CISION GC15 PRICING DOCUMENT

This document outlines pricing for the services outlined in the **Cision Service G-Cloud 15 Service Definition.**

The Cision Nexus Model:

Our flexible approach lets you pick and choose the set up that best fits your needs and your digital ecosystem



Products designed for **planning, executing, measuring and iterating** on **digital campaigns**

Consumer Research (CR)

Our Social Listening and Consumer Research pricing depends on the package type (Standard, Premium or Enterprise) and pricing model (Queries or Mentions).

The two pricing models we offer are:

1. a **Query (Q) model** where pricing is based on the number of concurrent search queries saved at any given time.

2. Or, a **mentions (M) per month** model based on the combined total of unique results collected by all queries and channels saved in your account.

Social Media Management (SMM) **(Includes Publish (Pb), Listen (Ls), Advertise (Ad), Measure (Me), Engage (En) and Audience (Au)**

Pricing for our SMM solution depends on the package type (Standard, Premium or Enterprise) as well as any optional add-ons selected, all of which are outlined in this document.

The Brandwatch Social Media Management solution benefits from **unlimited channels across all accounts**. Each account benefits from a varied level of access to each of the modules lists in the SMM section of the diagram above.

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Influence (IN)

Our Influence pricing depends on the package type (Standard, Premium or Enterprise)

The Three pricing models we offer are detailed further into the documentation

Benchmark (BM)

Pricing for our Benchmark solution depends only on the number of channels you wish to Benchmark against

The standard package comes with 20 channel slots, with options to increase this should you require. 1 Competitor Social channel (YT, IG, FB, X) counts as 1 channel slot (so a full social set, would count as 4). These can also be switched out as an when required

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Consumer Research Pricing (CR)

Consumer Research
Product Comparison

	Pro	Premium	Enterprise
Brandwatch search	Unlimited	Unlimited	Unlimited
History on query save	1 year	2 years	2 years
Rolling data	1 year	2 years	2 years
Facebook & Instagram Channels	10	Up to 50	Unlimited
Twitter Channels	10	Up to 50	Up to 100
Users	**Up to 5 users** (plus unlimited view only)	**20 users** (plus unlimited view only)	**50 users** (plus unlimited view only)
Support Model	CSM Team	CSM Team	Dedicated CSM
Support SLA	Mon-Fri, 6hr response	Mon-Fri, 6hr response	Mon-Frid, 4 hours response
Mentions Exports	No	Up to 10k per day	Up to 100k per day
Content Uploads	No	100k per month	1m per month
Image Insights	No	Optional	Included
Configurable dashboards	Yes	Yes	Yes
Dashboard Exports & Live Link	Yes	Yes	Yes
Signals and alerts	Unlimited	Unlimited	Unlimited
Search within	Yes	Yes	Yes
Automated Reports	Yes	Yes	Yes
Categories	Unlimited	Unlimited	Unlimited
Social Panels	Optional	Yes	Yes
Basic API	Yes	Yes	Yes

Pro Consumer Research + Image Insights = 24.5% discount (£11,180/year) when purchased during November 2026

N.B All Packages Require addition of Basic or Advanced Onboarding Link

Consumer Research

Add Queries/Mentions Pricing

Query (Q) Model	Pro (yr)	Premium (yr)	Enterprise (yr)
5 queries	£10,800	£21,000	n/a
10 queries	£16,200	£30,600	£37,200
15 queries	£22,200	£39,240	£48,600
20 queries	£27,900	£48,360	£58,860
25 queries	n/a	£56,280	£69,690
30 queries	n/a	£64,200	£80,520
35 queries	n/a	£76,200	£89,640
40 queries	n/a	£88,200	£98,760
Price per query after 40Q	*n/a*	*£1,440*	*£1,740*

Mentions (M) Model	Pro (yr)	Premium (yr)	Enterprise (yr)
500K monthly mentions	n/a	£30,600	£37,200
1M monthly mentions	n/a	£35,400	£42,900
1.5M monthly mentions	n/a	£45,600	£55,800
2M monthly mentions	n/a	£54,600	£68,400
3M monthly mentions	n/a	£69,900	£89,400
4M monthly mentions	n/a	£85,500	£109,200
Each additional 1M mentions	*n/a*	*£15,600*	*£22,800*

Consumer Research

Add Historical Data (Q)

Premium & Enterprise only	
5 queries	£2,880
10 queries	£4,180
15 queries	£5,440
20 queries	£6,620
25 queries	£7,630
30 queries	£8,640
35 queries	£9,645
40 queries	£10,650
Price per query after 40Q	*£1,580*

Historical Data on Mentions (M) accounts

The limit on all Mentions (M) packages will allow the client to consume ***24X*** the live mention limit in historical mentions each calendar month.

Optional Add-Ons
Consumer Research

Vizia Reporting data visualisation tool allowing creation of live, secure reports	£7,704 per year
Vizia Command Centre display live reports on physical screens across multiple locations and manage them centrally	£3,600 per screen, per year
SSO set-up (One-time fee)	SAML: £800 one-off JWT: £300 one-off
Image Insights search and filter posts by objects, actions and scenes within a photo, access the Brandwatch logo library	£4,000 per year
Logo Recognition add new Logos to the image Insights library so they can be tracked in queries	£1,600 per logo per yr
Additional Facebook and Instagram Channels (50 channels)	£3,840 per year
Additional Twitter Channels (50 channels)	£9,600 per year
Standard Print (LexisNexis) Data	£4,860 per year
Broadcast Data (Global Broadcast data via TVEyes (10 viewer users)	£9,072 per year
Additional Broadcast viewer user	£243 per year
Podcast Data	£2840 Per year
API+ (Rate Limit Increase)	£4,880

Social Media Management Pricing (SMM)

Social Media Management
Product Comparison

	Standard	Pro	Premium
Access to SMM modules	Publish, Engage, Measure, Audience, Listen, Advertise, Benchmark	Publish, Engage, Measure, Audience, Listen, Advertise, Benchmark	Publish, Engage, Measure, Audience, Listen, Advertise, Benchmark
Owned Channels	Unlimited	Unlimited	Unlimited
Users included	3	5	20
Ad Accounts	Unlimited	Unlimited	Unlimited
Listen queries	1	5	20
Benchmark Channels	10	20	40
TOTAL	**£10,800 per year**	**£16,200 per year**	**£33,600 per year**

Starter SMM + 2 lite users 31.2% (£9,659/year) when purchased during November 2026

Optional Add-ons
Social Media Management

Extra admin user (access to all social media management modules, moderate engagement, create content, publish and approve content, PLUS manage channels & users)	£2,280 per user /per year
Extra Editor Role (or below) (access to all social media management modules, moderate engagement, create content, publish and approve content)	£1,620 per user /per year
Extra Listen queries	£540 per query /per year
SMM API	£2,700 per year
Listen Standalone (no other modules) *Includes, 3 users, 3 searches, unlimited quicksearch* (extra Listen Saved Searches) (extra Listen Only Users)	£7,290 per year (+£540 per search) (+£972 per user)
See additional options for Benchmark and Influence	

Benchmark Standalone Pricing

Benchmark

Benchmark (20 channels monitored monthly, access to 8 years worth of channel data, AI and campaign metrics available)	£4,800 per year

Extra Benchmark Channels	Additional Annual Price
5 Extra Benchmark Channels (25 in total)	£1,920
10 Extra Benchmark Channels (30 in total)	£2,880
20 Extra Benchmark Channels (40 in total)	£4,800
30 Extra Benchmark Channels (50 in total)	£6,336
55 Extra Benchmark Channels (75 in total)	£11,352
80 Extra Benchmark Channels (100 in total)	£16,128
105 Extra Benchmark Channels (125 in total)	£19,152
130 Extra Benchmark Channels (150 in total)	£22,464
180 Extra Benchmark Channels (200 in total)	£29,376
230 Extra Benchmark Channels (250 in total)	£35,328
480 Extra Benchmark Channels (500 in total)	£69,120

Influence Pricing

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Influencer Discovery & CRM (SMM)
(Available as Add on or standalone)

Package	Cost (Annual)
Standard (Access to Discover Only)	**£4,920** Unlimited searches Unlimited users 50 Monthly Influencer Reports
Pro (Access to Discover, CRM, Campaigns, Payments & Messages)	**£14,640** Unlimited searches Unlimited users 250 Monthly Influencer Reports Unlimited Influencer Profiles
Premium (Access to Discover, CRM, Campaigns, Payments & Messages + API)	**£24,360** Unlimited searches Unlimited users Unlimited Influencer Reports Unlimited Influencer Profiles

Additions	Cost (Annual)
Additional 50 monthly reports (Standard & Pro)	£480

*The Payments module requires a separate subscription with Tipalti

Brandwatch Resell

Optional Add-ons - **Resell**

Product (Additions)	**Price (Annual)**
QBank	£10,800
Sociuu	£4,092
Sociuu - Extra User	£40.92
Sociuu - Custom Email Template	£5,040
Storystream	-
Storystream - Starter	£5,040
Storystream - Pro	£15,120
Storystream - Premium	£50,400
Storystream for Websites	£20,160
Storystream for e-commerce	£35,280
Storystream - Link-in-bio solution	£7,560

Brandwatch Services & Onboarding Packages

Services
CI & SMM Onboarding

Brandwatch Academy Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses. **Onboarding plan** 2 Office hours + 1 Optional Adoption Call	**FREE**
BASIC Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses. **PLUS: 15 hours redeemable** for dedicated support to implement and enable your team.	**£3,000 one-off** **£2,625 recurring**
ADVANCED Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses. **PLUS: 30 hours redeemable** for dedicated support to implement and enable your team.	**£6,000 one-off** **£5,250 recurring**
CUSTOM Academy On-demand Courses and access to Premium Content: Access webinars and advanced courses. **PLUS:** Custom scoped onboarding plan and technical implementation	**Custom (£200/hr)**

NOTE: If onboarding is purchased as recurring the redeemable hours renew and can be used to: *train new staff and refresh existing staff on best practices, explore a new use-case, broad enablement or transfer to expert hours to use with the Strategy & insights and Technical Services teams.*

Services
Strategy & Insights (Reporting)

Gold Report: In-depth report with qualitative and quantitative analyses and recommendations - Up to five data segmentations (i.e. audiences, brand attributes/messaging, purchase drivers/intent, etc.) - Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations	**£22,500 one-off**
Silver Report: A detailed report about a specific topic or topics and sub-topics that also includes recommendations - Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations	**£15,000 one-off**
Bronze Report: A short snapshot or overview report about a specific topic or topics with high level analysis - Executive summary, data visualizations/tables, written analysis, sample verbatim and recommendations	**£7,500 one-off**
**Prices are given for English language reports only, additional languages will require multiple reports or extra expert hours (below) to be purchased* ***exact scope of deliverables will be agreed in SOW.*	
Extra Expert Hours Additional reporting hours required for iteration will be charge at our standard "Expert Hours" rate of: £190/hr *April 2025 offer of 40 expert hours as a bundle for £54/per hour	**£200/hr**

Cision Media Monitoring

- A Flexible Media Intelligence Platform that combines all your Media Intelligence needs in one space.
- CisionOne Outreach, identify and target the media influencers & journlaists that are right for you, determine who is a friend or foe and manage our relationships with said influencers and journalists, understand the movers and shakers in the industry and ensure you are always connected to that world, manage your campaigns and press release distribution in real time.
- CisonOne Monitoring Essentials, Online Media Monitoring, tracking the out-takes of your out-puts, monitor all reporting of your organisation across all online editorial content. Understand the sentiment of the article and determine any risk to your brand contained within the article.(s).
- Outreach & Monitoring, Combine both the CisionOne Outreach & CisionOne Monitoring Essentials service into an all in one service provision.
- Monitoring Plus, include full UK broadcast monitoring and a basic level of UK print monitoring to your media monitoring requirements.
- CisionOne full suite, the full service CisionOne offering of Journalist & Influencer Outreach, Press Release Distribution, UK Online, Boradcast and Print monitoring, Campaign Tracking, Podcast Monitoring and basic Social Medial Listening.

CisionOne Core Services

Packages	Outreach	Monitoring Essentials	Outreach + Monitoring Essentials	Monitoring Plus (Social + Print)	CisionOne Full Comms Suite
Pricing	£6,500	£6,500	£12,000	£16,000	£25,000
Users Included	3	5	5	5	10
Monitoring					
Global Online News Monitoring – English only	✗	✓	✓	✓	✓
Article Sentiment Analysis	✗	✓	✓	✓	✓
Risk Score	✗	✓	✓	✓	✓
Google Analytics & Adobe Analytics Integration	✗	✓	✓	✓	✓
InstantInsights – Customisable & Shareable Dashboards and Charting	✗	✓	✓	✓	✓
Mobile + Tablet Access – iOS and Android enabled including sharing	✗	✓	✓	✓	✓
Monitoring LaunchPad	✗	✓	✓	✓	✓
Outreach LaunchPad	✓	✓	✗	✗	✗
Campaign Management & Reporting	✓	✓	✗	✓	✓
Press Release Distribution	✓	✗	✗	✓	✓
Press Release Distribution: Analytics Reporting Dashboard	✓	✗	✗	✓	✓
Press Release Distribution: Analytics Export	✓	✗	✗	✓	✓
Adding email distributions to campaigns	✓	✓	✗	✓	✓
Custom Activities	✓	✓	✗	✓	✓
Talking About Search	✓	✗	✗	✓	✓
Contact Bulk Export (CSV) up to 5,000	✓	✓	✗	✗	✓

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Training & Support for Media Monitoring Service

Packages	Outreach	Monitoring Essentials	Outreach + Monitoring Essentials	Monitoring Plus (Social + Print)	CisionOne Full Comms Suite
Digital Onboarding Plan (Webinars/CZ Plays)	✓	✓	✓	✓	✓
Self-Service Training Programme (Webinars)	✓	✓	✓	✓	✓
Knowledge Base	✓	✓	✓	✓	✓
Email Support – SLAs below					
Email Support – 36 hour SLA (9am-5pm)	✓	✓	✓	✓	✓
Email Support – 24 hour SLA (9am-5pm)	✗	✗	✗	✗	✓
Email Support – 4 hour SLA (7am-6pm)	✗	✗	✗	✗	✓

Brandwatch CISION

Additional Add-ons Media Monitoring

Add-Ons	Outreach	Monitoring Essentials	Outreach + Monitoring Essentials	Monitoring Plus (Social + Print)	CisionOne Full Comms Suite
Additional Users	£900	£900	£900	£900	£900
UK Broadcast Monitoring	✗	£1,800	£1,800	Included	Included
RSS Feed	✗	£2,000	£2,000	£2,000	£2,000
Podcast Monitoring	✗	£2,400	£2,400	£2,400	Included
Global Premium Monitoring	✗	£3,000	£3,000	£3,000	Included

Media Montitoring: UK Print Monitoring & Global Database

Print Monitoring / Database	Outreach	Monitoring Essentials	Outreach + Monitoring Essentials	Monitoring Plus (Social + Print)	CisionOne Full Comms Suite
UK Print Clips – 50 per month	✗	£1,300	£1,300	Included	Included
UK Print Clips – 100 per month	✗	£2,600	£2,600	£2,600	Included
UK Print Clips – 250 per month	✗	£3,900	£3,900	£3,900	Included
UK Print Clips – 500 per month	✗	£7,000	£7,000	£7,000	£7,000
UK Print Clips – 750 per month	✗	£9,810	£9,810	£9,810	£9,810
UK Print Clips – 1,000 per month	✗	£12,300	£12,300	£12,300	£12,300
UK Print Clips – 1,500 per month	✗	£17,400	£17,400	£17,400	£17,400
UK Print Clips – 2,000 per month	✗	£22,100	£22,100	£22,100	£22,100
UK Print Clips – 3,000 per month	✗	£31,000	£31,000	£31,000	£31,000
UK Print Clips – 4,000 per month	✗	£39,750	£39,750	£39,750	£39,750
UK Print Clips – Clip Overage	✗	Variable	Variable	Variable	Variable
Database					
Global Database – for Outreach	£3,000	✗	Included	✗	Included

Cision + Trajaan

- **Bringing together what the world is saying and what it's searching for.**
- Brandwatch has partnered with leading search intelligence company Trajaan to offer a powerful new lens on consumer behavior.
- Customers can now combine real-time social and media insights with global search data from platforms like Google, Amazon, TikTok, and ChatGPT.
- **Why it matters**
- **Understand intent + perception**
- Get a complete view of your audience by pairing what people say with what they search for.
- **Track shifts early**
- Spot tension or demand as it rises in search before it surfaces in public discourse.
- **Find out how GenAI sees you**
- Learn how ChatGPT and other tools recommend your brand, category, or competitors.

- **What this means for you**
- This partnership is a leap forward in how brands can listen, learn, and act on what matters.
- It's part of our broader roadmap to embed even more intelligence within Brandwatch Consumer Research.
- Leverage our enterprise-grade social and search intelligence to enhance research, strengthen forecasting, and make more confident, data-driven decisions.



Trajaan Prices

Product line	Bronze	Silver	Gold
Price / year	**£20,400**	**£34,000**	**£42,500**
Dashboard	✓	✓	✓
AI setup	✓	✓	✓
AI reports (Q3 2025)	✓	✓	✓
Sources **when available*	**Standard Pack** Google, Bing Amazon	**Bronze + Social Pack** Pinterest + TikTok + Google Trends	**Silver + APAC Pack** Baidu + Naver
GenAI Search Monitoring add-on *up to 1000 prompts / month* *(Perplexity, Gemini, OpenAI)*	+£10,200/year	+£10,200/year	+£10,200/year
Max credits/month	1,000,000	2,500,000	5,000,000
Mondays included for - training - query building	2	4	6
Support	ticketing	ticketing	CSM
Widget embed (unlimited iframes)	✓	✓	✓
SSO (Q2 2025)		✓	✓
Data connectors - Google BigQuery - AWS S3	+ £6k/year	+ £6k/year	+ £6k/year

Trajaan Add Ons

Item	Price
Enable connectors Google BigQuery & AWS S3	**+£5000 / year**
+1 data source	**+£5000 / year**
+10 Web domains	**+£850 / year**
+1,000,000 credits / month	**+£850 / month**
Can be purchased as one-off when a subscription is active	
TrajaanGenAI = 24.3% discount (£7,724/year) when purchased during November 2026	