Company	PIXEL MECHANICS PTE LTD
I Dinital Solution Name & Version Number:	DM PIXEL MECHANICS Digital Marketing Packages - Package 4 - SEM Search
	Ads (3 Months) & SEM Display Ads (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 Hardware Not Applicable		NA	1.00		
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 Search Ads 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 - SEM Keywords Research and Analysis - Search Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring		per unit	1.00		
	- Budget Management 3 Months Display Ads 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 - SEM Keywords Research and Analysis - Display Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring - Ongoing Campaign Optimisation - Budget Management		per unit	1.00		

- 1-2 Dedicated Landing Page Setup - 1-2 Landing Page Copywriting - 1-2 Landing Page Lead Capture Form - 4-10 Image Banners - 2-6 SEM Ad Copywriting	per unit	1.00		
Review and recommendation - Monthly Campaign Reports - 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