

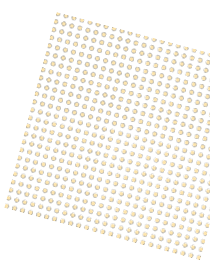


G-Cloud 15 Pricing

**Insytful AI Search – The next generation
enterprise search solution**



Insytful AI Search	2
Pricing model	3
Base subscription	3
Annual search allowance	5
Licence tiers	6
Starter tier	6
Standard tier	7
Advanced tier	7
Enterprise tier	7
Implementation cost for additional sites	8
Example annual pricing for a single website	9
Optional add-ons	10
Insytful: The digital accessibility, website improvement and QA platform	10
Contact us	11





Insytful AI Search

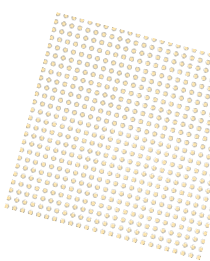
Insytful AI Search is available as a standalone service and is offered under a predictable annual subscription model designed for public-sector procurement.

Pricing is made up of two parts:

- A base subscription, based on the number of pages on the customer's websites.
- An annual search allowance, selected from a defined number of licence tiers.

The implementation of Insytful AI Search on a single website is included in the base subscription price. Implementation on additional websites, separate domains, or materially distinct site architectures is not included.

The process begins with a demo of Insytful AI Search with our team. During the consultation, we can recommend a plan that best suits your organisation. Ordering and invoicing are straightforward. You can get started once you have selected your plan and completed the G-cloud call-off process.





Pricing model

Base subscription

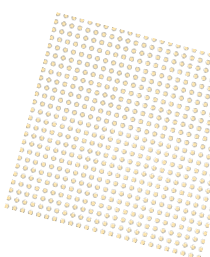
The base subscription covers ongoing platform maintenance, including regular updates, bug fixes, and continuous support.

It is calculated based on the total number of pages on your website. If this is not known, our team can assist with assessing and confirming the number of pages to be scanned.

The base subscription includes automated monthly scanning and indexing of website content, ensuring AI search responses remain accurate, up to date, and aligned with published information.

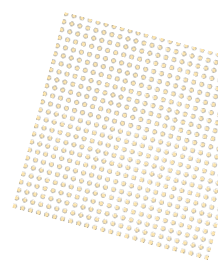
Where required, increased scanning frequency can be configured to meet specific operational needs and is charged separately.

To determine your base subscription price, we assess the number of pages Insytful will scan to build the AI search's knowledge base.





Number of pages	Price per month	Price per year
500	£65	£780
1,000	£120	£1,440
2,500	£220	£2,640
5,000	£375	£4,500
7,500	£480	£5,760
10,000	£585	£7,020
12,500	£690	£8,280
15,000	£795	£9,540
17,500	£875	£10,500
20,000	£950	£11,400
25,000	£1,110	£13,320
30,000	£1,270	£15,240
35,000	£1,375	£16,500
40,000	£1,480	£17,760





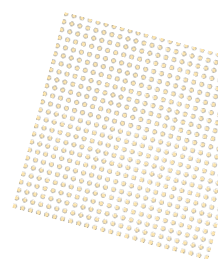
Number of pages	Price per month	Price per year
50,000	£1,790	£21,480
50,000+	From £1,885+	From £22,620+

After your base subscription price has been determined, we can then recommend the annual search allowance tier that best suits your organisation.

Annual search allowance

The annual search allowance covers the annual search credits for Insytful AI Search on your website. AI search usage is charged separately from the base subscription and is based on the licence tiers below, designed to accommodate different website sizes and expected search use.

Search credits can be used across any number of websites within the customer's account. Each licence tier includes built-in capacity to accommodate usage peaks and normal growth. No throttling or automatic overage charges apply.





Licence tiers

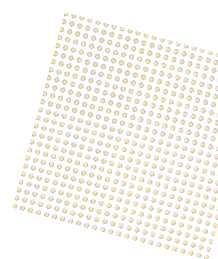
For the majority of customers, our Standard licence tier is designed to ensure sufficient capacity, performance, and cost stability over the contract term.

	Starter	Standard	Advanced	Enterprise
Search allowance *	Up to 250,000 searches	Up to 750,000 searches	Up to 2,000,000 searches	Custom
Suitable for	Smaller websites	Most local authorities	High-traffic public websites	Complex deployments
Price per year	£13,500	£19,500	£42,000	Custom

* Where usage consistently exceeds the selected search allowance, customers will be required to upgrade to the appropriate tier

Starter tier

- Annual search allowance of up to 250,000 searches.
- Intended for pilot deployments, limited-scope services, or smaller websites.
- Our Starter tier is not recommended for large site-wide implementations or high-traffic public-facing websites.





Standard tier

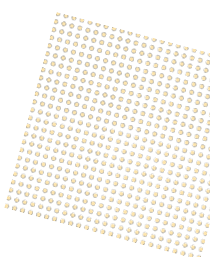
- Annual search allowance of up to 750,000 searches.
- Our Standard tier is suitable for the majority of customers and includes sufficient capacity for site-wide implementations.
- Suitable for most local authorities, public bodies, and colleges.

Advanced tier

- Annual search allowance of up to 2,000,000 searches.
- Suitable for large county and unitary councils, universities, and high-traffic public websites.

Enterprise tier

- A custom annual search allowance tailored to your requirements.
- Suitable for very large or complex deployments.
- Pricing is available on request and tailored to you.





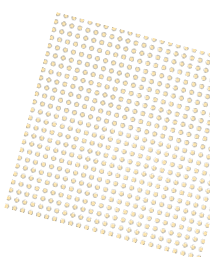
Implementation cost for additional sites

The implementation of Insytful AI Search on a single website is included in the base subscription.

Where Insytful AI Search is required on additional websites or domains, a one-off implementation cost will apply.

This cost covers the implementation of Insytful AI search using our pre-built components and standard configuration. The search allowance is shared across all websites.

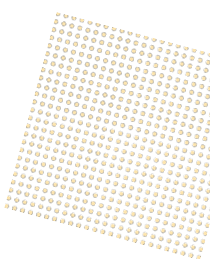
Service	Price
Additional website implementation	£4,000





Example annual pricing for a single website

	Starter	Standard	Advanced	Enterprise
Base subscription	500 pages (£720)	10,000 pages (£6,660)	15,000 pages (£9,060)	50,000 pages (£19,200)
Search allowance	Up to 250,000 searches (£13,500)	Up to 750,000 searches (£19,500)	Up to 2,000,000 searches (£42,000)	Custom. (Price on request)
Price per year	£14,220	£26,160	£51,060	Custom





Optional add-ons

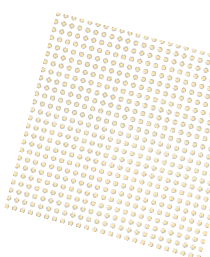
Insytful: The digital accessibility, website improvement and QA platform

Organisations with an Insytful AI Search subscription can upgrade to full access to the Insytful platform, unlocking continuous insight into accessibility, performance and content quality across your website. Full access provides a comprehensive view of website quality and user experience, including:

- Digital accessibility compliance against WCAG standards
- Content quality checks, including broken links and spelling issues
- Technical SEO insights
- Website performance and sustainability metrics

Insytful is available to AI Search customers at a discounted rate. Full platform access can be added for an additional **25% of the annual base subscription**.

Further information can be found at www.insytful.com and under Lot 2b on G-Cloud.





Contact us

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New features and updates are made to Insytful as releases are pushed out. For the most up-to-date information, visit www.insytful.com

