



NTT DATA Business Solutions SAP Pricing for G-Cloud

SAP Emarsys Customer Engagement

28 January 2026 | Document Version 1.0

NTT DATA Business Solutions Contact

Position:	Sales Director
Name:	Ben Foster
Telephone:	07825 862205
Email:	Ben.Foster@nttdata.com
Address:	12 Gough Square London EC4A 3DW

SAP Emarsys Customer Engagement

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial minimum purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Block of 100,000 Contacts	List Price / Unit	Currency	Fee Basis
1 – 9	£707.40	GBP	Per Month
10 – 19	£502.20	GBP	Per Month
20 – 49	£344.70	GBP	Per Month
50 – 99	£233.10	GBP	Per Month
100 – 199	£186.30	GBP	Per Month
200 +	£140.40	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Account Engagement Option

Delivered Software as a Service.

Pricing is based on a metric of Record, defined as each individual data object managed via the Cloud Service. Licensed in blocks of 10,000 records, with a minimum purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 10,000 Record	List Price / Unit	Currency	Fee Basis
1 - 5	£657.90	GBP	Per Month
6 - 10	£495.90	GBP	Per Month
11 - 25	£372.60	GBP	Per Month
26 - 50	£289.80	GBP	Per Month
51 - 100	£207.00	GBP	Per Month
101+	£173.70	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Omnichannel Marketing Option

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Contact	List Price / Unit	Currency	Fee Basis
1 – 9	£368.10	GBP	Per Month
10 – 19	£261.90	GBP	Per Month
20 – 49	£190.80	GBP	Per Month
50 – 99	£154.80	GBP	Per Month
100 – 199	£131.40	GBP	Per Month
200 +	£121.50	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Advanced Integration Capabilities

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Contact	List Price / Unit	Currency	Fee Basis
1 – 9	£496.80	GBP	Per Month
10 – 19	£360.90	GBP	Per Month
20 – 49	£311.40	GBP	Per Month
50 – 99	£211.50	GBP	Per Month
100 – 199	£162.00	GBP	Per Month
200 +	£111.60	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, E-Commerce Accelerator

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Contact	List Price / Unit	Currency	Fee Basis
1 – 9	£735.30	GBP	Per Month
10 – 19	£613.80	GBP	Per Month
20 – 49	£490.50	GBP	Per Month
50 – 99	£368.10	GBP	Per Month
100 – 199	£245.70	GBP	Per Month
200 +	£184.50	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, E-Commerce Accelerator, Offline Stores

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Contacts	List Price / Unit	Currency	Fee Basis
1 – 9	£649.80	GBP	Per Month
10 – 19	£368.10	GBP	Per Month
20 – 49	£245.70	GBP	Per Month
50 – 99	£184.50	GBP	Per Month
100 – 199	£135.90	GBP	Per Month
200 +	£110.70	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, E-Commerce Accelerator, Loyalty Module

Delivered Software as a Service.

Pricing is based on a metric of Contact, defined as each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service. Licensed in blocks of 100,000 contacts, with an initial purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Contacts	List Price / Unit	Currency	Fee Basis
1 – 9	£514.80	GBP	Per Month
10 – 19	£490.50	GBP	Per Month
20 – 49	£441.90	GBP	Per Month
50 – 99	£368.10	GBP	Per Month
100 – 199	£245.70	GBP	Per Month
200 +	£184.50	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Mobile App Marketing Option

Delivered Software as a Service.

Pricing is based on a metric of Active User, available in blocks of 100,000.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Active User	List Price / Unit	Currency	Fee Basis
1 – 9	£942.30	GBP	Per Month
10 – 19	£875.70	GBP	Per Month
20 – 49	£800.10	GBP	Per Month
50 – 99	£659.70	GBP	Per Month
100 – 199	£593.10	GBP	Per Month
200 +	£563.40	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Additional Web Channel Impressions

Delivered Software as a Service.

Pricing is based on a metric of Transactions. For this Cloud Service, Transactions are counted, where a Transaction is a web impression. Licensed in blocks of 100,000 transactions with an initial minimum purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Transactions	List Price / Unit	Currency	Fee Basis
1+	£41.40	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Additional Business Units

Delivered Software as a Service.

Pricing is based on a metric of Tenant, where a Tenant is a customer specific instance of the cloud service.

Licensed in blocks of 1 tenant, with minimum initial purchase of 1 tenant.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Tenants	List Price / Unit	Currency	Fee Basis
1 - 5	£1,082.70	GBP	Per Month
6 - 10	£787.50	GBP	Per Month
11 - 24	£630.00	GBP	Per Month
25+	£394.20	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Additional E-Mails

Delivered Software as a Service.

Pricing is based on a metric of Transactions. For this Cloud Service, Transactions are counted, where a Transaction is an email sent to customers as part of a marketing campaign. Licensed in blocks of 100,000 transactions with an initial minimum purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Transactions	List Price / Unit	Currency	Fee Basis
1+	£2.69	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Additional Mobile Wallet Passes

Delivered Software as a Service.

Pricing is based on a metric of Records. For this Cloud Service, Records are counted, where a Record is an mobile pass campaign. Licensed in blocks of 100,000 transactions with an initial minimum purchase of 1 block.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Blocks of 100,000 Transactions	List Price / Unit	Currency	Fee Basis
1+	£656.00	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request

SAP Emarsys Customer Engagement, Development Account

Delivered Software as a Service.

Pricing is based on a metric of Tenant, where a Tenant is a customer specific instance of the cloud service.

Licensed in blocks of 1 tenant, with minimum initial purchase of 1 tenant.

All Pricing is subject to the necessary internal management approvals.

Pricing guidance provided in the table below.

Metric: Tenant	List Price / Unit	Currency	Fee Basis
1+	£545.00	GBP	Per Month

- All prices exclude VAT
- Prices increase on the annual contract anniversary by 3.3% on an annual basis
- Core services such as backup, recovery, and regular upgrades are covered and included in the subscription fee
- Solution support is not included in the subscription
- You can choose to deploy the complete solution, or you can address your immediate business needs first, and phase adoption over a period of time
- For full detailed pricing and metric calculation, please contact us
- Discounts are available upon request