Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number.	DM PIXEL MECHANICS Digital Marketing Packages - Package 2 - SMM (3 Months)
	& SEM (3 months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period ²	13 April 2024 to 12 April 2025

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
	Software Not applicable to Digital Marketing Packages		NA	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keyword Research & analysis - Digital Asset analysis - Competitor analysis		per unit	1.00		
	Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction / Positioning - Target Audience Selection		per unit	1.00		
	Digital Marketing Campaigns					
	3 months Social Media Marketing Campaign (SMM)					
	KPIs: - Target Conversion rate: 2% - 5% - Target CTR: 1.75% - 5% - Target ROAS: 1.5x - 5x * Conversion actions include: whatsapp enquiries, form enquiries or phone clicks * KPIs differ based on industry		per unit	1.00		
	 - Ad Copies Creation, Design and Copywriting - Ad Copies Split-Testing - Audience List Optimisation and Monitoring - Bid Optimisation and Monitoring - FB/IG Pixel Conversion Tracking Setiup - FB/IG Page Editorial Post Calendar Planning - FB/IG Post Scheduling - Budget Management 					
	3 Months Search Engine Marketing Campaign (SEM)					
	KPIs: - Target Conversion rate: 2% - 5% - Target CTR: 1.75% - 5% - Target ROAS: 1.5x - 5x * Conversion actions include: whatsapp enquiries, form enquiries or phone clicks * KPIs differ based on industry		per unit	1.00		
	 SEM Keywords Research and Analysis Ad Copies Creation and Split Testing Keywords Bid Optimisation and Monitoring Keywords Match Type Optimisation and Monitoring Ongoing Campaign Optimisation Budget Management 					

Digital Assets Creation SEM - 1 Dedicated Landing Page Setup - 1 Landing Page Copywriting - 1 Landing Page Lead Capture Form - 2-5 Image Banners - 1-3 SEM Ad Copywriting SMM - 1 Set of Post Visual System + Creative - 6-9 FB/IG Content Posts & Design - 1 Set of FB/IG Ad Writeup + Creative - 10 Product Photography (clean bg) OR - 5 Product Mood Shots * Products must be delivered to Pixel Mechanics Studio. Bulky products excluded	per unit	1.00		
Review and recommendation - Monthly Reports and Review - Final Project Report	per unit	1.00		
4) Training - Digital Assets Handover - Training Guide	per unit	1.00		
5) Others Not Applicable				
	.	Total	\$ 10,000.00	\$ 10,000.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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