



Pricing Schedule

Data Services

January 2026

Version 1.1



IS 666067

Online set up and Licence

To access our Online platform, it carries an annual license of £500. The individual services available within the platform are then costed below, and can be accessed modularly. Allowing you to create a bespoke combination of services depending on your needs.

There is no set up fee, as just requires registration to the platform. Where appropriate, Training/onboarding fees can be found below.

Data Pricing Document

Pricing is for registered public sector organisations. All excluding VAT.

Data Cleansing

Service	Price (excluding VAT): Database up to 2m	Price (excluding VAT): Database over 2m	Cost is
Address Corrections			
Address Cleansing	£7.50	£5.00	Per 1,000 records processed
UDPRN Appending	£7.50	£5.00	Per 1,000 records matched
Forwarding Addresses			
GAS Reactive (Relocation)	£0.38	£0.21	Per Match
Deceased Flag			
The Bereavement Register Flag	£0.37	£0.21	Per Match
Goneaways			
GAS (Gone Away Suppression) Flag	£0.35	£0.21	Per Match
De-duplication			
Individual	£6.00	£4.00	Per 1,000 records processed
Family	£6.00	£4.00	Per 1,000 records processed
Household	£6.00	£4.00	Per 1,000 records processed
Landline			
Live Landline Validation	£35.00	£25.00	Per 1,000 records processed
Landlines Appended – BT	£0.025	£0.020	Per Match
Landlines Appended – Non BT	£0.025	£0.020	Per Match
Mobile			
Live Mobile Validation	£40.00	£30.00	Per 1,000 records processed
Mobiles Appended	£0.25	£0.20	Per Match
Email			
Live Email Validation	£7.00	£5.00	Per 1,000 records processed
Email Append	£0.15	£0.10	Per Match
Profanity Matching			
Profanity	£0.40	£0.30	Per 1,000 records processed
Preference Services			
Mailing Preference Service	£3.00	£2.00	Per 1,000 records processed
Baby Mailing Preference Service	£25.00	£15.00	Per 1,000 records processed
Telephone Preference Service	£2.00	£1.25	Per 1,000 records processed
Corporate Telephone Preference Service	£2.00	£1.25	Per 1,000 records processed
Validation			
Name Formatting	£1.00	£0.80	Per 1,000 records processed
Telephone Number Formatting	£1.15	£1.00	Per 1,000 records processed
Address Processing	£7.00	£5.00	Per 1,000 records processed

Data Cleansing (All)

Service	Price (excluding VAT): Database Size < 0.5m	Price (excluding VAT): Database Size 0.5m < 1.5m	Price (excluding VAT): Database Size 1.5m < 3m	Price (excluding VAT): Database Size >3m	Cost is
Data Cleansing					
Full Cleanse	£5,000.00	£10,000.00	£15,000.00	£25,000.00	Per full Job

Other Services

Available on Request Outside of the SAAS Platform

Service	Price (excluding VAT): Database up to 2m	Price (excluding VAT): Database over 2m	Cost is
Address Corrections			
Electoral Roll Matching for Validation Only	£15.00	£10.00	Per 1,000 records processed
MPAN/MPRN Database	£200.00	£175.00	Per 1,000 records processed
Vulnerability Properties (Nrosh & Care Homes)	£20.00	£12.50	Per 1,000 records processed
Propensity Modelling	£3,000		Per Modelling Job
Segmentation			
Intra	£0.0060	£0.0035	Per Match
Consultancy			
Bespoke Insights and Analytics Modelling	Standard day rate £1,200		
Consultancy Engagements	Standard day rate £1,200		
Debt Management SME's	Standard day rate £1,200		
Systems Integration	Standard day rate £1,200		
Support and Training (if/when required)			
Training	Standard day rate £900		
Implementation Support	Standard day rate £900		
Set up support	Standard day rate £900		

ID Graph Services (SmartLink)

Service	Price (excluding VAT)	Cost is
Unlimited Annual License		
Database Size < 0.8m	£30,000.00	Per Annum
Database Size 0.8m < 1.5m	£60,000.00	Per Annum
Database Size 1.5m < 4.5m	£150,000.00	Per Annum
Database Size 4.5m < 7.5m	£205,000.00	Per Annum
Database Size 7.5m+	£310,000.00	Per Annum
Individual Services		
Deduplication and Database Maintenance	£0.02	Per Match
Tracing & Anti Fraud	£0.15	Per Match

Data Enrichment

Service	Price (excluding VAT): Database Size < 0.5m	Price (excluding VAT): Database Size 0.5m < 1.5m	Price (excluding VAT): Database Size 1.5m < 3m	Price (excluding VAT): Database Size >3m	Cost is
Single Job Attribute Appending					
Enhance Core Attributes	£20.00	£17.00	£14.00	£10.00	Per 1000 Records
Enhance Core Premium Attributes	£30.00	£25.00	£21.00	£15.00	Per 1000 Records
Enhance Property Attributes	£7.00	£6.00	£4.50	£3.50	Per 1000 Records
Enhance Geo Attributes	£7.00	£6.00	£4.50	£3.50	Per 1000 Records
Full Enhance Suite attributes	£27.50	£22.50	£18.00	£14.00	Per 1000 Records
Full Enhance Suite attributes (+ Premium)	£40.00	£34.00	£27.00	£21.00	Per 1000 Records
Annual License Attribute Appending – Unlimited					
Enhance Core	£15,000.00	£30,000.00	£75,000.00	£105,000.00	Per Annum
Enhance Property	£5,000.00	£10,000.00	£25,000.00	£35,000.00	Per Annum
Enhance Geo	£5,000.00	£10,000.00	£25,000.00	£35,000.00	Per Annum
Full Enhance Suite	£17,500.00	£35,000.00	£87,500.00	£122,500.00	Per Annum
Profiling					
Demographic/ Lifestyle Profile	£1000.00				Per File Processed

Other Services

Service	Price (excluding VAT)	Cost is
Occupier		
Occupier Identification	£2.55	Per record
Land Registry (if required, depending on results from initial Residency checks)	£8.90	Per record
Minimum file size for a processing batch is 1,000 records		
Residency		
Residency Validation		
Return validated occupiers with contact details	£1.50	Per record
Identify new occupiers and trace the customer to a forwarding address	£2.00	Per record
For each email, mobile or landline phone number identified	£0.50	Per record
Minimum file size for a processing batch is 10,000 records		
Miscellaneous Fees		
Connect API Annual Licence	£12,000.00	Per annum
Customer Intelligence Platform for Public Services	Pricing based on required solution	
Data Integration and Master Data Management	Pricing based on required solution	

Contact Information

Updating and appending contact information

Service	Price (excluding VAT): Database up to 2m	Price (excluding VAT): Database over 2m	Cost is
Contact Channels			
Addresses	£90.00	£50.00	Per 1000 Records
Email	£65.00	£40.00	Per 1000 Records
Landline	£70.00	£50.00	Per 1000 Records
Mobile	£75.00	£55.00	Per 1000 Records
Contact Channel Combinations			
Addresses & Email	£125.00	£70.00	Per 1000 Records
Addresses & Landline	£130.00	£70.00	Per 1000 Records
Email & Landline	£105.00	£60.00	Per 1000 Records