



Pricing Document – Experian Behavioural Biometrics and Device Intelligence

For: G Cloud 14

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Pricing for Experian Behavioural Biometrics and Device Intelligence

Experian Behavioural Biometrics and Device fees are split between Setup, Annual and Monthly Active User fees.

1. One-time setup fee – dependent on complexity and covers recommendations, configuration, integration, onboarding and go-live enablement.
 - a. £500 delivery fee for a nominal service level and demo environments
 - b. £10,000 delivery fee for our standard solution
 - c. £35,000 delivery fee for our non-standard solution
 - d. £70,000 delivery fee for our non-standard solution in complex environments
2. Annual fee – covers ongoing maintenance, updates and platform operations.
 - a. £1,200 annual fee for a nominal service level and demo environments
 - b. £10,000 annual fee for our standard solution
 - c. £30,000 annual fee for our non-standard solution
 - d. £60,000 annual fee for our non-standard solution in complex environments
3. Monthly Active User fee – See tables below:

Price Banding Monthly Active User fees:

Standard MAU Price Banding:

Monthly Active Users (Up to)	Cost / Monthly User
700,000	£0.0686
800,000	£0.0601
1,250,000	£0.0572
1,750,000	£0.0559
2,500,000	£0.0547
4,000,000	£0.0542
10,000,000	£0.0456

Time Limited Discounted Price for Monthly Active User fees (**Expires 31st May 2026**):

Monthly Active Users (Up to)	Cost / Monthly User
700,000	£0.0565
800,000	£0.0549
900,000	£0.0532
1,250,000	£0.0485
1,750,000	£0.0433
2,500,000	£0.0419
4,000,000	£0.0396

35,000,000	£0.0151
50,000,000	£0.0092

10,000,000	£0.0301
35,000,000	£0.0151
50,000,000	£0.0092

Experian’s approach to Monthly Active User (MAU) fees, is that regardless of the number events which an end user triggers then there is a single chargeable count for that end user. As such there is no financial cost for clients who wish to have multiple triggers at different places on their website / mobile app, thereby triggering more events for the same end-users – equally returning customers will not incur additional charges within the same month. This approach allows clients to plan far more accurately to their expected costs and not have to ration their deployments.

Experian retains the right to waive One-time setup and/or Annual fees at their discretion.

Experian

Telephone: +44 (0) 20 3042 4200

Email: Digitalmarketplace@experian.com