



Pricing Document - Citizen Insight and Visualisation

For: G Cloud 14

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Pricing for Citizen Insight & Visualisation

Pricing takes the form of an Annual Licence Fee which depends on the number of records (households) and the output level (Postcode/Household/Person levels).

All the prices quoted in this document are exclusive of VAT.

Annual licensing

	Mosaic		
	Household Level	Person Level	Postcode Level
10-25k	£6,315	£7,195	£4,490
25-50k	£9,700	£11,040	£6,780
50-100k	£12,385	£14,130	£8,515
100-250k	£15,710	£17,935	£10,815
250-500k	£18,865	£21,530	£12,940
500k-1m	£22,140	£25,750	£15,565
1m-2m	£25,555	£29,135	£17,505
2m-3m	£29,430	£33,665	£20,120
3m-4m	£34,115	£39,155	£23,360
4m-5m	£40,015	£45,670	£27,380
5m-7m	£45,945	£52,670	£31,270
7m-10m	£53,640	£61,590	£36,480
10m-15m	£59,625	£68,165	£40,685
15m-22m	£66,005	£75,245	£44,840
22m+	£75,450	£86,095	£51,795

Minimum volume of 10k.

Enterprise-level license for Mosaic with Public Sector Insights Pack, inclusive of introductory workshops and ongoing Helpdesk support where required. Pricing dependent on output level required and number of records (households) supplied.

		Mosaic Insights (in addition to Mosaic UK and per additional pre-packaged GI) per pack			
		Automotive, Retail, Financial Services, Travel Energy, and Telcos)	Online Behaviour, Lifestyle and Attitudes	Spend Insights	Mosaic Regions (England and Scotland)
Household Records	0-10k	£1,155	£670	£1,655	£975
	10-25k	£1,155	£670	£1,655	£975
	25-50k	£1,695	£1,015	£2,420	£1,435
	50-100k	£2,040	£1,220	£2,910	£1,720
	100-250k	£2,440	£1,475	£3,490	£2,070
	250-500k	£2,930	£1,765	£4,180	£2,475
	500k-1m	£3,365	£2,040	£4,805	£2,850
	1m-2m	£3,875	£2,375	£5,540	£3,280
	2m-3m	£4,450	£2,680	£6,360	£3,765
	3m-4m	£5,120	£3,080	£7,310	£4,330
	4m-5m	£5,635	£3,385	£8,045	£4,765
	5m-7m	£6,195	£3,720	£8,855	£5,250
	7m-10m	£6,975	£4,265	£9,965	£5,910
	10m-15m	£7,520	£4,545	£10,740	£6,370
	15m-22m	£8,335	£4,945	£11,910	£7,055
	22m+	£9,065	£5,755	£12,950	£7,680

Bespoke Work

One off development fees

- Bespoke Insights Pack £7,000 excludes bespoke research
- Bespoke Visualisation Development in Tableau £15,000
- Bespoke Segmentation - Simple £28,000, excludes bespoke research. Visualised in PowerPoint
- Bespoke Segmentation - Standard £40,000, includes limited research (10 questions), Visualised in Tableau
- Bespoke Segmentation - Complex £60,000, includes bespoke research, Visualised in Tableau

Ongoing Bespoke Work Annual License Fee

		Bespoke Licensing		
		Insight	Visualisation	Segmentation
Household Records	0-10k	£1,155	£1,655	£8,270
	10-25k	£1,155	£1,655	£8,270
	25-50k	£1,695	£2,420	£12,720
	50-100k	£2,040	£2,910	£18,475
	100-250k	£2,440	£3,490	£22,070
	250-500k	£2,930	£4,180	£28,035
	500k-1m	£3,365	£4,805	£32,590
	1m-2m	£3,875	£5,540	£36,550
	2m-3m	£4,450	£6,360	£48,060
	3m-4m	£5,120	£7,310	£52,615
	4m-5m	£5,635	£8,045	£61,945
	5m-7m	£6,195	£8,855	£75,020
	7m-10m	£6,975	£9,965	£85,205
	10m-15m	£7,520	£10,740	£94,745
	15m-22m	£8,335	£11,910	£109,575
	22m+	£9,065	£12,950	£119,580

The above stated fees include core hours support.

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