

**Spain-Madrid: Marketing management consultancy services**  
**OJ S 179/2023 18/09/2023**  
**Contract notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Dirección General de Renfe Viajeros Sociedad Mercantil Estatal, S.A.

National registration number: A86868189

Postal address: Avda Ciudad de Barcelona, 6 - 2ª pl.

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28007

Country: Spain

Contact person: Dirección General de Renfe Viajeros Sociedad Mercantil Estatal, S.A.

E-mail: [dc.renfeviajeros.pcsp@renfe.es](mailto:dc.renfeviajeros.pcsp@renfe.es)

**Internet address(es):**

Main address: <http://www.renfe.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=KcT5%2Ffq6IMQK2TEfXGy%2BA%3D%3D>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=jkhUYiZ%2B7aCHCIsjvJ3rhQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=jkhUYiZ%2B7aCHCIsjvJ3rhQ%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.6. Main activity**

Railway services

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**Section II: Object**

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

**II.1.1. Title**

Servicios de medicion, personalizacion, análisis de comportamiento y mantenimiento de estos para los canales digitales de renfe, webs y apps

Reference number: 2023-04600

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de medición, personalización, análisis de comportamiento y mantenimiento de estos para los canales digitales de renfe, webs y apps

#### **II.1.5. Estimated total value**

Value excluding VAT: 2 315 625,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

NUTS code: ES España

Main site or place of performance: Madrid Avda. de la Ciudad de Barcelona, 6 2ª planta.  
MADRID. 28007

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

Servicios de medición, personalización, análisis de comportamiento y mantenimiento de estos para los canales digitales de renfe, webs y apps

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

Criteria below

Quality criterion - Name: SOBRE B.1. CRITERIOS VALORABLES MEDIANTE JUICIOS DE VALOR. / Weighting: 22

Cost criterion - Name: SOBRE B.2. CRITERIOS DE VALORACIÓN CUANTIFICABLES DE FORMA OBJETIVA. / Weighting: 8

Cost criterion - Name: SOBRE C: Oferta Económica. / Weighting: 70

#### **II.2.6. Estimated value**

Value excluding VAT: 2 315 625,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar  
No estar incurso en incompatibilidades  
Cumplimiento con las obligaciones con la Seguridad Social  
Cumplimiento con las obligaciones tributarias  
Títulos habilitantes: De acuerdo con lo indicado en el Pliego de Condiciones Particulares o, en su caso, en el documento complementario al anuncio.

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:  
Otros

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:  
- Otros

### **III.1.6. Deposits and guarantees required**

Garantía Provisional. Importe: 25000 EUR  
Garantía Definitiva. Porcentaje: 5 %

## **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 17/10/2023 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 20/11/2023 Local time: 12:00

Place:

Plataforma de contatción del sector público.

Datos de Dirección:

Calle: Avda. de la Ciudad de Barcelona, 6 2ª planta

CP: 28007

Población: MADRID

País: España

Information about authorised persons and opening procedure: Descripción: En atención al carácter electrónico del procedimiento, ninguna de las aperturas tendrá carácter público La fecha de apertura de ofertas es orientativa

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

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

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

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

Official name: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES

Postal address: AVDA. GENERAL PERÓN 38, PLANTA 8

Town: MADRID

Postal code: 28020

Country: Spain

E-mail: [TRIBUNAL\\_RECURSOS.CONTRATOS@MINHAP.ES](mailto:TRIBUNAL_RECURSOS.CONTRATOS@MINHAP.ES)

Telephone: +34 913491446

Fax: +34 913491441

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES

Postal address: AVDA. GENERAL PERÓN 38, PLANTA 8

Town: MADRID

Postal code: 28020

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Telephone: +34 913491446

Fax: +34 913491441

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

13/09/2023