

PRICING DOCUMENT

CACI CONVERSION RATE OPTIMISATION SERVICES (CRO)

CACI's conversion rate optimisation (CRO) service applies a data and evidence led approach to increasing user engagement, and ultimately, conversions for your product or service.

We achieve this through a mixture of methods, from A/B split and multivariate testing, to improving content, accessibility, UX/usability, and functionality of key touchpoints across user journeys on multiple channels. We take an end-to-end view, considering all factors and paths to conversion, including landing pages, data capture devices and features, email, forms, and ecommerce/transactional funnels.

As a Google Analytics Certified partner, you can be confident we meet the certification's rigorous standards. We're experienced with a range of tools including GA4, Optimizely, Matomo, HotJar, CrazyEgg, VisualWebOptimizer, Contentsquare and Google Looker Studio, and can guide you to implementing them and extracting value and insights.

Key benefits of our service:

- Influence and increase desired user actions
- Measurably improve conversion rates
- Reduce inefficiencies and costs through better digital adoption and engagement
- Iteratively implement more joined up, omni-channel user journeys
- Achieve better outcomes with the analytics tools you already use
- Embed a culture of data-driven design in your organisation
- Gain stakeholder buy-in and alignment through a data/evidence-led approach
- Collaborative approach to knowledge sharing and upskilling your team
- A highly-experienced team of CRO experts with a proven track record
- Remain compliant with GDPR while improving data intelligence

CACI prides itself in being easy to do business with. After actively engaging with our customers to make sure our solution is the right fit, we can offer a flexible commercial solution to ensure value for money. We have three typical models, namely Time & Materials, Fixed Price or Managed Service based. The following table provides more detail:

Model	Detail
Time and Materials (T&M)	T&M is appropriate where the requirements need further elaboration and are subject to change, or where customer consumption of certain elements, such as Architect or DevOps resource is variable. T&M is typically calculated on day rate using the published Lot 3 - Cloud Support Rate Card.
Fixed Price (FP)	Fixed pricing can be offered when the statement of work requirements are clearly defined and agreed by both parties. This necessitates the availability of mature and accurate input documents so that the amount of effort to achieve the project deliverables can be calculated. In addition, any project risks,

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	issues, assumptions or dependencies need to be stated and measured. Pricing is available on request and is based upon the day rates shown in the published Lot 3 - Cloud Support Rate Card.
Managed Service (MS)	Managed Services are typically delivered via CACI's 24x7, 3-tier technical support working within our ITIL aligned Service Management system. Pricing is tailored to meet the customer's Service Level Requirements and is based upon the day rates shown in the published Lot 3 - Cloud Support Rate Card.

Full details and pricing can be found within CACI's published Lot 3 - Cloud Support Rate Card Rate Card which shows the range and cost of expertise.