

Google Analytics

Pricing

Prices shown exclusive of VAT

Service	On-boarding	Charge
Typical Service	Inclusive	£595 per day
Google Analytics 4	Account set up	£99 per hour
Google Tag Manager	Account set up	£99 per hour
Google Looker Studio	Account set up	£99 per hour
Addition of input tracking code to website		£50
Google Analytics review		£420 per day
Creation of a custom dashboard		£420 per day
Regular reporting (Google Analytics, Looker Studio)	£150	£420 per day
Event tracking		£420 per day
Training (half-day session, delivered virtually)		£1,145
Enhancements		
See SFIA pricing below.		
Standard Rate		£420-840 per day according to resource based pricing (see SFIA rates below)

SFIA Rates

	Strategy & architecture	Change & transformation	Development & implementation	Delivery & operation	People & skills	Relationships & engagement
1. Follow	£420	£420	£420	£420	£420	£420
2. Assist	£469	£469	£469	£469	£469	£469
3. Apply	£525	£525	£525	£525	£525	£525
4. Enable	£595	£595	£595	£595	£595	£595
5. Ensure/Advise	£651	£651	£651	£651	£651	£651
6. Initiate/Influence	£763	£763	£763	£763	£763	£763
7. Set Strategy/Inspire	£840	£840	£840	£840	£840	£840

Volume Discounts

No. of Days	Discount
41-100 days	2%
101-200 days	5%
200+ days	10%

For clarity, charging works as follows:

1-40 days – daily rate

41st day to 100th day – 2% discount applied

101st day to 200th day – 5% discount applied

Anything over and including 201st day – 10% discount applied

Example:

A project of 240 days would breakdown as:

40 days @ daily rate

100 days @ (daily rate * 0.98)

100 days @ (daily rate * 0.90)

Volume discounts apply to the whole assignment. Extensions to assignments are treated as separate assignments.

Volume discounts do not apply to recurring services or parts of the assignment relating to third parties.

Aggregate (Combination) Discounts

No. of Days	Discount
82-100 days	2%
101-200 days	5%
200+ days	10%

Aggregate duration discounts are applied where there is no break in continuity of work assignments and where all assignments are of 41 days or more duration. The percentage of the aggregate duration discount is determined by the duration of contiguous contracts over an accounting period of one year with a fixed start date (normally initial contract start date). Discount is applied only to the current contract. Discounts are not retrospectively applied to earlier contracts. Where aggregate and volume discounts apply, the greater of the two is taken.

Get in Touch

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