

 G-CLOUD 15

Pricing overview

Conference, MICE, Travel Trade Digital Technology and Services

 GRANICUS |  simpleview



CRM

	WEB ONLY		BASIC		LITE		INTERMEDIATE		PRO		ENTERPRISE	
	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL
Licence	--	£1,058	£4,070	£1,058 per Annum + £1,058 per Annum, per User	£16,280	£14,245	£24,420	£17,094	£33,374	£24,420	£85,470	£64,306
Max Users	Unlimited		1 - 5		6 - 15		16 - 25		26 - 50		50+	
Support Hours	0		10 Hours per User, per Annum		300		375		450		600	
Groups Sales	N/A		✓		✓		✓		✓		✓	
Member / Partner	✓		✓		✓		✓		✓		✓	
Partner Service	✓		✓		✓		✓		✓		✓	
Consumer	✓		✓		✓		✓		✓		✓	
Data Migration / Import	✗		✗		✓		✓		✓		✓	
Custom Reports	✗		✗		✓		✓		✓		✓	
Remote Training	16 Hours		16 Hours		N/A		N/A		N/A		N/A	
Onsite Training	N/A		N/A		16 Hours		16 Hours		16 Hours		16 Hours	
Onsite Training	N/A		2 Days per Annum		2 Days per Annum		2 Days per Annum		2 Days per Annum		3 Days per Annum	
Tour/Travel Trade	N/A		✓		✓		✓		✓		✓	
Media / PR	N/A		£1,121	£488 per User	✓		✓		✓		✓	
Inventory	N/A		£1,121	£488 per User	✓		✓		✓		✓	
Site Inspections / FAMS	N/A		✓		✓		✓		✓		✓	
DMO Hosted Events	✓		✓		✓		✓		✓		✓	
Marketing & Advertising	N/A		✓		✓		✓		✓		✓	
Form Builder	✓		✓		✓		✓		✓		✓	

All prices are exclusive of VAT.

CRM – Additional Items

	WEB ONLY		BASIC		LITE		INTERMEDIATE		PRO		ENTERPRISE	
	ONETIME	ANNUAL	ONETIME	ANNUAL	ONETIME	ANNUAL	ONETIME	ANNUAL	ONETIME	ANNUAL	ONETIME	ANNUAL
Facility Calendar	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116
Meeting Planner Extranet	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895
Skinned Member/Partner Extranet	£4,070	--	£4,070	--	£4,070	--	£4,070	--	£4,070	--	£4,070	--
Dues & Invoicing	£2,442	£895	£2,442	£895	✓		✓		✓		✓	
Online Dues Payment	£6,105	£2,116	✓		✓		✓		✓		✓	
MarketPlace 1 Form	✓		✓		✓		✓		✓		✓	
MarketPlace 3 Forms	--	£3,093	--	£3,093	--	£3,093	--	£3,093	--	£3,093	--	£3,093
MarketPlace Unlimited Forms	--	£6,105	--	£6,105	--	£6,105	--	£6,105	--	£6,105	--	£6,105
Eventsforce Integration up to 1000 Registrations pa	--	£4,070	--	£4,070	--	£4,070	--	£4,070	--	£4,070	--	£4,070
Form API	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895	£2,442	£895
RFP Integration Form	£4,070	£1,302	£4,070	£1,302	£4,070	£1,302	£4,070	£1,302	£4,070	£1,302	£4,070	£1,302
Listings & Special Offers API	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116
Calendar of Events API	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116	£6,105	£2,116
Listings Data Feed (per feed)	--	£509	--	£509	--	£509	--	£509	--	£509	--	£509
Calendar of Events Feed	--	£509	--	£509	--	£509	--	£509	--	£509	--	£509
Special Offers Feed	--	£509	--	£509	--	£509	--	£509	--	£509	--	£509

All prices are exclusive of VAT.

CRM – Additional Users

	LICENCE
Additional Users – per User, per Year	£1,058

CRM – Additional Support

VOLUME	PRICE
100 Hours per Year	£10,175
50 Hours per Year	£6,105
Hourly Support per Hour	£122

CRM – Third-Party Integrations

	WEB ONLY		BASIC		LITE		INTERMEDIATE		PRO		ENTERPRISE	
	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL
Meeting Broker	N/A		✓		✓		✓		✓		✓	
Venue Ops / Event Booking *View Only* Calendar	N/A		✓		✓		✓		✓		✓	
Venue Ops / EventBooking CRM	N/A		✓		✓		✓		✓		✓	
Destinations International Event Impact Calculator	N/A	--		£488	--	£1,302	--	£1,709	--	£2,116	--	£2,605
CVENT	N/A	--		£1,058	--	£1,709	--	£3,419	--	£5,128	--	£6,838
ICCA Database Import Tool	N/A		✓		✓		✓		✓		✓	
Outlook	N/A	--		£1,628	--	£1,628	--	£1,628	--	£1,628	--	£1,628
QuickBooks Desktop Pro	N/A		£4,070	£1,221	£4,070	£1,221	£4,070	£1,221	£4,070	£1,221	£4,070	£1,221

All prices are exclusive of VAT.

Act-On (Email Marketing)

CONTACTS	PRICE	PRICE PER ADDITIONAL CONTACT (per year)	PRICE PER ADDITIONAL CONTACT (monthly overage charge)*
1,000	£3,516	£0.5861	£0.0586
2,500	£4,396	£0.3516	£0.0352
5,000	£5,275	£0.2930	£0.0293
10,000	£6,740	£0.2110	£0.0211
15,000	£7,795	£0.2110	£0.0211
20,000	£8,850	£0.2227	£0.0223
25,000	£9,963	£0.1055	£0.0105
50,000	£12,601	£0.0645	£0.0064
100,000	£15,824	£0.0586	£0.0059
250,000	£24,615	£0.0410	£0.0041
500,000	£34,872	£0.0234	£0.0023
1,000,000	£46,593	£0.0114	£0.0012

** The overage charge rate will be assessed for every contact over the allowed amount each month. The overage rate represents a 20% surcharge for each contact in excess of the user's allowed amount.*

All prices are exclusive of VAT.

SendSites with CRM

	WEB ONLY		BASIC		LITE		INTERMEDIATE		PRO		ENTERPRISE	
	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL
SendSites	£2,849	£2,442	£2,849	£2,442	£4,477	£4,884	£4,477	£7,326	£4,477	£9,768	£6,919	£14,652
Templates	1		1		2		2		3		3	
Partner Sections	40		40		60		80		100		120	
Training Hours	2		2		3		3		4		4	
User Seats (Logins)	2		3		3		5		8		8	

SendSites without CRM

	ONE TIME	ANNUAL
Implementation Fee (Import and Training)	£4,477	£0
Implementation Fee (Quick Start)	£1,628	£0
Annual Licensing Fee	--	£4,884
Users	3	

SendSites Additions

	WEB ONLY		BASIC		LITE		INTERMEDIATE		PRO		ENTERPRISE	
	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL	ONE TIME	ANNUAL
Additional User	£488	--	£488	--	£488	--	£733	--	£977	--	£977	--
Additional Template	£488	--	£488	--	£488	--	£733	--	£977	--	£977	--

Content Management System (CMS)

Licences include account management, support, maintenance and updates.

		DISTRICT	SMALL DESTINATION	CITY	SUB-REGION	REGION
	PRICE TYPE					
CMS Licence	per Site, per Annum	£4,393	£4,971	£7,167	£7,167	£8,323
Child Site Licence (same domain as main site)	per Site, per Annum	£2,428	£2,428	£2,428	£2,428	£2,428
Multi-Site Licence	per Site, per Annum	£3,237	£3,237	£4,885	£4,885	£4,885
Replication Site Licence	per Site, per Annum	£2,428	£2,428	£2,428	£2,428	£2,428
Language Site Licence	per Site, per Annum	£405	£405	£405	£405	£405
Microsites (Campaign Builder) (per unique domain)	per Domain, per Annum	£3,969	£3,969	£3,969	£5,821	£11,025

All prices are exclusive of VAT.

Website Hosting

The hosting costs for a website are based on the bandwidth consumed by the site.

DATA TRANSFER ALLOWANCE	PRICE
2.5 Gb per month	£396
5 Gb per month	£660
10 Gb per month	£990
15 Gb per month	£1,458
20 Gb per month	£1,788
30 Gb per month	£2,250
40 Gb per month	£2,520
50 Gb per month	£2,772
75 Gb per month	£3,303
100 Gb per month	£4,224
125 Gb per month	£4,845
150 Gb per month	£5,292
200 Gb per month	£6,480
250 Gb per month	£7,470
300 Gb per month	£8,352
350 Gb per month	£9,114
400 Gb per month	£9,936
450 Gb per month	£10,476
500 Gb per month	£10,920

All prices are exclusive of VAT.

Security & Privacy

	ONE TIME	ANNUAL
SSL Certificate	£110	£110
Wildcard SSL Certificate (Legacy Clients Only)	£331	£331
Cookie Preference Tool (per Domain)	£289	£289
Cookie Preference Tool (Channel Sites on Same Domain)	£147	--

Search Engine Optimisation (SEO)

Monthly SEO package. Minimum of 12 months.

	UNIT	ONE TIME	ANNUAL
Monthly SEO Package	12 months	£1,500	£11,250
SEO Redirects	1 Site – Small (<60 pages)	£1,470	--
	1 Site – Medium (<120 pages)	£2,058	
	1 Site - (121+ pages)	£2,646	
Site Plan Preparation	1 Site –S(<60 pages)	£1,176	--
	1 Site – Medium (<120 pages)	£1,470	
	1 Site - (121+ pages)	£1,764	

Click Rate Optimisation (CRO)

	DURATION	ONE TIME	ANNUAL
CRO Package	12 months	£1,312	£8,625

Experience Workshop

	DURATION	ONE TIME
Experience Workshop	Half day	£12,000
Experience Workshop	Full day	£25,000

Training

	REMOTE	ONSITE
DMS Training – Maximum 8 Attendees	£1,654	£2,068
CMS Training (New or Legacy) - Maximum 4 Attendees	£1,654	£2,068
Email Marketing Training - Maximum 4 Attendees	£827	£1,241
CRM Training	£1,654	£2,068

Expenses will be charged in addition to the onsite training rate.

Data & Content Services

	VOLUME	PRICE
Content Migration Set Up	per Site	£588
Content Migration	1 Page 10 Pages 50 Pages 100 Pages	£38 £368 £1,837 £3,675
Content Creation - Up to 1000-word Content Piece (images not provided)	1	£882
Content Creation - Two 500-word Content Pieces (images not provided)	1	£588

Web Design

	PRICE
Bespoke Design - Enhanced - design consultation, initial layouts (up to 3 amends per layout) and asset creation	£12,789
Bespoke Design - Standard - design consultation, initial layouts (up to 3 amends per layout) and asset creation	£8,709

Website Development

Prices include project management, account management and testing.

	PRICE
Bespoke Website	£38,514
Kit 1 Website (Essentials Template)	£12,495
Kit 2 Website (Enhanced Template)	£18,117
Child Website	£11,025
Replication Website	£11,025
Language Website (per language)	£5,880

Please note that any implementation items such as customisations, additional integrations or additional design will incur additional charges at our standard day rates.

All prices are exclusive of VAT.

Additional Website Functionality

Prices include project management, account management and testing. The annual costs include support, maintenance and updates

		DISTRICT	SMALL DESTINATION	CITY	SUB-REGION	REGION
	ONE TIME	LICENCE	LICENCE	LICENCE	LICENCE	LICENCE
Blog	£1,395	£578	£435	£1,156	£1,156	£2,312
Dynamic Content	--	£4,684	£4,684	£4,684	£4,684	£4,684
A/B Testing (requires Dynamic Content)	£1,103	£2,480	£2,480	£2,480	£2,480	£2,480
Map Publisher	£735	£2,204	£2,204	£2,204	£2,204	£2,204
Trails	£1,764	£551	£551	£551	£551	£551
Audio Eye Standard (Main site)	£551	£463	£463	£695	£695	£695
Audio Eye Standard (Channel site)	£294	£232	£232	£232	£232	£232
You.Smart.Thing	£2,489	£1,980	£3,740	£6,380	£6,380	Bespoke

CrowdRiff (UGC)

CrowdRiff is licensed on a per domain, per annum basis.

	ONE TIME	ANNUAL
CrowdRiff - Tier 1 (National)	--	£20,000
CrowdRiff - Tier 2	--	£4,200
CrowdRiff Call-to-Action (CTA)	--	£2,225
CrowdRiff Social Add-On Including Social Publisher & Scheduling	--	£5,925
CrowdRiff API Access	--	£4,500
CrowdRiff Advanced Rights Management (ARM)	--	£2,000
CrowdRiff on Product Pages	£868	--

Digital Asset Management System (DAM)

Licensed per-domain, per-annum. Prices are tiered based on required storage.

	STORAGE	ONE TIME	ANNUAL
Cloudinary Digital Asset Management System (up to 5 users)	500GB	--	£3,859
	1 TB	£1,654	£5,513
	5 TB	£2,536	£8,269
	10 TB	£3,308	£11,025

Website Advertising

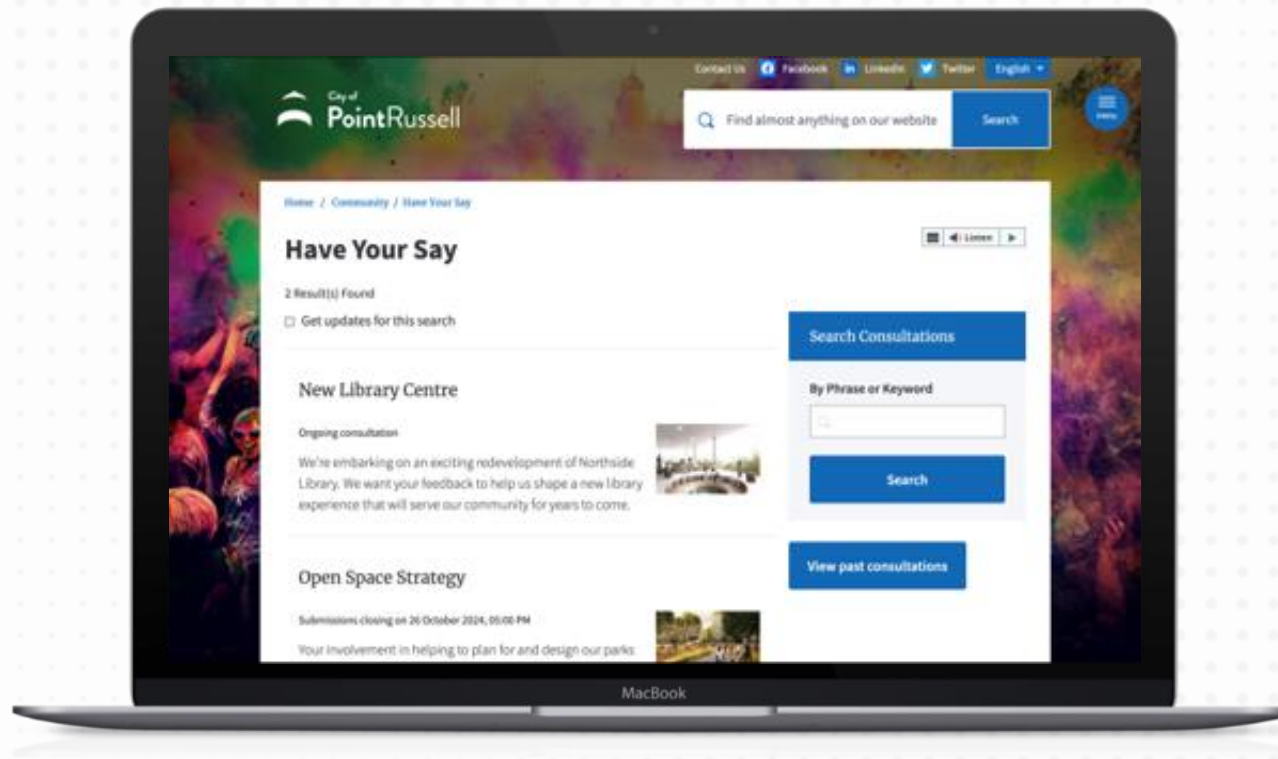
		DISTRICT	SMALL DESTINATION	CITY	SUB-REGION	REGION
	ONE TIME	LICENCE	LICENCE	LICENCE	LICENCE	LICENCE
Standard Banners (3 across) with Google Ads Config Assistance	£882	£1,156	£1,156	£1,734	£2,312	£3,468
Sponsored Content (Header Image, Premium Page Sponsor, Run of Sites, Spotlights, Mobile banner) with Google Ads Config Assistance	£1,617	£1,156	£1,156	£1,734	£2,312	£3,468
Full Package (Standard Banners and Sponsored Content) with Google Ads Config Assistance	£1,911	£1,734	£1,734	£2,601	£3,468	£5,202
DTN Serviced Package (Revenue Generation)		Revenue share - Granicus 60% / Client 40%	Revenue share - Granicus 60% / Client 40%	Revenue share - Granicus 60% / Client 40%	Revenue share - Granicus 60% / Client 40%	Revenue share - Granicus 60% / Client 40%
DTN - Custom Collection Widgets	£882	-	--	--	--	--
Banner Advertising (Legacy)	£882	£1,156	£1,156	£1,734	£2,312	£3,468

All prices are exclusive of VAT.

Sentiment & Feedback

Sentiment & Feedback fosters inclusive conversations in secure, interactive digital spaces, catering to diverse needs without sacrificing speed or accessibility. With it you can empower your audience to participate from anywhere and equip your team with data to power decision making.

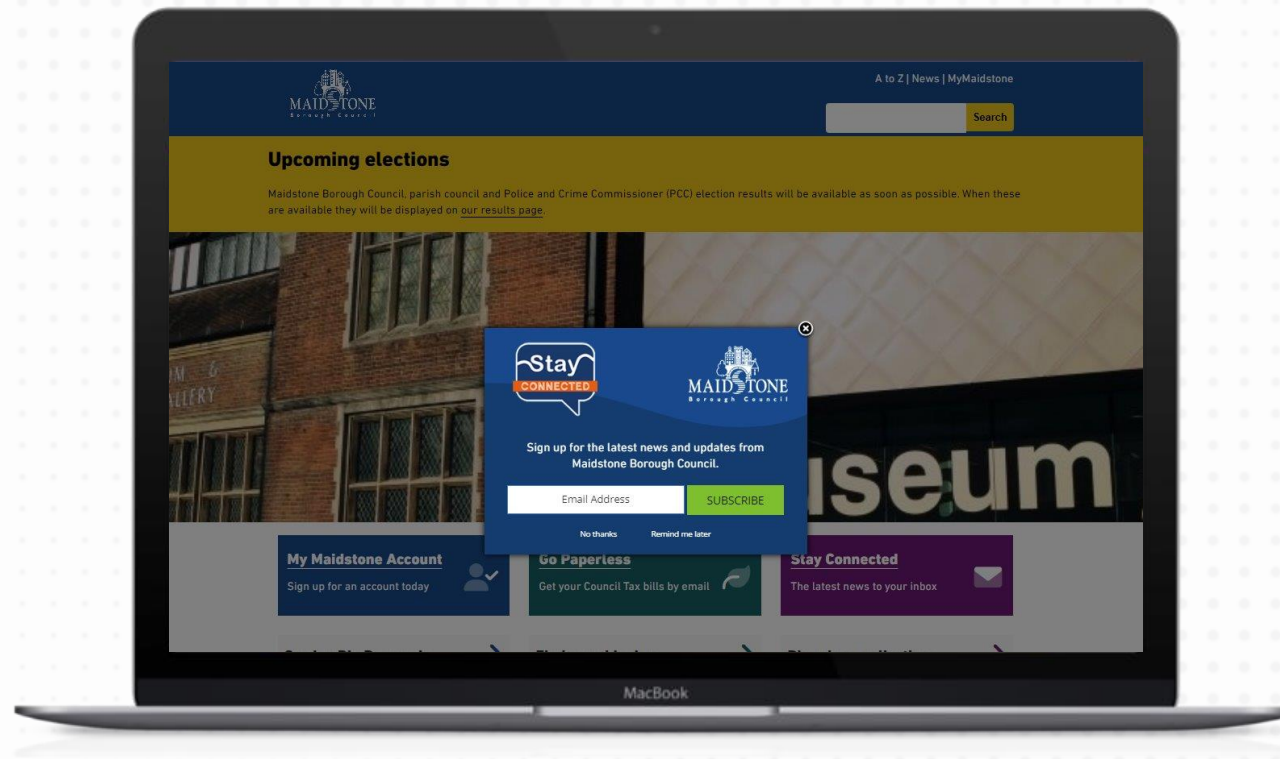
Please see our G-Cloud listing [Sentiment & Feedback \(EngagementHQ\) - Online community engagement software](#) for further details and pricing options.



Communications

Granicus Communications is a secure SaaS marketing platform built exclusively for public sector organisations and is designed to promote usage of online services, enhance public awareness, and increase the contributions and engagement of communities.

Please see our G-Cloud listing [Granicus Communications \(govDelivery\) - Digital Communications Platform](#) for further details and pricing options.



Ad-hoc Requirements

To focus on achieving measurable outcomes for our customers we always scope our projects before calling off a contract, providing a statement of work that details our services, which are offered on a firm fixed price basis. This allows us to stay flexible, adjusting our scope to meet customer needs as they may adjust throughout the performance period.

Our resource-based firm fixed pricing follows the rate card below.

ROLE	PER HOUR	HALF DAY	FULL DAY
Developer	£147	£578	£1,102
Designer	£147	£578	£1,102
Project Manager	£147	£578	£1,102
Account Manager	£147	£578	£1,102
Configuration	£147	£578	£1,102
Tester	£147	£578	£1,102
SEO	£147	£578	£1,102
Trainer	£221	£827	£1,654

Discounts

Discounts are offered based on the length of the contract. Simpleview can offer these discounts due to the savings of not having to more regularly re-contract clients / re-tender.

CONTRACT DURATION	DISCOUNT
2 years	3%
3 years	7.5%

Dependencies

The following products will require the client to purchase or setup up products directly with third-party organisations:

- Google Maps
- Cookie Preference Tool
- Google Analytics
- Social Media Platforms
- Meeting Broker Integration
- Venue Ops – Event Booking *View Only* Calander and Event Booking CRM Integrations
- Destinations International Event Impact Calculator Integration
- CVENT Integration
- ICCA Database Import Tool Integration
- Outlook Integration
- Quickbooks Desktop Pro Integration
- You.Smart.Thing
- CrowdRiff
- Chatbot provider



Do more with Granicus

Ready to take the next step?

Simpleview offers destination organisations a unified, industry-focused partner that brings people, processes and technology together to help them work more efficiently, strengthen stakeholder relationships and deliver better visitor experiences. By providing an integrated ecosystem designed specifically for DMOs, Simpleview supports smoother collaboration, clearer insights and more consistent organisational performance allowing teams to focus on strategy, storytelling and growth rather than fragmented tools or manual effort.

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