



G Cloud 15

BT Price Card for BT
Active Intelligence

1 Price Card

All prices exclude VAT.

The **BT Active Intelligence** Price Card is subject to a Call-Off Term of 12 months or one off projects.

* Pricing is influenced by a number of factors allowing you to create bespoke data outputs to meet your requirements. These include:

- The extent of geographic scope: how many locations are included and whether the insights are needed at a local, regional or national level;
- The temporal data requirements, from historic data to rolling weekly and daily updates; to continuous real time insight; and
- Quantity of data requirements, varying from short term or one off datasets or data delivery over a longer periods.

Table 1 Location Insights

BT Service Order Reference Number	Service Description	From	To*
BT-L2b-0250	Footfall trends, daily peak activity times, catchment and customer demographics	£15,000	£300,000+

* See above for pricing influences

Table 2 Real Time Location Insights

BT Service Order Reference Number	Service Description	From*
BT-L2b-0251	Real time view of population volumes in the UK via API & Dashboard	£600,000

* See above for pricing influences

Table 3 Origin Destination Insights

BT Service Order Reference Number	Service Description	From	To*
BT-L2b-0252	Origin destination demand segmented by various attributes, including: mode of travel, trip purpose, time of day, demographics, etc.	£50,000	£300,000+

* See above for pricing influences

Table 4 Audience Insights

BT Service Order Reference Number	Service Description	From*
BT-L2b-0253	Audience segmentation and campaign attribution measurement.	£150,000

* See above for pricing influences



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Company information

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