

G-Cloud15

Access Attract Evo

Pricing Document

1 Service Overview

Access Attract is a recruitment marketing intelligence platform that prevents budget waste before it happens. Unlike traditional website platforms that show you what happened last month, Access Attract tells you what's happening right now and what to do about it. The only recruitment marketing platform that combines beautiful, no-code recruitment websites with AI-powered intelligence.

2 G-Cloud Specific Pricing

The following represents G-Cloud specific pricing for Access Attract.

Note: Modular structure allows customers to build solution matching their needs and budget.

Attract Pricing (without Access Vincere)

1 year 3 years			1 year 3 years			1 year 3 years		
Kickstarter			Content Booster			Website Excellence		
350 Flexpoints per annum	N/A		1,000 Flexpoints per annum	N/A		1,700 Flexpoints per annum	N/A	
Flightpath A			Flightpath B			Flightpath C		
Software			Software			Software		
Standard CSP			Standard CSP			Premier CSP		
Customer price per month	£300	£275	Customer price per month	£785	£715	Customer price per month	£1,605	£1,462

Attract Pricing (with Access Vincere)

1 year 3 years			1 year 3 years			1 year 3 years		
Kickstarter			Content Booster			Website Excellence		
350 Flexpoints per annum	N/A		1,000 Flexpoints per annum	N/A		1,700 Flexpoints per annum	N/A	
Flightpath A			Flightpath B			Flightpath C		
Software			Software			Software		
Standard CSP			Standard CSP			Premier CSP		
Customer price per month	£275	£249	Customer price per month	£700	£639	Customer price per month	£1,430	£1,300

Evo Everywhere

Evo Everywhere is the AI platform provided with all Access solutions, delivering enterprise-grade AI capability within the customer's own security perimeter. Included within the platform base fee, all users have access to Evo Navigator and Evo Workflows. Power user licences

additionally unlock Evo Researcher (knowledge synthesis and information retrieval), Workflows AI and the ability to Run Agents.

Tier	Platform Base Fee	Power User Licence
Evo Everywhere	20% of annual cost	£50 per user per month

Design & Optimisation Services (Value Pathways)

Professional design and optimisation support throughout your contract, powered by FlexPoints for flexible service consumption. Contracts are 3 years with five-year service pathway. Focus shifts from initial build (Year 1) to ongoing optimisation (Years 2-3) and major refresh (Year 4).

Service Level	Annual Price	Implementation Timeline	Year 1 Services	Ongoing Support (Years 2-5)
Base	Included with platform	2 weeks	Templated design, 10 assets, 10h content loading, 350 FlexPoints	350 FlexPoints annually for tweaks and optimisation; templated refresh Year 4
Silver	£6,000/year	4 weeks	Templated design, 15 assets, 15h content loading, 500 FlexPoints	500 FlexPoints annually for tweaks and optimisation; templated refresh Year 4
Gold	£12,000/year	6 weeks	Bespoke design, 20 assets, 18h content loading, 1,000 FlexPoints	1,000 FlexPoints annually for tweaks and optimisation; bespoke refresh Year 4
Platinum	£18,000/year	8 weeks	Bespoke design, 30 assets, 21h+ content loading, 2,000 FlexPoints	2,000 FlexPoints annually for optimisation and major refresh; premium consultancy support

FlexPoints provide flexible allocation for consuming value-added services including design updates, SEO optimisation, content creation, and technical consultancy as business needs evolve throughout the contract term.

Add-On Modules & Services

- Smart Packs & Platform Extras**

Service	Annual Price
Additional Chatbots	£400/year per chatbot

Service	Annual Price
WhatsApp Integration (if not included in tier)	£1,500/year
Lead Gen Optimiser (if not included in tier)	£1,500/year
Advanced SEO Toolkit	£2,000/year

- **Conversion Intelligence Platform**

AI-powered marketing optimisation platform that analyses recruitment marketing performance and provides actionable recommendations to improve candidate conversion rates and prevent budget waste.

Key Capabilities:

- Conversion health scoring benchmarked against 140 million applications
- Traffic source ROI analysis showing which channels drive best conversion
- Marketing spend optimisation with projected savings
- A/B testing simulation showing predicted conversion improvements
- Direct attribution from marketing spend to placement revenue
- Plain-English recommendations with one-click implementation guidance

Pricing: £2,400/year base platform fee + performance-based component calculated on placement volume.

- **Other Add-On Services**

Service	Pricing
Third-party CRM and job board integrations	£5,000 (depends on integration complexity)
Multi-language site enablement	£5,000 (one-time setup)
Job aggregator feed configuration	£1,500/year
Additional onboarding consultancy	£150/hour
Bespoke internal page design	£2,000 per page
Candidate re-engagement campaigns	£1,500 per campaign
Additional FlexPoints	£500 per 100 FlexPoints

Pricing Notes

- Platform packages available on annual and multi-year contract terms
- Multi-year contracts include pricing benefits
- FlexPoints allocations included with Value Pathway service tiers
- Success Plans (Standard or Premier) included with platform packages
- Modular pricing structure: Platform + Design Services + Optional Add-Ons
- Design services billed annually as part of 3-year Value Pathway contract

- All prices shown are annual unless otherwise stated
- Prices are invoiced and payable in advance in 12 monthly instalments

Core Platform Capabilities

Access Attract delivers four key capabilities that protect your budget and prove your marketing impact:

1. Stop Budget Waste Before It Happens

Real-time alerts catch underperforming campaigns early, allowing you to fix problems in days rather than months. Achieve up to 35% performance lift from early detection versus month-end surprises.

Features:

- **Zero-Application Smart Alerts:** Get warned within 48 hours when campaigns start failing, with one-click fixes ready to deploy
- **Campaign Performance Monitoring:** Track campaign health in real-time
- **Proactive Intelligence Feed:** Daily digest of critical actions needed
- **2. Prove Marketing ROI Instantly**

Campaign-to-placement attribution shows exactly how much revenue your marketing generates.

Features:

- **Analytics - Killer Insights:** Unified data model connects career site, CRM, ATS, and analytics for complete visibility. Discover insights like "99% mobile gap" or "LinkedIn 3x better than Indeed"
- **Direct ROI Attribution:** Track every pound spent straight through to placements made
- **Traffic Source Performance:** Know exactly where your budget goes and what returns it generates
- **3. Reclaim 8-13 Hours Every Month**

Get instant answers to complex questions instead of building pivot tables and hunting through spreadsheets.

Features:

- **Copilot Intelligence:** Ask in plain language "Which sources convert best?" and get instant answers for real-time decisions
- **Custom Analytics Dashboards:** Build and customise reporting views
- **Automated Reporting:** Pre-built dashboards surface performance blind spots
- **4. Boost Campaign Performance by 35%**

Proactive optimisation beats reactive management. Customers see the difference within weeks.

Features:

- **PulseCheck App:** Receive instant health scores with plain-English fixes you can implement yourself. No developer needed - see what's broken, why candidates leave, and how to fix it today
- **Design Studio:** No-code website builder with smart alerts
- **DEI Tools & Performance Tracking:** Diversity monitoring and inclusive recruitment capabilities

Platform Tiers

Access Attract is available in two platform tiers:

Tier	Description
GROW	Essential recruitment marketing intelligence including conversion-optimised career sites, AI-powered analytics, proactive alerts, Design Studio, DEI tools, and Access Evo platform capabilities (SSO, Feeds, Copilot, Collaborate, Learning, Engage, Applause)
EXCEL	Enhanced recruitment marketing intelligence with all GROW features plus HireAra sales intelligence integration (candidate presentation platform that tracks prospect engagement and scores buying intent), extended chatbot capabilities, and premium platform features

Add-On Modules & Services

- **Smart Packs**

Enhance your platform with additional functionality:

- Additional Chatbots
- WhatsApp Integration
- Advanced SEO Toolkit
- Lead Generation Optimiser
- Full Client Engagement Suite

Conversion Intelligence Platform (Premium Add-On)

AI-powered marketing optimisation platform that analyses recruitment marketing performance and provides actionable recommendations.

Key Capabilities:

- Conversion health scoring benchmarked against 140 million applications
- Traffic source ROI analysis (see exactly which channels drive best conversion)
- Marketing spend optimisation recommendations with projected savings
- A/B testing simulation showing predicted conversion improvements
- Direct attribution from marketing spend to placement revenue

Pricing Model: Monthly platform fee + performance-based component based on placement volume

Design & Optimisation Services (Value Pathways)

Professional design and optimisation support throughout your contract, powered by FlexPoints allocation for flexible consumption of services.

Service Tiers Available:

- Templated design packages
- Bespoke design services
- Ongoing optimisation and refresh services
- SEO and content optimisation
- Technical consultancy

Other Add-On Services

- Third-party CRM and job board integrations (Open API available)
- Multi-language site enablement
- Job aggregator feed configuration
- Additional onboarding consultancy
- Bespoke internal page design
- Candidate re-engagement campaigns
- Additional FlexPoints for value-added services

Pricing Notes

- Platform available on annual and multi-year contract terms
- Multi-year contracts may include pricing benefits
- FlexPoints allocations included with Value Pathway service tiers for flexible consumption
- Success Plans (Essential, Standard, or Premier) included with platform tiers
- Modular pricing structure: Platform + Smart Packs + Value Pathways + Premium modules

3 Implementation Methodology

We aim to provide you with an excellent experience in getting up and running. Our Implementation packages use our Access FlightPath Implementation methodology designed to deliver timely value to you and your colleagues.

Access FlightPath

Our FlightPath services have been designed to be remote-first, providing you with an improved low-risk implementation journey, no matter how your organisation is structured or wherever your employees are working.

We use video technology to facilitate face-to-face contact, so you still get the hands-on benefit of working with an Access expert and our years of software deployment expertise. We have also invested in product e-learning, so your users can learn our products at their own pace. Our remote-first approach means that you have regular, accessible communication with us to keep you on track at every step of your journey and that your software can be delivered flexibly to suit the needs of your organisation and employees.

All our FlightPath consultants and onboarders are not only certified in our products, they are also trained and certified in our remote-first FlightPath implementation methodology, including training in effectively delivering remote customer projects.

Implementation Journey

Each FlightPath implementation programme from Access follows a well-defined journey with key milestones. These milestones represent—at a high level—the individual phases of your implementation journey. We'll be using these milestones to help us both track and communicate progress towards successfully launching to your users. Our aim is to give you value from your investment as quickly and as fully as possible.

Using our years of software deployment expertise, we have defined the FlightPath methodology. This is a journey based on best practice and designed to deliver timely value to you and your colleagues. And while it is ultimately your journey, we are here to support you all along the way.

Clear Roles and Responsibilities

At the 'Getting Started' milestone phase, you will receive a Welcome Pack. In here you'll find clarity on roles and responsibilities. What you'll need to do, and what we will do. Crucially our FlightPath approach also clarifies our joint expectations, helping us both understand the process that we will jointly commit to, in order to successfully launch your chosen software to your end-users in a timely and efficient manner.

Your Onward Journey

Even when your implementation has successfully landed, and you are in a position to go live with our software, we will ensure that you are successfully transitioned to the care of our Success Team.

The Success Teams include our support colleagues and Customer Success Managers and will be available to support you as you use your software and realise the benefits of your investment in your Access Solution.

Full details of our FlightPath implementations for Access Attract can be found [here](#).

4 Service & Support Management Details

Providing you and your users with a high level of incident support is of prime importance to us. As well as being able to answer your queries, our support staff will also be able to inform you about the latest software releases, and provide hints and tips to ensure you are getting the most out of your product. To emphasise the importance of support to Access we have over 500 employees in the UK in our Support and Customer Success functions.

Support Commitment

We recognise that the systems, software and services we supply may be critical to the well-being of your business. Our aim is to ensure that you have continuous operational capability from our products. We will help you to achieve this by providing efficient support, resolving the majority of tickets at first-line contact.

We will help you maximise your return on investment by providing the best in technical assistance, advice and customer care. We own your support queries and will ensure that they are resolved as promptly and efficiently as possible.

We provide 3 main support plans as detailed below.

The Essential Plan

The online service The Essential Plan is available to all Access customers as part of your license fee and provides you with easy-to-access online support for all your queries, facilitated via our Customer Success portal.

The Standard Plan

Get answers faster

As a Standard Plan customer you benefit from faster response times and can access our support teams via telephone and live chat, as well as through our Customer Success portal. To help your team be more productive, you are provided with continued access to our e-learning content as well as a programme of Success webinars, designed to keep you up to date with new features and share best-practice advice and guidance.

The Premier Plan

Boost productivity with direct access to the experts and achieve a higher return on investment

Our Premier Plan enables your team to achieve more and improve productivity through an ongoing relationship with your own designated Customer Success Manager. Your CSM will get to understand how you're using the technology and will advise you on how to get more from it. Full details of our Customer Success Plans can be found here: [Customer Success Plans | The Access Group](#)