

Company	Etereo Group Pte. Ltd.
Digital Solution Name & Version Number¹	DM Etereo Digital Marketing Packages - Package 3 - SEM + GDN (6 Months)
Appointment Period	28 December 2023 to 27 December 2024
Extended Appointment Period²	28 December 2024 to 27 December 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not Applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services					
a) Digital Marketing Needs Analysis - Audit Canvas with Client to understand the Brand - Brand awareness and acquisition canvas - Data analysis on trends and behaviours - Understand and customise target audiences - Keyword research & analysis		Per Report	1.00		
b) Digital Marketing Strategy Development - Google ads account set-up - Keywords recommendations and match type selection - Creation of Ad group and Ad text - Budget allocation and bid set-up - Google analytic set-up - Design conceptualise and art direction		Per Report	1.00		
a) Search Engine Marketing (SEM) - 6 months - Campaign management and optimisation - Keywords review and optimisation - Review of Ad text - A/B split testing - Budget allocation and bid adjustment - Landing page review and recommendations - KPIs; ROAS 150% - 300% and CTR 2% - 5% (Actual results may vary, depending on industry type, products & services offered)		Per Month	6.00		
b) Google Display Network (GDN) - 6 months - Campaign management and optimisation - Creation of GDN artwork; 2 creatives per month - Ads placement review and optimisation - Review of Ad content, A/B split testing - Budget allocation and bid adjustment - KPIs; 1% to 3% of total clicks		Per Month	6.00		
Digital Assets Creation - Total of 12 creatives for GDN display banners		Per Unit	1.00		
Review and Recommendation - Monthly campaign report (SEM & GDN) - Evaluation and recommendations		Per Unit	6.00		
4) Training Handover Checklist		Per Unit	1.00		
5) Others Not Applicable to Digital Marketing Packages		NA	0.00		
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

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