

G-Cloud 15 Dotdigital



Dotdigital Overview

dotdigital is a leading customer engagement and marketing automation platform designed to help organisations design, deploy and optimise personalised communications across email, SMS, social and web channels. With powerful automation, segmentation, analytics and testing tools, dotdigital enables organisations to deliver targeted, data-driven experiences that improve acquisition, retention and lifetime value.

As a trusted dotdigital partner, Cantarus can provision dotdigital licences and deliver end-to-end support, consultancy, integration and ongoing optimisation services — enabling your organisation to fully leverage the platform's capabilities.

Dotdigital Packages

dotdigital offers flexible licence tiers tailored to different engagement, automation and contact volume needs. Licence levels typically vary by:

- Number of contacts
- Email and SMS sending limits
- Access to advanced automation and AI capabilities
- Reporting and analytics scope
- API and integration allowances

Cantarus will work with you to assess your requirements and recommend the most appropriate licence tier based on your audience size, campaign complexity and data strategy. Licence procurement is handled directly with dotdigital and is priced separately from professional services.

Dotdigital Services

Cantarus provides comprehensive services across the full dotdigital lifecycle, including planning, implementation, integration and ongoing optimisation. Our approach ensures dotdigital is configured to meet your strategic goals and delivers measurable business value.

Platform Provisioning & Onboarding

- Assistance with dotdigital licence selection and procurement
- Environment setup and configuration
- Account provisioning and security hardening

Strategic Planning & Consultancy

- Campaign strategy alignment with organisational goals
- Customer journey mapping and automation design
- Segmentation and data strategy workshops

Integration & Technical Delivery

- Integration with CRM platforms (e.g. Dynamics 365, Salesforce)
- Single customer view and identity resolution setup
- API integration with web, app and third-party systems
- Data synchronisation and enrichment pipelines

Campaign Development & Execution

- Email and SMS campaign build and execution
- Template design and brand consistency
- Automation workflows and triggered journeys

- A/B testing and optimisation

Analytics & Continuous Improvement

- Engagement tracking and performance reporting
- Conversion and revenue analysis
- Personalisation and dynamic content optimisation
- Regular insight reviews and optimisation recommendations

Support & Managed Services

- Ongoing support via Timebank or Timeblock models
- Reactive issue resolution and technical troubleshooting
- Platform health checks and governance reviews
- Training and enablement for internal teams

Pricing for dotdigital services is aligned to our published G-Cloud rate card and can be delivered via Timebank, Timeblock or bespoke project engagements depending on your needs. This flexible approach ensures you only pay for the level of support and resource required.

Value Proposition

As a certified dotdigital partner, Cantarus blends technical expertise with strategic insight to help your organisation:

- Maximise the value of your dotdigital investment
- Deliver personalised, data-driven customer experiences
- Improve engagement, retention and revenue performance
- Scale marketing automation with confidence and governance

Our experienced team of consultants, developers, data analysts and campaign specialists work collaboratively with clients to apply best practices, reduce risk and drive continuous improvement.

Dedicated Teams

Many of our active clients engage with us on a monthly contracted basis, and we maintain an exceptional annual client retention rate of 95%. This loyalty reflects the confidence our clients place in us to continually deliver measurable results and long-term strategic value. Our Net Promoter Score (NPS) of +75 sits beyond the world-class benchmark of +70 and more than doubles the digital industry average of +30.

Our Client Success and Service Desk Teams provide a dedicated pool of resources that are tasked solely with servicing our existing client base. These are made up of a blend of specialists, who are all focussed on providing exceptional levels of support.

Support Channels	Online, phone, email
SLAs	Critical issue response within 1 hour

All authorised client personnel will be issued with online service desk credentials that will allow them to create and manage support tickers through our dedicated, ITIL-compliant, client portal. Authorised personnel can also email support@cantarus.com which will automatically create a support ticker on their behalf.

Where support issues are raised via our dedicated support phone number, our support engineers will create a ticket on the online helpdesk so that it can be tracked to resolution.

Support Hours

Our standard support is provided between the hours of 0900 and 1730 British time, Monday to Friday excluding public holidays. We can also provide, optional, dedicated 24/7 Business Critical support.

Service Levels

All support tickers are assigned a priority based on the scope, impact, and immediacy of the associated issue.

Business Critical	A catastrophic production problem which may severely impact client production systems, or in which client production systems are down or not functioning. Loss of production data has occurred, and no procedural workaround exists.
High Priority	Client system is functioning, but in a severely reduced capacity. The situation is causing significant impact to portions of the Client's business operations and productivity. The system is exposed to potential loss or interruption of service.
Medium Priority	A medium-to-low impact problem which involves partial non-critical functionality loss. One which impairs some operations but allows the Client to continue to function. This may be a minor issue with limited loss or no loss of functionality or impact to the Client's operation or issues in which there is an easy circumvention or avoidance by the end user.
Low Priority	General usage questions or a request for modification. There is no impact on the quality, performance or functionality of the solution.

It is recommended that Business Critical and High Priority issues are raised via the telephone support channel to ensure minimum response times.

Service Level Agreement (SLA) Targets

Service level targets – specifically the time within which we aim to be actively working on a resolution – for support are as follows (excluding on-site support):

Business Critical	Within 1 business hour
High Priority	Within 4 business hours
Medium Priority	Within 2 business days
Low Priority	Within 5 business days

Timebank Support Model

Our Timebank Support is an extremely popular support model with our clients as it provides a clear, predictable and flexible support package covering user / operational support, and technical support as well as development and creative design professional services.

The Timebank model requires a client to purchase a set amount of time per month, with that time going into the Timebank and having a lifetime of three months. Clients can then draw down on that time (the oldest time is always consumed first) as required. Visibility of Timebank consumption is assured via several methods:

1. On-demand visibility of Timebank status, including on a time log entry basis (i.e. how much time has been consumed, when, by whom, and for what purpose, is available via <https://my.cantarus.com/>
2. Monthly PDF reports can be emailed to authorised recipients; and
3. A request can be made to the Service Desk for the current status of the Timebank at any time.



Cantarus are a collective of strategic consultants, creatives and technologists blending digital strategy with craft to act as an amplifier for our client’s ambitions. We help our clients understand their audiences’ needs, optimise their investment in technology, drive meaningful engagement and offer deeply personalised end-user experiences. Our experience enables us to work across the entire digital ecosystem and we thrive on challenging projects that require a diverse skillset and close collaboration with our clients.

We’re an independent, full-service agency wholly owned by our employees and with locations in the UK, Europe and the US. Our ownership structure is highly advantageous; we have no tactical pressure – e.g., short-term financial targets – from external investors and zero bank debt. This facilitates strategic thinking combined with rapid decision-making and agility, enabling us to make long-term investments in our relationships with clients, our people, and our technology; we believe this ultimately leads to dramatically better results for all parties.

Our people are at the heart of everything we are and we’re extremely proud that so many talented and diverse individuals have elected to work and grow with us. We provide a true meritocracy where skillsets are continually honed, challenged, and expanded; a place to do the best and most rewarding work of our people’s careers whilst having a great time doing so.

We believe our deep cross-sector expertise, including membership, commercial, government, public sector, charitable and not-for-profit organisations, is truly unique in the UK. This experience gives us the ability to offer our clients knowledge and best practice from outside their sector.

Our client portfolio includes diverse commercial, Not for Profit (NFP) and public sector organisations in the UK, EMEA and the USA. In the UK, we are proud to have been accepted onto the Crown Commercial Services G-Cloud framework, enabling us to offer our services to the UK governmental organisations and the public sector.

Security Accreditation

Cantarus are ISO 9001 (quality), ISO 27001 (security) and Cyber Essentials Plus certified; demonstrating our commitment to placing information security and quality management at the centre of services we provide. Our data protection, communications and freedom on information practices are reviewed on an annual basis. We maintain and execute a number of internal policies around GDPR and Data Protection that each team within the business is responsible for executing, with managers of each team accountable for implementation.

We work closely with a number of government bodies and local authorities. As such, we're well versed in the extensive regulatory and compliance standards imposed upon suppliers, including GDPR and the DPA.



The logo consists of the word "cantarus" in a white, lowercase, sans-serif font, centered within a white-outlined rectangular box that is slightly tilted to the right.

cantarus

enquiries@cantarus.com

+44 (0)161 971 3200