

Company	OOM PTE LTD
Digital Solution Name & Version Number¹	DM OOm Digital Performance Marketing Package - 3 LeadGen SEM/SEM 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 -Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaigns 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 - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring		per month	3.00		
Digital Marketing Campaigns 2) 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 - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring		per month	3.00		
Digital Marketing Software (includes subscription fee for 3 months) - Click Fraud Detection Tool (SEM Only) - Website Heatmap and Behaviour Analytics Tool - Whatsapp for Business		per setup	1.00		
Digital Assets Creation - 2 Dedicated Landing Page (DLP) & Maintenance - Landing Page Copywriting (300-500 words count) - 4 Display Banners		per set	1.00		
Review and recommendation - Monthly Ranking Report and 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 Handover		per setup	1.00		
- Training Guide					
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