

Company	W360 Group Pte. Ltd.
Digital Solution Name & Version Number¹	DM W360 DIGITAL POWER PACK Version 1.0 - ONLINE ADVERTISING - SEM & SMA (3 MONTHS)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 2026

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 NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis: - Market Trends - Company Analysis - Current Marketing Analysis - Digital & Offline Marketing Assets Audit - Digital Presence - Digital Marketing Capabilities Audit - Website Audit - SEO Audit - Competitive Digital Presence Analysis - Digital/ Online Reach Research Digital Marketing Strategy Development: Digital Marketing Strategy Report - Marketing Objectives & Goals - Campaign KPIs - Focused Products/ Service - Target Audience - Proposed Brand Positioning/ Value Propositions - Proposed Marketing Channels - Campaign Period - Required Digital Assets - Tracking - Proposed Digital Marketing Package - Project Schedule & Onboarding Journey - Client Support & Request Resolution Framework - Dispute/ Conflict Management & Resolution - Understanding Basic Concept Of Proposed Digital Marketing Solution Digital Marketing Campaign 1: SEM [3 Months] - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Google Ad Account Setup (If Required). - Linking Of Google Ad Account To Google Analytics (If Required) - Tracking Setup/ Optimization (If Required) - Google Search Campaign Setup: - Search Campaign structure development - Attribution set up - Keywords research & recommendation - Google Display/ Remarketing Campaign Setup - Campaign targeting strategy & setup - Google Ad Campaign Monitoring & Optimization - Budget allocation optimization - Campaign restructuring - Keyword optimization (keyword match type, expansion of keywords, addition of negative keywords) - Targeting optimization (Placement, location, demographic, interest, behavior, etc) for Google Display - Ad copies, landing page, bidding strategy & ad scheduling optimization - A/B testing for ad copies/ creative		Per Report	1.00		
		Per Report	1.00		
		Per Month	3.00		

<p>Digital Marketing Campaign 2: SMA [3 Months]</p> <ul style="list-style-type: none"> - KPIs*: Minimum 150% ROAS (*KPIs are different across industry and country) - Facebook ad account setup & linking - Facebook Pixel tracking setup/ implementation - 1 to 10 campaigns setup - Facebook Ad Campaign Management & Optimisation - Campaign performance monitoring - Budget allocation optimisation - Audience targeting (location, demographic, interest, behaviour, etc) optimisation - Creative optimisation - A/B testing for ad creative and targeting 	Per Month	3.00		
Digital Assets Creation: 1 to 5 Google Search Ads (up to 500 characters per ad)	Per Setup	1.00		
Digital Assets Creation: 1 to 3 Google Discovery ad development (up to 130 characters per ad)	Per Setup	1.00		
Digital Assets Creation: 1 to 3 online ad banner (Static Image or Animated Gif creative development in minimum 3 recommended dimensions (up to 200 words per ad banner and up to 3 frames per Animated Gif ad)	Per Setup	1.00		
Digital Assets Creation: 1 landing page creation (copywriting of up to 1000 words + design + development) or 1 to 5 Landing Pages Optimization	Per Setup	2.00		
Digital Assets Creation: 1 to 10 single images or 1 to 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)	Per Setup	1.00		
Review and recommendation: Monthly Google ad report	Per Report	3.00		
Review and recommendation: Monthly Facebook ad report	Per Report	3.00		
Review and recommendation: Monthly review	Per Month	3.00		
Review and recommendation: Final report	Per Report	1.00		
Development and integration of leads management processes with existing business processes	Per Setup	1.00		
4) Training Handover & Training Guide	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 8,520.00	\$ 8,520.00

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

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

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