

<b>Company</b>	MediaPlus Digital Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM MediaPlus Digital Marketing Package - Paid Ads Digital Marketing Package (SEM/SMA) [3 Months]
<b>Appointment Period</b>	19 May 2022 to 18 May 2023
<b>Extended Appointment Period<sup>2</sup></b>	19 May 2023 to 18 May 2024

wef. 14 September 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		N.A	1.00		
2) Hardware Not Applicable					
3) Professional Services a) Digital Marketing Needs Analysis - Company Analysis - Competitor Analysis - Needs Analysis - Digital Asset Analysis  b)Digital Marketing Strategy Development Digital marketing strategy report - Campaign objectives - Target audience - Brand direction /positioning - Client engagement - KPIs  Digital Marketing Campaigns 1) Search Engine Marketing (SEM) - Keywords research and analysis - Ad creatives creation - Duration: 3 months a) Campaign setup - Google Ads setup - Google tag manager setup - Google analytics integration b) Campaign optimization - keywords performance review - negative keywords review - Quality score optimization - Ads optimization - Implement Click Fraud Prevention Tool for the duration of campaign c) Performance objectives - Target conversion rate: 2% to 5% of total clicks for Google Ads - Target conversion rate: 1.5% to 3.5% of total click for GDN - ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff) - Campaign analysis and provide feedback to align with marketing objectives	Per Setup	1.00			
		Per Setup	1.00		

2) Social Media Advertising (Meta - Facebook & Instagram) - Evaluation of client current social presence (Facebook/Instagram) - campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce) - Duration: 3 months a) Campaign setup -Facebook Business manager / Instagram business page -Ad creatives design - Ad copies creation and copywriting -Target audience setup -Bidding strategy setup -Facebook pixel setup -Facebook Page content calendar post planning - Facebook posts scheduling b) Campaign Optimisation -Audience list optimization -Bid optimization and monitoring -Ad Copies split testing c)Performance objectives - Target conversion rate: 2% to 5% of total clicks - ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff) - Campaign analysis and provide feedback to align with marketing objectives  Digital Assets Creation a)SEM - up to 9 Ad Group Creation - up to 27 Ad Text Creation or up to 9 display banners for GDN per setup  - 1 x Dedicated landing page development per setup using client's wordpress CMS - 1 x Landing page copywriting (up tp 800 words) per setup  b)SMA (Meta) - Up to 9 static creatives or 3 carousel ads per setup ( 3 static creatives per carousel) - Up to 9 ad copywriting - Up to 2 motion graphic creatives  Review and recommendation SEM Monthly Performance report -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations  SMA META Monthly Performance Report -Website Data Analytics Report -Campaign Metrics & Report -Observations & Recommendations  Development and integration of leads management processes with existing business processes  Final Summary Report					
	Per Setup	1.00			
	Per Setup	1.00			
	Per Setup	1.00			
	Per Month	3.00			
4) Training Handover	Per Setup	1.00			
	Per Report	1.00			
5) Others Not Applicable					
<b>Total</b>				<b>\$ 9,950.00</b>	<b>\$ 9,950.00</b>

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

<sup>2</sup> 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