



Brandwatch

# BRANDWATCH GC14 PRICING DOCUMENT

This document outlines pricing for the services outlined in the **Brandwatch Service G-Cloud 14 Service Definition**.

## The Brandwatch Model:

Our flexible approach lets you pick and chose the set up that best fits your needs and your digital ecosystem



Products designed for **planning, executing, measuring and iterating** on digital campaigns

## Consumer Intelligence (CI)

Our Social Listening and Consumer Research pricing depends on the package type (Standard, Premium or Enterprise) and pricing model (Queries or Mentions).

The two pricing models we offer are:

1. a **Query (Q) model** where pricing is based on the number of concurrent search queries saved at any given time.
2. Or, a **mentions (M) per month** model based on the combined total of unique results collected by all queries and channels saved in your account.

## Social Media Management (SMM)

Pricing for our SMM solution depends on the package type (Standard, Premium or Enterprise) as well as any optional add-ons selected, all of which are outlined in this document.

The Brandwatch Social Media Management solution benefits from **unlimited channels across all accounts**. Each account benefits from a varied level of access to each of the modules lists in the SMM section of the diagram above.



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# Consumer Intelligence Pricing (CI)



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# Consumer Intelligence Product Comparison

	<b>Pro</b> <b>*June 2025 offer</b> <b>57.33% off on a 3 year</b> <b>subscription</b>	<b>Premium</b> <b>*May 2025 offer 10%</b> <b>off on a 3 year</b> <b>subscription</b>	<b>Enterprise</b>
Brandwatch search	Unlimited	Unlimited	Unlimited
History on query save	1 year	2 years	2 years
Rolling data	1 year	2 years	2 years
Facebook & Instagram Channels	10	Up to 50	Unlimited
Twitter Channels	10	Up to 50	Up to 100
<b>Users</b>	<b>Up to 5 users</b> <b>(Plus unlimited view only)</b>	<b>20 users</b> <b>(Plus unlimited view only)</b>	<b>50 users</b> <b>(Plus unlimited view only)</b>
Support Model	CSM Team	CSM Team	Dedicated CSM
Support SLA	Mon-Fri, 6hr response	Mon-Fri, 6hr response	Mon-Fri, 4 hours response
Mentions Exports	No	Up to 10k per day	Up to 100k per day
Content Uploads	No	100k per month	1 m per month
Image Insights	No	Optional	Included
Configurable dashboards	Yes	Yes	Yes
Dashboard Exports & Live Link	Yes	Yes	Yes
Signals and alerts	Unlimited	Unlimited	Unlimited
Search within	Yes	Yes	Yes
Automated Reports	Yes	Yes	Yes
Categories	Unlimited	Unlimited	Unlimited
Social Panels	Optional	Yes	Yes
Basic API	Yes	Yes	Yes



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# Consumer Intelligence

## Add' Queries/Mentions Pricing

Query (Q) Model	Pro (yr)	Premium (yr)	Enterprise (yr)
5 queries	£10,800	£21,000	n/a
10 queries	£16,200	£30,600	£37,200
15 queries	£22,200	£39,240	£48,600
20 queries	£27,900	£48,360	£58,860
25 queries	n/a	£56,280	£69,690
30 queries	n/a	£64,200	£80,520
35 queries	n/a	£76,200	£89,640
40 queries	n/a	£88,200	£98,760
<i>Price per query after 40Q</i>	<i>n/a</i>	<i>£1,440</i>	<i>£1,740</i>

Mentions (M) Model	Pro (yr)	Premium (yr)	Enterprise (yr)
500K monthly mentions	n/a	£30,600	£37,200
1M monthly mentions	n/a	£35,400	£42,900
1.5M monthly mentions	n/a	£45,600	£55,800
2M monthly mentions	n/a	£54,600	£68,400
3M monthly mentions	n/a	£69,900	£89,400
4M monthly mentions	n/a	£85,500	£109,200
Each additional 1M mentions	<i>n/a</i>	<i>£15,600</i>	<i>£22,800</i>



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# Consumer Intelligence

## Add' Historical Data (Q)

Premium & Enterprise only	
5 queries	£2,880
10 queries	£4,180
15 queries	£5,440
20 queries	£6,620
25 queries	£7,630
30 queries	£8,640
35 queries	£9,645
40 queries	£10,650
<i>Price per query after 40Q</i>	<i>£1,580</i>

## Historical Data on Mentions (M) accounts

The limit on all Mentions (M) packages will allow the client to consume **24X** the live mention limit in historical mentions each calendar month.



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## Optional Add-Ons Consumer Intelligence

Vizia Reporting data visualisation tool allowing creation of live, secure reports	£7,680 per year
Vizia Command Centre display live reports on physical screens across multiple locations and manage them centrally	£3,600 per screen, per year
SSO set-up (One-time fee)	SAML: £800 one-off JWT: £300 one-off
Image Insights search and filter posts by objects, actions and scenes within a photo, access the Brandwatch logo library	£14,440 per year
Logo Recognition add new Logos to the image Insights library so they can be tracked in queries	£4,608 per logo per yr
Additional Facebook and Instagram Channels (50 channels)	£3,840 per year
Additional Twitter Channels (50 channels)	£9,600 per year
Standard Print (Factiva) Data	Pro: £4,920 Premium: £9,720 Enterprise: £16,560
Premium Print (Dow Jones + NY Time) Data	Pro: £6,360 Premium: £12,600 Enterprise: £20,400
API+ (Rate Limit Increase)	£4,880



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# Social Media Management Pricing (SMM)





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# Social Media Management Product Comparison

	<b>Standard</b> <b>*June 2025 offer</b> <b>57.33% off on a 3 year</b> <b>subscription</b>	<b>Pro</b>	<b>Premium</b>
Access to SMM modules	Publish, Engage, Measure, Audience, Listen	Publish, Engage, Measure, Audience, Listen, Advertise (others optional)	Publish, Engage, Measure, Audience, Listen, Advertise (others optional)
Owned Channels	Unlimited	Unlimited	Unlimited
Users included	3	5	10
Ad Accounts	1	3	10
Listen queries	1	3	5
TOTAL	<b>£13,800 per year</b>	<b>£22,200 per year</b>	<b>£39,000 per year</b>



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# Optional Add-ons

## Social Media Management

Extra admin user (access to all social media management modules, moderate engagement, create content, publish and approve content, PLUS manage channels & users)	£2,000 per user /per year  <b>*June 2025 offer 57.33% off on a 3 year subscription</b>
Extra Editor Role (or below) (access to all social media management modules, moderate engagement, create content, publish and approve content)	£1200 per user /per year
Add' Module: Benchmark (20 channels monitored monthly, access to 8 years worth of channel data, AI and campaign metrics available)	£9,720 per year
Extra Benchmark channels	£2,700 per +5 channels /per year
Extra Ad accounts	£1,080 per ad account /per year
Extra Listen queries	£540 per query /per year
SMM API	£2,700 per year
<b>Listen Standalone</b> (no other modules) <i>Includes, 3 users, 3 searches, unlimited quicksearch</i>  (extra Listen Saved Searches) (extra Listen Only Users)	£7,200 per year  (+£40 per search) (+£80 per user)
<b>Benchmark Standalone</b> (no other modules, 20 channels)	£4,800 per year



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## Optional Add-ons

# Influencer Discovery & CRM (SMM)

Standalone (or as Module in SMM)	Standard (yr)	Premium (yr)
<b>Influence</b>	<b>£27,000</b> Unlimited searches 250 reports 250 influencer profiles 3 Influence-only users	<b>£37,800</b> Unlimited searches Unlimited reports 1,000 influencer profiles 10 Influence-only users
<b>Influence (Discover Only)</b>	<b>£8,100</b> Unlimited searches 250 reports 3 Influence-only users	<b>£13,500</b> Unlimited searches Unlimited reports 10 Influence-only users

Additions	Standard (yr)	Premium (yr)
Add' 250 Influencer Profiles	£2,700	£2,700
API Access	£5,400	£5,400
Additional user	£1,080	N/A
Unlimited users	N/A	£10,800



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# Brandwatch Resell



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## Optional Add-ons - Resell

Product (Additions)	Price
<b>QBank</b>	£10,800
<b>Sociuu</b>	£4,092
Sociuu - Extra User	£40.92
Sociuu - Custom Email Template	£5,040
<b>Storystream</b>	-
Storystream - Starter	£5,040
Storystream - Pro	£15,120
Storystream - Premium	£50,400
Storystream for Websites	£20,160
Storystream for e-commerce	£35,280
<b>Osavul</b>	-
Osavul - TikTok Tier 1: 200,000 Units	£34,400
Storystream - Link-in-bio solution	£7,560
<b>BuzzSumo (Enterprise)</b>	£4,800
BuzzSumo (Enterprise) - Extra User	£168



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# Brandwatch Services & Onboarding Packages



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# Services

## CI & SMM Onboarding

<b>Brandwatch Academy</b>  Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.  <b>Onboarding plan</b> 2 Office hours + 1 Kick-off call + 1 Adoption call	<b>FREE</b>
<b>BASIC</b>  Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.  <b>PLUS: 15 hours redeemable</b> for dedicated support to implement and enable your team.	<b>£3,000 one-off</b>  <b>£2,625 recurring</b>
<b>ADVANCED</b>  Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.  <b>PLUS: 30 hours redeemable</b> for dedicated support to implement and enable your team.	<b>£6,000 one-off</b>  <b>£5,250 recurring</b>
<b>CUSTOM</b>  Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.  <b>PLUS:</b> Custom scoped onboarding plan and technical implementation	<b>Custom (£200/hr)</b>

**NOTE:** If onboarding is purchased as recurring the redeemable hours renew and can be used to: *train new staff and refresh existing staff on best practices, explore a new use-case, broad enablement or transfer to expert hours to use with the Strategy & insights and Technical Services teams.*



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# Services

## Strategy & Insights (Reporting)

### Gold Report:

In-depth report with qualitative and quantitative analyses and recommendations

- Up to five data segmentations (i.e. audiences, brand attributes/messaging, purchase drivers/intent, etc.)
- Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations

**£22,500 one-off**

### Silver Report:

A detailed report about a specific topic or topics and sub-topics that also includes recommendations

- Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations

**£15,000 one-off**

### Bronze Report:

A short snapshot or overview report about a specific topic or topics with high level analysis

- Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations

**£7,500 one-off**

*\*Prices are given for English language reports only, additional languages will require multiple reports or extra expert hours (below) to be purchased*

*\*\*exact scope of deliverables will be agreed in SOW.*

### Extra Expert Hours

Additional reporting hours required for iteration will be charge at our standard "Expert Hours" rate of: £190/hr

**£200/hr**

\*April 2025 offer of 40 expert hours as a bundle for £54/per hour





**Thank You,**