

Company	3D BRAND AGENCY PTE. LTD.
Digital Solution Name & Version Number¹	DM 3D Digital Booster - SEM + SMA + Landing Page [3 Months]
Appointment Start Date	28 August 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services Needs Analysis (4Cs) - Keyword Research & Analysis - Web Analysis - Competitors Analysis (5 Competitors) Digital Marketing Strategy Development - Digital Marketing Strategy Report Digital Marketing Campaign Search Engine Marketing - SEM [3 Months] - KPI: Minimum 200% ROAS (*KPIs vary across industry and country) - 1 Search Ad Campaign (20 Keywords) - 2 Ad Groups per Campaign - 20 Ad Copies per Campaign - Google Tag Manager Setup - Google Analytics Integration Digital Marketing Campaign Social Media Advertising (SMA) for Facebook + Instagram (FB + IG) [3 Months] - KPI: Minimum 130% ROAS - KPI: Minimum 1.75% CTR (*KPIs vary across industry and country) - 1 Ad Group per Campaign - 3 Ad Copies per Ad Group - Budget Division & Bid Setup - A/B Campaign Testing - Media Budget Not Included Digital Assets Creation Search Engine Marketing - SEM - Create 20 Ad Copies Digital Assets Social Media Advertising (SMA) - Create 1 Call-to-Action Video (30-seconds) - Create 3 Ad Copies Landing Page - 1 Landing Page on WordPress (Up to 800 Words) - 1 Lead Capture Form per Landing Page - Up to 2 Revisions Only - Stock Image Library Included - Hosting, Domain and SSL Not Included Review and Recommendation - Monthly Reporting [3 Months] - Final Report					
		Per Report	1.00		
		Per Report	1.00		
		Per Campaign	1.00		
		Per Campaign	1.00		
		Per Campaign	1.00		
		Per Campaign	1.00		
		Per Page	1.00		
		Per Report	1.00		
4) Training - Training workshop (1 Session) - Handover of Checklist Documentation		Per Campaign	1.00		

5) Others						
Not Applicable						
Total					\$ 9,200.00	\$ 9,200.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

* Qualifying cost refers to the supportable cost to be co-funded under the grant