



Pricing Document – Experian Citizen Insight, Segmentation (Mosaic) and Visualisation

GCloud 15

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1 Pricing for Citizen Insight, Segmentation and 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 and include core hours support.

1.1 Annual Licensing

1.1.1 Mosaic UK

	Level		
	Person	Household	Postcode
10-25K	£8,445	£7,350	£4,935
25-50k	£12,960	£11,295	£7,535
50-100k	£17,760	£15,445	£10,310
100-250k	£21,210	£18,440	£12,350
250-500k	£26,255	£22,835	£15,230
500k-1m	£30,510	£26,010	£17,835
1m-2m	£35,525	£30,950	£20,620
2m-3m	£42,185	£36,595	£24,335
3m-4m	£46,355	£46,355	£26,705
4m-5m	£54,235	£54,235	£31,480
5m-7m	£64,420	£64,420	£37,050
7m-10m	£73,315	£73,315	£42,065
10m-15m	£81,340	£81,340	£47,135
15m-22m	£92,275	£92,275	£53,415
22m+	£101,475	£101,475	£58,795

Minimum volume of 10k.

Enterprise-level license for Mosaic with Public Sector Insights Pack. Pricing dependent on output level required and number of records supplied



1.1.2 Additional Mosaic Insight Packs

	Premium	Standard	Public Interest
10-25K	£900	£520	£345
25-50k	£1,320	£790	£530
50-100k	£1,695	£1,015	£680
100-250k	£2,030	£1,225	£725
250-500k	£2,515	£1,515	£1,010
500k-1m	£2,885	£1,750	£1,160
1m-2m	£3,425	£2,100	£1,370
2m-3m	£4,165	£2,510	£1,690
3m-4m	£4,790	£2,880	£1,940
4m-5m	£5,275	£3,170	£2,125
5m-7m	£5,960	£3,580	£2,415
7m-10m	£6,710	£4,100	£2,810
10m-15m	£7,235	£4,370	£2,940
15m-22m	£8,235	£4,885	£3,280
22m+	£8,955	£5,685	£4,885

Minimum volume 10k

Mosaic Insights (in addition to Mosaic UK and per additional pre-packaged GI) per pack

1.1.3 ConsumerView

	Price per variable		
	Premium	People	Property
10-25K	£3,745	£2,115	£2,855
25-50k	£4,705	£2,645	£3,545
50-100k	£6,255	£3,550	£4,735
100-250k	£7,495	£4,285	£5,630
250-500k	£9,060	£5,110	£6,800
500k-1m	£10,340	£5,810	£7,785
1m-2m	£11,975	£6,830	£8,985
2m-3m	£14,070	£7,980	£10,585
3m-4m	£15,470	£8,810	£11,665
4m-5m	£18,125	£10,395	£13,685
5m-7m	£21,305	£12,245	£16,285
7m-10m	£27,280	£13,815	£18,565
10m-15m	£29,115	£15,500	£20,520
15m-22m	£30,970	£17,525	£23,145
22m+	£34,055	£19,265	£25,485

Minimum volume of 10k.

Pricing per variable, dependent on type (premium, people, property) required and number of records supplied



1.2 Bespoke work

1.2.1 One off development fees

- Bespoke Insights Pack £7,280 excludes bespoke research
- Bespoke Visualisation Development in Tableau £15,600
- Bespoke Visualisation Portal Development £36,400
- Bespoke Segmentation - Simple £29,120 excludes bespoke research. Visualised in PowerPoint
- Bespoke Segmentation - Standard £41,600, includes limited research (10 questions). Visualised in Tableau
- Bespoke Segmentation - Complex £62,400, includes bespoke research, Visualised in Tableau

1.2.2 Ongoing bespoke work annual licence fee

	Bespoke work annual licence fee		
	Insight	Visualisation	Segmentation
10-25K	£1,200	£1,720	£8,600
25-50k	£1,765	£2,515	£1,230
50-100k	£2,120	£3,025	£19,215
100-250k	£2,535	£3,630	£23,630
250-500k	£3,045	£4,345	£29,155
500k-1m	£3,500	£4,995	£33,895
1m-2m	£4,030	£5,760	£38,010
2m-3m	£4,630	£6,615	£49,980
3m-4m	£5,325	£7,600	£54,720
4m-5m	£5,860	£8,365	£64,425
5m-7m	£6,445	£9,210	£78,020
7m-10m	£7,255	£10,365	£88,615
10m-15m	£7,820	£11,170	£98,535
15m-22m	£8,670	£12,385	£113,960
22m+	£9,430	£13,470	£124,365

Minimum volume 10k

