



Pricing summary

Indicative pricing for G-Cloud 15

Investment summary for migrating to Dotdigital

A note on our pricing

In this document you'll see pricing options based on three typical scenarios Dotdigital helps client with.

- **Scenario 1** is a typical entry level solution for customers with smaller list sizes and sending requirements.
- **Scenario 2** is for a mid-sized solution with a Microsoft Dynamics CRM integration for real-time marketing automation. We've included pricing for our Professional Services team to work with you.
- **Scenario 3** is a larger-scale ecommerce solution looking to integrate online store data into their marketing.

There are three elements of our pricing:

1. **Migration and Set up** one-off costs that get you to the point where you're ready to send.
2. **A variable monthly Software, Messaging and Audience** cost. This covers access to the system and platform upgrades. Any integrations or specific functionality will be listed in this section.
3. **Services** you might want us to deliver to help you get the most out of the platform. This can be monthly or one-off. The cost is based on the amount of time our team of experts spend working with you.

We've included a **15% discount** from our rate card pricing for all G-Cloud registrations. If you have any questions, please do not hesitate to get in touch using my contact.



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Offices located in:

London, Manchester, Amsterdam,
Warsaw, Melbourne, Sydney,
New York, Cape Town, Singapore.

Scenario 1

Typical entry level solution for customers with a smaller list size and sending requirements.

		One off	Monthly
Migration and Set up - Data Managed Onboarding - Platform Training Onboarding gets your managed users set up, imports your contacts, suppressions and segments; guidance on setting up, templates, creating campaigns, testing and sending them. Training gets your team of up to 6 up and running. Sessions delivered either remotely or face to face. Topics include Data Management, Campaign Creation, Automation and Reporting. Extra delegates can be added at extra cost. Unlimited access to the Dotdigital Academy.		£3,825	
Software, Messaging and Audience - Email & SMS Licence 10,000 contacts Audience Plan 300,000 Message Plan per annum Email & SMS Licence includes the following features: Email & SMS marketing, AI content and campaign support, Transactional Email & SMS, Omnichannel journey automation, Reporting & analytics, Email product recommendations, Preference management, GDPR compliance & consent tools, Landing pages, Surveys & Forms, Personalisation & Segmentation, Multivariate testing, Send time optimisations. Message and Audience Plan used to send Email messages.			£348
Services 24/7 customer support via live chat - No additional services requested			N/A
Subtotal:		£3,825	£348
Year 1 cost:		£8,001	
Year 2 cost:		£4,176	

15% discount for all G Cloud enquiries already applied to totals.

Scenario 2

Mid-size solution with a Microsoft Dynamics CRM integration with additional Services support throughout the year.

		One off	Monthly
Migration and Set Up - CRM Managed Onboarding - Platform training - Custom Design Email Template Kit - Microsoft Dynamics installation		£6,420	
Onboarding gets your managed users set up, imports your contacts, suppressions and segments; guidance on setting up, templates, creating campaigns, testing and sending them. Training gets your team of up to 6 up and running. Sessions delivered either remotely or face to face. Topics include Data Management, Campaign Creation, Automation and Reporting. Extra delegates can be added at extra cost. Unlimited access to the Dotdigital Academy. Custom Design Email Template Kit is a branded reusable, compatible, email toolkit compatible.			
Software, Messaging and Audience - Email & SMS Licence 50,000 contacts Audience Plan 3,000,000 Message Plan per annum - Microsoft Dynamics CRM			£924
Email & SMS licence includes the following features: Email & SMS marketing, AI content and campaign support, Transactional Email & SMS, Omnichannel journey automation, Reporting & analytics, Email product recommendations, Preference management, GDPR compliance & consent tools, Landing pages, Surveys & Forms, Personalisation & Segmentation, Multivariate testing, Send time optimisations. Message Plan can be used to send Email messages.			
Services 24/7 customer support via live chat 4 Professional Service hours per month - Customer Success Manager			£576
Subtotal:		£6,420	£1,500
Year 1 cost:		£24,420	
Year 2 cost:		£18,000	

15% discount for all G Cloud enquiries already applied to totals.

Scenario 3

Large-scale ecommerce solution integrating Magento/Adobe Commerce data into their marketing automation.

		One off	Monthly
Migration and Set Up: - Commerce Onboarding - CXDP Platform Training - Custom Design Email Template Kit		£5,844	
Onboarding gets your managed users set up, imports your contacts, suppressions and segments; guidance on setting up, templates, creating campaigns, testing and sending them. Training gets your team of up to 6 up and running. Sessions delivered either remotely or face to face and over Data Management, Campaign Creation, Automation and Reporting. Unlimited Dotdigital Academy access. Custom Design Email Template Kit is a branded reusable, compatible, email toolkit compatible. Unlimited access to the Dotdigital Academy.			
Software, Messaging and Audience: - CXDP Licence 500,000 contacts Audience Plan 10,000,000 Message Plan per annum - Magento 2 Integration - A.I. Product Recommendations - Unlimited integrations			£2,833
CXDP Licence is our Omnichannel Marketing package with the following features: Email, SMS, WhatsApp, push & social retargeting, Transactional Email & SMS, AI content and campaign support, Omnichannel journey automation , Reporting & analytics, Email product recommendations, Preference management, GDPR compliance & consent tools, Landing pages, Surveys & Forms, Personalisation & Segmentation, Multivariate testing, Send time optimisations, Data firehose.. Magento Integration seamlessly connects your store data to your Engagement Cloud instance. A.I. Product Recommendations increase conversion rate and work on email, website and landing pages.			
Services: 24/7 customer support via live chat - Senior Customer Success Director			Included in fee
Senior Customer Success Director will work with you during your contract to ensure your strategy and key metrics and being hit and all aspects of the platform are being utilised.			
Subtotal:		£5,844	£2,883
Year 1 cost:		£40,440	
Year 2 cost:		£34,596	

15% discount for all G Cloud enquiries already applied to totals.

