



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

| | Pro | Premium | Enterprise |
|-------------------------------|-----------------------------------------------------|------------------------------------------------|------------------------------------------------|
| 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 |
| Users | Up to 5 users (Plus unlimited view only) | 20 users (Plus unlimited view only) | 50 users (Plus unlimited view only) |
| 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 | 1m 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

| | Standard | Pro | Premium *offer 5% discount valid until 30th of March 2026 |
|--------------------------|--------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 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 *extra 10 users added without charge valid until 30th of March 2026 |
| Ad Accounts | 1 | 3 | 10 |
| Listen queries | 1 | 3 | 5 |
| TOTAL | £13,800 per year | £22,200 per year | £39,000 per year |



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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 |
| 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 |
| Listen Standalone (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) |
| Benchmark Standalone (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) |
|----------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Influence | £27,000 Unlimited searches 250 reports 250 influencer profiles 3 Influence-only users | £37,800 Unlimited searches Unlimited reports 1,000 influencer profiles 10 Influence-only users |
| Influence (Discover Only) | £8,100 Unlimited searches 250 reports 3 Influence-only users | £13,500 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 |
|------------------------------------|---------|
| QBank | £10,800 |
| Sociuu | £4,092 |
| Sociuu - Extra User | £40.92 |
| Sociuu - Custom Email Template | £5,040 |
| Storystream | - |
| Storystream - Starter | £5,040 |
| Storystream - Pro | £15,120 |
| Storystream - Premium | £50,400 |
| Storystream for Websites | £20,160 |
| Storystream for e-commerce | £35,280 |
| Storystream - Link-in-bio solution | £7,560 |
| BuzzSumo (Enterprise) | £4,800 |
| BuzzSumo (Enterprise) - Extra User | £168 |



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Brandwatch Services & Onboarding Packages



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Services

CI & SMM Onboarding

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <p>Brandwatch Academy</p> <p>Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.</p> <p>Onboarding plan 2 Office hours + 1 Kick-off call + 1 Adoption call</p> | <p>FREE</p> |
| <p>BASIC</p> <p>Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.</p> <p>PLUS: 15 hours redeemable for dedicated support to implement and enable your team.</p> | <p>£3,000 one-off</p> <p>£2,625 recurring</p> |
| <p>ADVANCED</p> <p>Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.</p> <p>PLUS: 30 hours redeemable for dedicated support to implement and enable your team.</p> | <p>£6,000 one-off</p> <p>£5,250 recurring</p> <p>*June 2025 offer 57.33% off on a 3 year subscription</p> |
| <p>CUSTOM</p> <p>Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses.</p> <p>PLUS: Custom scoped onboarding plan and technical implementation</p> | <p>Custom (£200/hr)</p> |

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

Siiver 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,