,600	£1,559	£1,300
300,000	£3,060	£2,040	£1,700
400,000	£3,570	£2,520	£2,100
500,000	£4,080	£2,880	£2,400

Monthly pricing is available when paying by Direct Debit.

The Contact Container is calculated based on the unique volume of email addresses contained in your database. Contacts are automatically deduplicated, so if you have the same contact for multiple brands or topics, they only count as a single contact in the platform.

Unsubscribed contacts do not count towards your Contact Container.

Platform pricing (per annum)

The pricing of the platform is primarily based on the version of functionality that you require and the volume of contacts you process and store.

Contact container	Ultimate	Auto	Email
5,000	£4,580	£2,540	£1,510
10,000	£5,090	£3,050	£2,030
20,000	£7,640	£4,580	£3,050
35,000	£9,170	£5,710	£4,070
50,000	£11,220	£7,130	£5,090
75,000	£15,000	£9,290	£7,140
100,000	£17,340	£11,330	£8,670
150,000	£22,440	£13,470	£11,220
200,000	£26,520	£15,910	£13,260
300,000	£31,220	£20,810	£17,340
400,000	£36,420	£25,710	£21,420
500,000	£41,620	£29,380	£24,480

Annual pricing is based on payment in advance by BACS.

The Contact Container is calculated based on the unique volume of email addresses contained in your database. Contacts are automatically deduplicated, so if you have the same contact for multiple brands or topics, they only count as a single contact in the platform.

Unsubscribed contacts do not count towards your Contact Container.

Additional subscriptions

Subaccounts

A subaccount is a dedicated area to manage contacts, designs and campaigns. It can be used to operationally separate digital communications for multiple brands or departments. User management, templates and contact preferences can be combined or separated between subaccounts depending on your requirements.

	Ultimate	Auto	Email
Set up fee	£100	£100	£100
Monthly subscription:			
Under 20 subaccounts (each)	£80	£60	£50
Over 20 subaccounts (each)	£50	£40	£33

G-Cloud customers also get a free subaccount for testing purposes.

Subaccount pricing is based on monthly payments by Direct Debit.

The subaccount set up fees include set up and monitoring of an additional sending domain where required, an additional SMS number for e-shot auto or ultimate and an additional website tracking code for e-shot ultimate.

Subaccounts share contact and email volume limits with the main subscription, but contacts in multiple subaccounts only count once in the Contact Container.

Additional sending domains: £100 set up + £150 per annum

Each account and subaccount includes the ability to send via a dedicated sending domain. Additional domains can be added to your solution if required.

UK dedicated SMS Shortcode: £1,000 set up + £1,000 per month

An SMS Shortcode is a short text number e.g. 81234

They are mainly for inbound SMS campaigns, but can also be used to give public bodies a trusted identity via SMS in a similar way to dedicated domains for email.

All amounts exclude VAT and are based on a call off contract arranged via Crown Commercial Services and subject to our standard terms and conditions. E&OE.

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Onboarding

Standard onboarding:

£1,200

For simple e-shot email set up projects we offer a great value onboarding package that will typically take under a week.

2x remote training sessions

1x branded best-practice template

Set up, certification and monitoring of 1x sending domain

Review of first campaign and feedback

Enhanced onboarding:

£3,600

For a completely managed set up experience, our team can consult with you on your specific requirements and objectives to ensure the solution is tailored to your requirements.

Onboarding project management

3x remote training sessions

3x bespoke email templates

Preference centre set up and deployment

Set up, certification and monitoring of 1x sending domain

Review of first campaign and feedback

Onboarding

Example District/Borough Council Onboarding: £6,000

Onboarding project management

Full scoping and statement of work

6x remote training sessions

3x bespoke email templates

2x landing page and sign-up form design and build

Preference centre set up and deployment with up to 25 topics

Set up and configuration of up to 5 sub-accounts

Data migration and validation

Set up, certification and monitoring of 1x sending domain

Review of first month's campaigns

Example County/Unitary Council Onboarding: £12,000

Onboarding project management

Full scoping and statement of work

Security and data protection impact assessment support

12x remote training sessions

10x bespoke email templates

5x landing page and sign-up form design and build

Global preference centre set up and deployment with up to 50 topics

Set up and configuration of up to 10 sub-accounts

Data migration and validation

Set up, certification and monitoring of 2x sending domain

Review of first month's campaigns

Onboarding

Example NHS Trust Onboarding:

£6,000

Onboarding project management

Full scoping and statement of work

Security and data protection impact assessment support

3x remote training sessions

3x bespoke email templates

1x landing page and sign-up form design and build

Preference centre set up and deployment with up to 5 topics

Data configuration including ESR integration support

Set up, certification and monitoring of 1x sending domain

Review of first month's campaigns

GovDelivery Managed Migration:

£3,000

For customers moving from GovDelivery, we offer a fully managed service to migrate your solution to the e-shot platform with minimum disruption whilst improving data quality and subscriber topic options.

Review of current topics

Review of current email designs

Migration plan including amendments to topics and structure, design improvements and data plan

Managed re-consent and data verification campaign

Our consulting team can provide recommendations in a pre-scoping or early market engagement capacity to customers looking to procure via G-Cloud.

Email volume

The volume of emails that you can send is based on the version and size of contact container. The upgraded versions allow more emails per contact. e-shot ultimate accommodates highly active sending requirements with daily emails to all contacts.

Email volume per month	Ultimate	Auto	Email
Limits	20x contacts	12x contacts	8x contacts
Examples			
20,000 contacts	400,000	240,000	160,000
100,000	2,000,000	1,200,000	800,000
300,000	6,000,000	3,600,000	2,400,000

SMS volume

The volume of SMS is not linked to your contact volumes. Additional fees per SMS are added to your subscription depending on volume and payment frequency.

SMS volume	per SMS price	Rate
10,000	4.0p	£400
50,000	3.3p	£1,650
100,000	3.0p	£3,000
1,000,000	2.5p	£25,000

Additional services

Enhance your subscription with a range of additional services:

Additional sending domains: £100 set up + £150 per annum

Each account and subaccount includes the ability to send via a dedicated sending domain. Additional domains can be added to your solution if required.

Best practice email template design: £300 per template

Our designers can deliver a best practice email design to your brand or following the gov.uk design system - each design is responsive, accessible and fully tested across 40 devices.

Bespoke email template design: £1,200 per template

If you require a fully bespoke email template, then our design team can consult with you and produce something entirely bespoke to the same high standards as our best practice templates.

Bespoke report build: £1,200 per day

Our consultants can produce custom reports with the specific data and format that you require. This report can then be added to your solution to be run on demand or set to deliver to an email address of your choice on a scheduled basis.

Sign-up form design and build: £1,000 per form

Our consultants and designers can produce a fully bespoke sign-up form with the exact fields and preferences you require. Price includes design and build of the form, landing pages for the form, for a confirmation page, for a confirmation email and a welcome email along with full testing of all elements.

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Professional Services rate card

All work is fully scoped and costed in advance so you know exactly what you're getting and investing. We do not outsource for quality assurance purposes.

Custom Development: £1,500 per day

Our development team are experts in our own solution and have extensive experience with other systems and technologies. They can customise the solution and integrations or build full solutions to augment or enhance the platform to your specific requirements. Our developers are all in-house and UK-based, with relevant security clearances for government projects.

Consultancy: £1,400 per day

Our consultancy team can provide guidance and hands-on help with a range of challenges such as engagement, deliverability, automation and data quality.

Project Management: £1,200 per day

Our project management team can help to plan and implement custom requirements and changes to your e-shot account. This typically includes projects such as bespoke integration, advanced automations and configuration of features such as forms and preference centres.

Training: £1,200 per day

Basic training is included in the subscription price for an unlimited number of users. We also have an extensive library of videos, help articles and interactive guides to teach you more advanced functionality.

Our training team can also provide detailed training sessions on all key features or use cases along with best practice and bespoke sessions.

Bespoke sessions are planned in consultation with the customer and conducted via Microsoft Teams or Zoom with follow up materials and guidance provided where possible.

We would normally recommend an annual allowance of 2 days additional training for accounts with up to 20 users. For larger organisations, we can provide a specific recommended programme.

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Thank you

We would welcome the opportunity to discuss your needs and can help with pre-scoping your requirements including strategic and technical consultancy.

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