

<b>Company</b>	iFoundries (Asia Pacific) Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM iFoundries Jump Start Digital Marketing Packages - Package 2 - Jumpstart 3 months Package (SMA+SEM)
<b>Appointment Period</b>	22 June 2023 to 21 June 2024
<b>Extended Appointment Period<sup>2</sup></b>	22 June 2024 to 21 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable for Digital Marketing Packages		Per Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis"		Per Report	1.00		
Digital Marketing Strategy Development "- Identify profitable target audience - Craft unique value proposition for product or service - Craft an attractive offer for product or service - Strategic media budget planning"					
Social Media Advertising(SMA) Campaign - 3 ad sets - ad copies per ad set - Interest targeting (research and a/b testing) - Custom audience targeting - Remarketing - Conversion tracking - On-going budget and bid optimisation - On-going conversion rate optimisation for landing page - Heatmap tracking & session recording for landing page		Per Month	3.00		
KPIs: Target Conversion Rate: 2% - 5% of total clicks (Conversion actions include Facebook messenger enquiries, whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry.) and  Target Return-On-Ad-Spend (ROAS): 1.2x to 3x (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer)					

<p>Search Engine Marketing(SEM) Campaign</p> <ul style="list-style-type: none"> <li>- 3 ad groups</li> <li>- 3 ad copies per ad group</li> <li>- Keyword research</li> <li>- Custom audience targeting</li> <li>- Remarketing</li> <li>- Conversion tracking</li> <li>- On-going budget and bid optimisation</li> <li>- On-going conversion rate optimisation for landing page</li> <li>- Heatmap tracking &amp; session recording for landing page</li> </ul> <p>KPIs: Target Conversion Rate: 2% - 5% of total clicks (Conversion actions include form enquiries or phone clicks. KPIs differ based on industry.) and</p> <p>Target Return-On-Ad-Spend (ROAS): 1.2x to 3x (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer)</p> <p>Digital Assets Creation</p> <ul style="list-style-type: none"> <li>- 18 Social Media Banner Ads</li> <li>- 1 Persuasive Landing Page (includes copywriting up to 1,000 words, design &amp; development, form automation)"</li> <li>- 2 Ad copy creation (SEM)</li> </ul> <p>Review and recommendation</p> <p>Monthly Performance Report</p> <p>Final Report</p> <p>Development and integration of leads management processes with existing business processes</p>		Per Month	3.00		
		Per Month	3.00		
		Per Report	3.00		
	4) Training Handover Checklist Documentation	Per Setup	1.00		
	5) Others NA	Per Quarter	1.00		
<b>Total</b>				<b>\$ 9,600.00</b>	<b>\$ 9,600.00</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