



Pricing Document

G-Cloud 15

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Procuring e-shot via G-Cloud

G-Cloud is the simplest way for public sector organisations to procure the e-shot platform and represents best value for money. Buying through G-Cloud provides a straightforward, compliant route to purchase, with clear pricing and no lengthy procurement process. Organisations that procure e-shot via G-Cloud benefit from the following:

Unlimited users

There is no limit on the number of user accounts that can be created. e-shot is designed to be used across whole organisations, allowing multiple teams to create, manage and send communications without additional user licence costs.

Unlimited emails

G-Cloud customers can send unlimited emails. This supports regular and timely communications with citizens, staff and other stakeholder groups, without restrictions on volume or frequency.

Best price guarantee

We guarantee that the G-Cloud rate is the lowest commercial price offered to new customers. We will not offer lower prices through other tenders, commercial frameworks or direct contracts.

Free training

All G-Cloud customers can access training at no additional cost. Training can be booked online for an unlimited number of staff, with additional sessions available on request. We also run regular best practice sessions covering topics such as accessibility and analytics.

Test environment

All G-Cloud customers receive a dedicated test environment to support implementation and testing. Customers using e-shot Omni also receive a separate training environment in addition to the test environment.

Calculating your subscription

There are three components to pricing the e-shot platform:

Version: choose from three feature sets with increasingly sophisticated functionality

Volume: the number of unique contacts in your database

Accounts: the number of brands or departments who need a dedicated area

Here are a couple of examples of typical prices for the platform:

Example 1 - A large, unitary authority

e-shot pro platform subscription £10,000 per annum
- up to 100,000 contacts

Additional shared accounts x 5 £5,000 per annum
- Adult social care
- Business
- Children's services
- Transport
- Waste and recycling

Example 2 - A small, metropolitan borough

e-shot basic platform subscription £4,500 per annum
- up to 20,000 contacts

Additional shared accounts x 1 £800 per annum
- Internal communications

Platform subscription pricing

Choose the volume of contacts that you need to communicate with and the version of the platform you require. All subscription pricing is per annum:

Contacts	Omni	Pro	Basic
5,000	£5,000	£3,500	£2,000
7,500	£7,000	£4,500	£3,000
10,000	£8,000	£5,500	£3,500
20,000	£9,500	£7,000	£4,500
30,000	£11,000	£8,000	£5,000
40,000	£12,500	£9,000	£6,250
50,000	£14,000	£10,000	£7,000
75,000	£18,000	£13,000	£9,000
100,000	£20,000	£16,000	£10,000
125,000	£22,500	£18,000	£11,000
150,000	£25,000	£20,000	£12,000
200,000	£28,000	£22,500	£14,000
250,000	£31,000	£24,000	£15,000
300,000	£34,000	£25,500	£16,000
350,000	£37,000	£27,000	£17,000
400,000	£40,000	£28,500	£18,000
450,000	£42,500	£30,00	£19,000
500,000	£45,000	£32,000	£20,000

High volume subscriptions

Choose the volume of contacts that you need to communicate with and the version of the platform you require:

Contacts	Omni	Pro	Basic
600,000	£47,500	£35,000	£22,000
750,000	£50,000	£38,000	£25,000
1,000,000	£55,000	£42,000	£27,500
1,250,000	£60,000	£44,000	£30,000
1,500,000	£64,000	£46,000	£32,000
1,750,000	£67,000	£48,000	£34,000
2,000,000	£70,000	£50,000	£36,000

For volumes that exceed 2 million contacts, please add the following amounts to the 2 million contact container price.

Each additional 250,000 contacts	£3,000	£2,000	£1,500
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How contact volume is calculated

The volume of contacts is calculated based on the unique number of active email addresses and/or mobile numbers contained in your database. Contacts are automatically deduplicated in each account. If your subscription contains multiple accounts, there is also the option to share the contact container, so they only count as a single contact in the platform. If a contact has both an email address and mobile number, they only count once. Unsubscribed contacts do not count towards your Contact Container.

Active contacts cannot be deleted if they have been sent a campaign in the past 30 days.

Additional accounts

A platform subscription includes one production account and one test account. Additional accounts can be added to provide separate, self-contained areas of the platform for managing contacts, designs and campaigns for different brands or departments.

A common use case is separating external communications and internal communications into dedicated accounts. User management can be shared across accounts or kept separate, depending on organisational requirements.

There are two options when adding additional accounts to a platform subscription:

Accounts with shared contacts

Accounts with shared contacts use a single contact container across all accounts within the platform subscription. This approach provides economies of scale and benefits from deduplication of contacts across the platform.

Accounts with shared contacts work well when:

- The same contact data is used across each account
- The subscription is paid for through a single invoice and purchase order

Accounts with separate contacts

Accounts with separate contacts each (non-shared) use their own dedicated contact container. This approach is suitable where contact are not shared.

Accounts with separate contacts work well when:

- Each account uses different contact data
- Departments need to budget for and pay for their subscriptions separately

Please note that shared-contact accounts and separate-contact accounts cannot be combined within a single platform subscription.

Additional accounts

Accounts with shared contacts

Number of accounts	Omni	Pro	Basic
Up to 10 (each)	£1,250	£1,000	£800
More than ten (each)	£1,000	£800	£650
More than twenty (each)	£750	£650	£500

If you require additional contacts when adding accounts with shared contacts to your platform subscription, you can upgrade the overall contact container.

Accounts with separate contacts

Contacts	Omni	Pro	Basic
2,500	£1,500	£1,200	£1,000
5,000	£2,300	£1,800	£1,400
7,500	£2,700	£2,100	£1,700
10,000	£3,000	£2,400	£1,900
20,000	£3,500	£2,900	£2,200
30,000	£4,000	£3,300	£2,500
50,000	£4,500	£3,500	£2,900

Subaccount contact containers must be equal or lower volume than the main platform subscription. If you require more than 50,000 additional contacts in a separate account, then please contact us to devise the most cost-effective way to procure this.

Network messages

Unlimited emails are included in all subscriptions but additional fees apply for SMS and WhatsApp messages sent via e-shot from the network providers and from Meta respectively. We offer simple bundles that can either be added to your annual subscription or purchased ad-hoc.

SMS bundles	Price per message	Bundle price
10,000	5.0p	£500
50,000	4.0p	£2,000
100,000	3.5p	£3,500

WhatsApp is charged per conversation rather than per individual message. A conversation can include multiple messages exchanged within a 24-hour period.

The rate applied depends on the message category.

Messages with a promotional element are automatically classified as marketing messages by Meta. Non-promotional messages that are purely informational or service-related are classified as utility messages.

WhatsApp marketing	Price per conversation	Bundle price
10,000	5.0p	£500
50,000	5.0p	£2,500
100,000	5.0p	£5,000

WhatsApp utility	Price per conversation	Bundle price
10,000	2.0p	£200
50,000	2.0p	£1,000
100,000	2.0p	£2,000

All amounts are shown in pounds sterling (£) and exclude VAT. Please note that G-Cloud pricing for SMS and WhatsApp is indicative only. Prices are based on charges set by mobile network operators and Meta, the owner of the WhatsApp platform, and may change due to factors outside our control.

Professional services

e-shot is a powerful platform, but effective use depends on more than technology alone. Our Professional Services team supports customers from day one to ensure a smooth onboarding experience and successful ongoing use.

The following services are included as part of the platform subscription:

- 1. Support
- 2. Account management
- 3. Training
- 4. Best practice templates

Further details of these services are available in the Service Definition.

We also offer a range of professional services to support onboarding and meet bespoke requirements. With the exception of the account setup fee, all professional services are optional. However, we generally recommend using our expertise during initial setup to ensure the platform is configured to meet organisational needs and to support long-term success.

Example - Onboarding package

Platform setup	£500
2x additional account setup.....	£200
2x email templates	£1,400
1x form template.....	£500
1x preference centre setup	£500
2x automation templates.....	£1,800
TOTAL:.....	£5,000

Professional services

The following professional services are offered at fixed prices to onboard new customers to the platform. All work is scoped and documented and inclusive of up to two sets of customer amendments.

Platform setup:£500

Additional account setup:£100

Email template:£700

Email template with advanced dynamic content:£1,200

Form template:£500

Website popup template:£300

Landing page template:£900

Preference centre setup:£500

Global preference centre setup:£1,500

Microsoft Teams integration setup:£500

Entra ID integration setup:£500

Automations campaigns: see page 13

Custom report / dashboard setup:£900

All template design work is tested for mobile responsiveness and accessibility to WCAG 2.2 AA standards.

Our consulting team can provide onboarding and setup recommendations in a pre-scoping or early market engagement.

Professional services

Managed Migrations:

For customers moving from another platform, we provide a fully managed migration service to transfer existing activity to e-shot seamlessly with minimal disruption.

Our team will work with you to plan the migration and configure your e-shot account to match, or improve on, your existing setup. We then carry out the migration work, reducing the time and effort

Activities included in a managed migration:

Review of current subscriber options and data

Design review including responsive and accessibility checks

Report and recommendations on changes from the above

Data validation to remove bad email addresses

Full migration of data and templates from incumbent platform to e-shot

Our consulting team can provide onboarding and setup recommendations in a pre-scoping or early market engagement capacity to customers looking to procure via G-Cloud.

Migration fees:

GovDelivery with up to 50 topics: £2,000

GovDelivery with more than 50 topics: £5,000

Mailchimp with up to 100,000 subscribers:..... £2,000

Mailchimp with over 100,000 subscribers: £5,000

Poppulo, Adestra, Dotmailer or Adobe (Marketo) £2,500

Other platforms: POA

Professional Services

Automated campaigns

e-shot capabilities extend beyond newsletters and one-off communications. The platform can be used to automate and streamline common communications for councils, supporting improved digital outcomes and behaviour change.

We have extensive experience delivering automated campaigns and can set up tailored programmes as part of the onboarding process. Pricing is indicative, with full scoping provided during the pre-sales stage.

Email template with advanced dynamic content: from £1,200

Deliver highly relevant emails by dynamically showing or hiding content sections for different recipients using dynamic rules.

Welcome series: from £1,500

Send a pre-defined sequence of messages based on triggers such as a form fill, integration or tracked interaction. These sequences typically contain 3 to 5 messages and can be used for a variety of purposes to welcome new subscribers to your communications, new staff to your organisation or new stakeholders to a specific service.

Closure alerts: from £3,500

Automatically alert subscribers when schools, bus routes and other council services are impacted by bad weather or other issues.

Bin reminders: from £2,500

Reduce missed collections whilst delivering highly targeted recycling messages with automated reminders to residents on which bins need to be put out each week. Each campaign is set up to cater for multiple routes and week routines along with options to cater for service disruptions and bank holidays.

Nurture campaigns: from £3,500

Nurture contacts to support them on their journey of considering and acting upon council services or behaviour change priorities. Journeys are triggered automatically via form fill or integration and all communications are sent on a contact-centric basis over a sustained period. Examples of nurture campaigns include public health campaigns on smoking cessation, foster care recruitment or adult education course promotion.

Professional Services

Our teams have the skills and experience to deliver highly bespoke solutions for public sector customers. We hold the appropriate credentials and security clearances, and all work is delivered in-house to ensure quality and consistency.

All work is fully scoped and costed in advance, providing clarity on deliverables and investment. Please refer to our SFIA rate card for applicable day rates.

Custom development: £1,500 per day

Our development team are experts in our own solution and have extensive experience with other systems and technologies. They can customise the solution and integrations or build full solutions to augment or enhance the platform to your specific requirements.

Consultancy: £1,200 per day

Our consultancy team can provide guidance and hands-on help with a range of challenges such as engagement, deliverability, automation and data quality.

Project management: £1,200 per day

Our project management team can help to plan and implement custom requirements and changes to your e-shot account. This typically includes projects such as bespoke integration, advanced automations and configuration of microsite and consultations.

Thank you

We would welcome the opportunity to discuss your requirements and can support pre-scoping, including strategic and technical consultancy.

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