

PRICING DOCUMENT

Individual Level Data - demographic propensity models (Ocean) and financial lifestage segmentation (Fresco) and API

CACI's secure cloud applications (API, bulk coder, Snowflake Direct Share and SECURETRANSFER) provide access to the Ocean and Fresco data sets. Pricing takes form of an Annual Licence Fee which depends on the number of records (customers) and the number of use cases within the organisation.

Users can code and analyse data to understand more about customers, residents, service users or the wider community. Benefits of using CACI's datasets above include:

- Access to up-to-date insight describing evolving communities which can be used to evidence decision-making
- Consistent view of resident demographic, lifestyle and behavioural characteristics within households
- Propensity models to feed into internal decisioning models such as channel preference, digital sophistication and financial requirements
- Input into bespoke segmentations and consumer classifications
- Prioritise budgets, resources and delivery of services to the right people while at the same time achieve efficiency savings
- Comprehensive digital insight providing an understanding of online access, behaviour and activity. Ideal when developing online and offline services
- Support effective communications and engagement reflecting channel, contact and marketing preferences
- Infill key missing database information
- Publicly publishing and sharing permissions included.

Individual-level variables, Ocean

Ocean is a database of the UK population containing over 700 attributes covering demographic, digital, lifestyle and attitudinal characteristics.

The following table provides a breakdown of the options and costs on a 1-year basis. CACI agrees to multi-year agreements and multi-year discounts are applied, typically 10% on a 3 year and 15% on a 5-year contract

The following table outlines the fees for an Ocean Directory for one use case. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. Fees exclude access to the real-time API or automated bulk coder.

No. Ocean Variables, Individual Level										
Volume	1-25	26-100		101-250		251-450		Up to all		
0 – 99,999	£	11,324	£	15,853	£	19,024	£	20,926	£	31,389
100,000 – 199,999	£	12,800	£	17,900	£	21,200	£	23,050	£	34,800
200,000 – 299,999	£	16,900	£	23,650	£	28,400	£	31,500	£	47,900
300,000 – 499,999	£	20,382	£	28,535	£	34,242	£	37,667	£	56,500
500,000 – 749,999	£	22,900	£	32,300	£	38,700	£	42,900	£	64,900
750,000 – 999,999	£	25,500	£	36,000	£	43,200	£	47,900	£	72,900
1,000,000 – 1,999,999	£	37,000	£	5,200	£	62,000	£	68,400	£	103,000
2,000,000 – 3,999,999	£	47,500	£	66,000	£	79,000	£	87,000	£	132,800
4,000,000 – 6,999,999	£	62,000	£	86,000	£	103,000	£	115,000	£	180,000
7,000,000 – 9,999,999	£	68,096	£	95,334	£	114,401	£	125,841	£	196,237
10,000,000 – 24,999,999	£	89,000	£	124,000	£	148,000	£	163,000	£	260,000
25,000,000 – 99,999,999	£	94,500	£	132,500	£	158,000	£	174,000	£	281,000

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Individual level segmentation, Fresco

Fresco is an individual segmentation that has been built using the richness of GFK's Financial Research Survey data combined with CACI's extensive data sets on the UK population covering demographics and lifestyles.

The following table provides a breakdown of the options and costs on a 1-year basis. CACI agrees to multi-year agreements and multi-year discounts are applied, typically 10% on a 3 year and 15% on a 5-year contract

The following table outlines the fees for a Fresco Directory for one use case. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. Fees exclude access to the real-time API or automated bulk coder.

Volume	Customer Data Licence	Additional Postcode Sector Counts
0 – 99,999	£ 20,750	£ 8,500
100,000 – 199,999	£ 22,300	£ 8,800
200,000 – 299,999	£ 24,600	£ 9,100
300,000 – 499,999	£ 29,000	£ 9,450
500,000 – 749,999	£ 33,700	£ 9,800
750,000 – 999,999	£ 36,800	£ 10,100
1,000,000 – 1,999,999	£ 43,000	£ 10,650
2,000,000 – 3,999,999	£ 50,500	£ 11,200
4,000,000 – 6,999,999	£ 58,500	£ 11,800
7,000,000 – 9,999,999	£ 65,000	£ 12,550
10,000,000 – 24,999,999	£ 77,000	£ 13,250
25,000,000 – 99,999,999	£ 89,500	£ 14,000

Pricing Notes for both Fresco and Ocean:

- Pricing takes the form of an Annual Licence Fee which depends on the datasets required and number of users
- All the prices quoted in this document are provided on a per annum basis and exclusive of VAT and RPI (where applicable)
- All pricing in the above table assumes data access via SECURETRANSFER, Snowflake Direct Transfer or as a package within our InSite Everywhere solution
- Discounts are available and reflective of volume of users and/or volume of products licensed.
- Pricing excludes "Fresco Live" which is priced separately
- These prices are restricted to Public Sector organisations

Accessing data via real-time API:

The following table provides a breakdown of the options and costs for data accessed via the real-time API or automated bulk coder. These fees require a licence agreement.

Annual	Cost	What it covers?
Set Up Fee	£ 8,500	Set up of the CACI of the data license configuration and RESTful API and/or AWS S3 access setup

	Volume	1 to 25 variables	26-100 variables	100+ variables
		Annual Fee	Annual Fee	Annual Fee
Base	250,000	£3,300	£3,960	£4,950
Bronze	500,000	£4,500	£4,950	£5,625
Silver	1,000,000	£6,600	£7,260	£8,250
Gold	2,500,000	£9,540	£10,494	£11,925
Platinum	5,000,000	£15,000	£16,500	£18,750
Enterprise	10,000,000	£21,000	£23,100	£26,250

Pricing Notes:

- Pricing assumes set up of API or automated bulk coder
- Pricing excludes CACI setting up the client-side API to call the API
- Volume is based on number of API calls per annum
- All the prices quoted in this document are provided on a per annum basis and exclusive of VAT and RPI (where applicable)
- Discounts are available and reflective of volume of users and/or volume of products licensed.
- These prices are restricted to Public Sector organisations

If you have any queries or require any additional support, please feel free to contact:

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