

Company	OOM PTE LTD
Digital Solution Name & Version Number¹	DM OOm Digital Performance Marketing Package - 1 LeadGen SEM/SMA Starter Combo
Appointment Period	18 November 2021 to 17 November 2022
Extended Appointment Period²	18 November 2022 to 17 November 2023

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		per report	1.00		
-Competitor Analysis					
Digital Marketing Strategy Development					
- Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaign					
1) Search Engine Marketing (SEM) Campaign					
- Monthly KPIs:					
a) Target Conversion rate: 2% - 5% of total clicks					
b) Target Cost-Per-Lead (CPL): \$40 - \$100					
*Conversion actions include Whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry.					
- SEM Keywords Research and Analysis		per month	3.00		
- Ad Copies Creation and Split Testing					
- Keywords Bid Optimisation and Monitoring					
- Keywords Match Type Optimisation and Monitoring					
Digital Marketing Campaign					
2) Social Media Advertising (SMA) Campaign					
- Monthly KPIs:					
a) Target Conversion rate: 2% - 5% of total clicks					
b) Target Cost-Per-Lead (CPL): \$30 - \$77					
*Conversion actions include Facebook messenger enquiries, whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry.					
- Ad Copies Creation, Design and Copywriting		per month	3.00		
- Ad Copies Split-Testing					
- Audience List Optimisation					
- Bid Optimisation and Monitoring					
- Facebook Pixel Conversion Tracking Setup					
- Facebook Page Editorial Post Calendar Planning					
- Facebook Posts Scheduling					
Digital Marketing Software (includes subscription fee for 3 months)					
- Click Fraud Detection Tool (SEM Only)		per setup	1.00		
- Website Heatmap and Behaviour Analytics Tool					
- Whatsapp for Business					
Digital Assets Creation - 1 Dedicated Landing Page (DLP) & Maintenance - Landing Page Copywriting (300-500 words count) - 2 Display Banners -15 Facebook Content Posts and Design		per set	1.00		
Review and Recommendation - Monthly Campaign Report & Review		per report	3.00		
Review and Recommendation - Final Report		per report	1.00		

Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training - Digital Assets Hand over - Training Guide		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