

PRICING DOCUMENT

CACI DIGITAL OPTIMISATION SERVICES

CACI's Digital Optimisation services use data science to build a deep understanding of performance and identify opportunities to discover new prospects and drive rewarding customer interactions and conversions that boost performance and your bottom line.

We start by collaborating with you to understand your business goals and KPIs. We then apply our considerable expertise as a Google Analytics Certified Partner, and experience with a range of analytics and optimisation tools like Google Search Console, GA4/GTM, HotJar, Screaming Frog, Ahrefs and SEMrush to embed a data-centric approach to digital optimisation and performance improvement.

Constant refinement makes sure you're reaching the right audiences with the right messaging through the right channels, from SEO to AI Search and social. Personalised dashboards and automated alerts keep you up to speed.

Key benefits of our service:

- Increase search engine (SERPs) rankings, and subsequently traffic
- Increase visibility and content accuracy within Ai Search & LLMs
- Target the right keywords and content to drive relevant audiences
- Influence and increase desired user actions
- Reduce inefficiencies and costs through better digital adoption and engagement
- Achieve better outcomes with the analytics tools you already use
- Increase your team's SEO, GEO, PPC, and data-driven campaign capabilities
- 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 optimisation 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

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	documents so that the amount of effort to achieve the project deliverables can be calculated. In addition, any project risks, 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.