

**France-Paris: Sales or marketing software development services**

OJ S 10/2024 15/01/2024

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: RADIO FRANCE

Postal address: 116 avenue du Président Kennedy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75016

Country: France

E-mail: [Marion.moreau@radiofrance.com](mailto:Marion.moreau@radiofrance.com)**Internet address(es):**Main address: <https://www.radiofrance.com>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.4. Type of the contracting authority**

Other type: Diffusion de programmes radiophoniques

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Marketing automation

Reference number: 23.145

**II.1.2. Main CPV code**

72212481 Sales or marketing software development services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Marché relatif à la mise en place d'une plateforme marketing automation - newsletters éditoriales, email et SMS

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 515 560,00 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

72212481 Sales or marketing software development services

### **II.2.3. Place of performance**

NUTS code: FR101 Paris

### **II.2.4. Description of the procurement**

Le présent marché a pour objet la mise en place d'une plateforme marketing automation, newsletters éditoriales, emails, sms et prestations associées.

### **II.2.5. Award criteria**

Quality criterion - Name: Critère technique / Weighting: 50

Price - Weighting: 50

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 198-622366](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Contract No:** 23.145

**Title:**

Marché relatif à la mise en place d'une plateforme marketing automation -newsletters éditoriales, email et SMS

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

08/01/2024

### **V.2.2. Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: ACTITO France

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Internet address: <https://www.actito.com/fr-BE>

The contractor is an SME: no

### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 515 560,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: TGI de Paris

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75017

Country: France

Internet address: <http://www.ca-paris.justice.fr/index.php?rubrique=11016&rubrique=11051&article=14755>

### **VI.5. Date of dispatch of this notice**

10/01/2024