



Pricing overview

Targeted Messaging Service (TMS)



Service options

Targeted Messaging Service (TMS) is available to purchase in several different configurations depending on the requirements of each client. TMS Email, TMS SMS and TMS Voice Message can each be bought as standalone services or be purchased and used in conjunction with one another.

Implementation fees

Implementation fees are charged to cover the one-time project management, configuration and training of each TMS service implementation. The cost of implementation is £8,000 per TMS use case and will require scoping prior to implementation.

Implementation fees are not charged on renewals of service or to existing clients moving to G-Cloud contracts.

Email pricing

The following table provides the Granicus subscription pricing for TMS email messages:

ANNUAL TRANSACTIONAL EMAIL MESSAGES (≤)	ANNUAL PRICE	ANNUAL TRANSACTIONAL EMAIL MESSAGES (≤)	ANNUAL PRICE
250,000	£3,000	8,000,000	£47,760
500,000	£6,000	12,000,000	£53,640
1,000,000	£11,964	20,000,000	£75,000
2,000,000	£17,940	40,000,000	£142,800
4,000,000	£29,880		

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

SMS and voice pricing

The following table provides the Granicus subscription pricing for TMS SMS and voice messages:

ANNUAL TRANSACTIONAL MESSAGES (≤)	ANNUAL PRICE	ANNUAL TRANSACTIONAL MESSAGES (≤)	ANNUAL PRICE
30,000	£1,308	338,000	£14,016
60,000	£2,580	506,000	£20,772
100,000	£4,260	760,000	£30,900
150,000	£6,336	1,140,000	£45,888
225,000	£9,420		

- The selected message tier can be used for both SMS and voice messages.
- Voice messages are charged in message blocks per minute; if a voice message is 1 minute and 30 seconds, it would therefore be charged as 2 voice messages.
- If you wish to play a .wav file for your voice message, local hosting arrangements are required to host the file.
- SMS and voice messages require separate implementations.
- No refund for unused SMS or voice messages; they do not rollover to the next 12-month cycle.

Granicus Communications (govDelivery) integration

The Granicus Communications (govDelivery) integration with TMS is free of charge for all clients with both Communications and TMS account. To learn more about this integration, please view our G-Cloud TMS service listing.

GXG Consultancy

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale.

Over a decade of helping government build better citizen experiences.



Better Programmes



Better Strategy



Better Data



Better Insights

Granicus Experience Group Consultancy Day Rate

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 SFIA based rate card below.

	STRATEGY & ARCHITECTURE	CHANGE & TRANSFORMATION	DEVELOPMENT & IMPLEMENTATION	DELIVERY & OPERATION	PEOPLE & SKILL	RELATIONSHIPS & ENGAGEMENT
1. Follow	£450	£450	£450	£450	£450	£450
2. Assist	£650	£650	£650	£650	£650	£650
3. Apply	£850	£850	£850	£850	£850	£850
4. Ensure	£950	£950	£950	£950	£950	£950
5. Ensure and Divide	£1100	£1100	£1100	£1100	£1100	£1100
6. Initiate or influence	£1300	£1300	£1300	£1300	£1300	£1300
7. Set strategy or inspire	£1650	£1650	£1650	£1650	£1650	£1650

GXG Training and Capacity Building Services

GXG empowers organisations to accelerate digital transformation through a curated suite of training and capacity-building services. Our programs go beyond technical skills—they strengthen digital maturity, unlock the full potential of Granicus technology, and equip teams to deliver exceptional citizen experiences. Every offering in our catalogue is purpose-built to address real-world challenges, ensuring customers achieve critical outcomes with confidence and measurable impact. Custom-made training is available on request using the rate card included in this pricing overview.

Granicus Experience Group Digital Services

SERVICES	FEE
Experience Centre (Tier 1)	£12,500
Experience Centre (Tier 2)	£25,000
Digital Services Academies	£15,000
Digital Services University	£35,000
Communicator Capacity Building (Tier 1)	£14,000
Communicator Capacity Building (Tier 2)	£28,000
Governance and Playbooks (Tier 1)	£14,000
Governance and Playbooks (Tier 2)	£28,000
Email Campaign Academy	£15,000
Email Communications Workshop	£5,000

Standards for GXG consultancy Day Rate Card

The following terms and conditions outline the standard framework for GXG digital services, ensuring clarity and consistency in all engagements. These provisions define working hours, pricing structure, and operational guidelines, as well as policies on travel, expenses, and insurance. By adhering to these standards, GXG maintains transparency and delivers services in line with agreed contractual obligations, providing customers with confidence and predictability throughout the delivery process.

Consultant's working day: 09:00hrs to 17.30hrs exclusive of travel and lunch

Working week: Monday to Friday excluding national holidays and Granicus Unplug days

All pricing is quoted in pounds sterling (GBP) and prices are exclusive of VAT at the applicable rate (unless otherwise stated). Please note that the prices quoted on GXG's SFIA Rate Card represent the maximum rate charged for each skill/responsibility level.

Office hours: 9:00am to 5:30 pm Monday to Friday

Travel, mileage subsistence: GXG reserves the right to charge expenses for services delivered onsite. This will be pre-agreed with the customer within the Call-off Contract. Please note that certain onsite training courses already include GXG expenses

Mileage: As for travel, mileage subsistence

Professional indemnity insurance: included in day rate