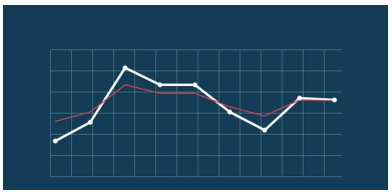
Public price tracker



We build a dated workbook for 20 comparable offers with fee units and inclusion notes.

Who it helps

Product, marketing and strategy leads

The problem to solve

Public prices can look comparable while units, billing terms and included features differ.

Working through the brief

1. **Select comparable offers**

   Gather the agreed inputs. Named competitors or comparison criteria and target market.

2. **Capture listed units and inclusions**

   Track “Public offer” and “Fee unit and inclusion” together so the reviewer can connect the source information to the result.

3. **Check evidence dates**

   Use the workbook to compare like-for-like offers and update the evidence when a provider changes its terms.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

A public price changes with contract length. Track the term and observation date alongside the quoted amount.

Read the service scope / RES-010

Sparkle Solutions Group Ltd.

info@sparklesolgroup.com +44 20 3307 6468 sparklesolgroup.com

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom