

Company	Cleverly SG Pte. Ltd.
Digital Solution Name & Version Number¹	DM Cleverly Digital Marketing Packages - Package 3 [SEM + SM] 3 months
Appointment Period	21 March 2024 to 20 March 2025
Extended Appointment Period²	21 March 2025 to 20 March 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis -Keyword Research & Analysis -Competitor Analysis Digital Marketing Strategy Development - Digital Market Strategy Report		Per Report	1.00		
Digital Marketing Campaigns 'Scope of work (SEM) - Google Ads Setup - Google Analytics GA4 Setup - Google Analytics GA4 Events Setup - Google Tag Manager Setup - A/B Testing - Keyword Research & Optimization - Keyword Match Type Optimization - 1 to 3 Campaign Setup - Campaign Extension Setup (Sitelink, Callout, Structured Snippet, Call, Location, Price) - Keyword insertion feature - Countdown timer for event - Conversion Setup - Audience Manager Setup - Google Ads & Analytics Link up - Responsive Search ads setup		Per Month	3.00		
Scope of work(SM) -Audience/Creatives/Placement) - Lead form creation - Pixel Setup & Event Manager Setup Search Engine - Google Singapore(Desktop & Mobile) Digital Marketing Software - Google Adwords - Google Analytics - Google Tag Manager - Search Console Social Media Platforms - Facebook/ Instagram - Business Manager - Ad Budget Management		Per Month	3.00		
Digital Assets Creation - Social Media Content Creation 4/Month (Stock image provided) - Copywriting for Ads 1 to 3 per campaign (not inclusive A/B Testing ads)		Per Month	3.00		
Review and recommendation Monthly report & review Development and integration of leads management processes with existing business processes KPI/ ROAS: - SEM: 3%-5% CTR for Search Campaigns (Estimated 100% to 500% ROAS depending on ad spend) - SM 40% to 200% increase in ROAS or leads (depending on budget)		Per Report	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 10,500.00	\$ 10,000.00

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