

Company	Ice Cube Marketing Pte Ltd
Digital Solution Name & Version Number¹	DM Ice Cube Predictable Leads Generation Program - Package 1 – SEM+SMA (3months)
Appointment Period	23 June 2022 to 22 June 2023
Extended Appointment Period²	23 June 2023 to 22 June 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software na		na	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital marketing needs analysis: Digital assets, digital presence analysis					
Digital Marketing Strategy Development: Target audience analysis, Proposed positioning, Budget allocation		per report	1.00		
Digital Marketing Strategy Development: Target audience analysis, Proposed positioning, Budget allocation		per report	1.00		
Digital Marketing Campaigns 1)Search Engine Marketing(SEM) Campaign - Keywords research & Match Type Selections - Bidding Optimizations & Modification - Multiple adgroups creation with dedicated ads - Ads copywriting & a/b testing - Conversion tracking ROAS: 200% to 500% Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message)		per month	3.00		
2)Social media ads(SMA) campaign - Meta pixel conversion tracking - Ads copywriting & creatives a/b testing - Engagement Rate Optimization - Interest, warm & lookalike targeting ROAS: 200% to 500% Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message)		per month	3.00		
Timeline: 3 weeks campaign setup & launch after onboarding					
2)Social media ads(SMA) campaign - Meta pixel conversion tracking - Ads copywriting & creatives a/b testing - Engagement Rate Optimization - Interest, warm & lookalike targeting ROAS: 200% to 500% Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message)		per month	3.00		
Timeline: 3 weeks campaign setup & launch after onboarding					
Digital Assets Creation - 1 Landing page copywriting(1000words), design & development and form automation - SEM ads copywriting (Responsive search ads & Expanded text ads - SMA ads copywriting (min. 3 ad copies & images)		per setup	1.00		

Review and recommendation - Monthly campaign report		per month	3.00		
Review and recommendation: Final Report		per report	1.00		
Development and integration of leads management processes with existing business processes - iCRM setup		per setup	1.00		
4) Training Handover checklist		per setup	1.00		
5) Others Not Applicable					
Total				\$ 7,009.33	\$ 7,009.33

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