

Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number¹	Impossible Marketing Digital Marketing Packages - Ads Focus - 3 Months
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

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		per setup	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis: Company Analysis Competitor Analysis Digital Asset Analysis		per setup	1.00		
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		per setup	1.00		
Digital Marketing Campaigns (SEM One-Time Setup): Creation Of Multiple Ad Groups Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up		per setup	1.00		
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account Set Up CRM System (if applicable) Planning & Developing Campaign Timeline Creation & Installation Of Facebook Pixel (if applicable) Conversion Optimisation		per setup	1.00		
Digital Marketing Campaigns (SEM Scope of Work): Select any 2 campaign type - Search / Display / Video / Shopping / App Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices And Scheduling Optimisation / Demographics Targeting / Building Of Negative Keywords List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking Minimum 200% ROAS		per month	3.00		
Digital Marketing Campaigns (SMA Scope of Work): Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing Minimum 200% ROAS		per month	3.00		
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM & SMA) Service Support (Email, WhatsApp, Dedicated Phone Number)		per setup	1.00		
Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary)		per quarter	6.00		

Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month	per quarter	3.00		
Digital Assets Creation: SMA Ad Copywriting SMA Ad Creative (Up To 3 Single Images &/or Up To 1 Carousel/GIF/Slideshow Per Month)	per quarter	3.00		
Review and recommendation: Monthly Performance Report with observation & recommendation	per month	1.00		
Review and recommendation: Final Report	per setup	1.00		
Development and integration of leads management processes with existing business processes	per setup	1.00		
4) Training Handover	per setup	1.00		
5) Others Not Applicable				
Total			\$ 10,000.00	\$ 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