

Optimal Workshop Limited - Pricing January 2026

General terms:

- Minimum contract length: 12 months
- Payment terms: annual upfront with 30 day payment terms
- Lead time: Service available within 2 working days of signed Order or PO

Costs for usage of the Optimal platform

- Costs associated to the Optimal platform are based on usage, specifically the number of studies launched.

Number of launched studies included	Numbe of seat licences included	Number of participant responses included	Tools and features included	Total cost (GBP)
Up to 15	Unlimited	Unlimited	ALL	£7,450
Up to 25	Unlimited	Unlimited	ALL	£11,194
Up to 40	Unlimited	Unlimited	ALL	£17,015
Up to 60	Unlimited	Unlimited	ALL	£24,851
Up to 80	Unlimited	Unlimited	ALL	£32,239
Up to 100	Unlimited	Unlimited	ALL	£39,179
Up to 150	Unlimited	Unlimited	ALL	£57,090
Up to 200	Unlimited	Unlimited	ALL	£73,881
Up to 300	Unlimited	Unlimited	ALL	£107,463
Up to 400	Unlimited	Unlimited	ALL	£138,806
Up to 500	Unlimited	Unlimited	ALL	£167,910
Up to 750	Unlimited	Unlimited	ALL	£243,470
Up to 1,000	Unlimited	Unlimited	ALL	£313,433
Up to 2,000	Unlimited	Unlimited	ALL	£626,866

NOTES:

- A launched study means a study that is set live. Draft studies are not charged.
- SSO / SAML is included
- Additional studies can be purchased in bundles of five at a cost of £2255
- Training is available and encouraged for study bundles of 60 or more. The cost is £5,000
- Unless you are using Optimal for participant recruitment, there are no additional costs to be considered

Costs for usage of the Optimal Participant Recruitment Service

- The cost of participant recruitment depends on the profile required and the use case (e.g. moderated interview vs unmoderated)
- Optimal Offers two models for recruitment; a credit based system, and unlimited recruitment.

Credit system

- Credits can be purchaed in bundles with discounts built in
- The number of credits required depends on the profile and usage for example:
A participant from general population, for a recorded, unmoderated test lasting 15 minutes or less would be four credits

Recruitment Credits Volume	Price	Discount	Discounted price
500	£3,731	0	£3,731
1000	£7,463	0	£7,463
2500	£18,657	5.0%	£17,724
5000	£37,313	7.5%	£34,515
10000	£74,627	10%	£67,164
20000	£149,254	15%	£126,866
30000	£223,881	20%	£179,104

Unlimited system

- Unlimited recruitment can be purchased for peace of mind and ease of management
- It provides the participants you need for any study type, within a generous fair use policy. Fair use volumes per study type are as follows:

Surveys: 100

Card Sort: 60

Tree Test: 60

Prototype Test: 20

Moderated Interview: 10

No. studies	Total Bundle Price
Up to 25	£29,851
Up to 40	£45,373
Up to 60	£66,269
Up to 80	£85,970
Up to 100	£102,612
Up to 150	£146,642
Up to 200	£185,821
Up to 300	£264,179
Up to 400	£332,836
Up to 500	£391,791