

<b>Company</b>	MediaOne Business Group Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM MediaOne SEO   SEM   SMM   SMA Digital Marketing Boost Up Version 3 - Package C SEM SMA (3 months)
<b>Appointment Period</b>	23 May 2024 to 22 May 2025
<b>Extended Appointment Period<sup>2</sup></b>	23 May 2025 to 22 May 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis - Business and Brand Analysis - Review Objectives, Target Audience, Current Digital Marketing efforts and presence - Audit - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report		Per Report	1.00		
Digital Marketing Campaigns SEARCH ENGINE MARKETING (SEM) 3 Months Google Search Network (GSN) OR Google Display Network (GDN) Campaign 1. Account Setup - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - 1 to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking - Exclude Media Budget		Per Account	1.00		
2. Campaign Setup Google Search Network (GSN) - 1 to 3 Ad Groups Setup - 1 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation OR Google Display Network (GDN) - 1 to 3 Ad Groups Setup - 1 set of 3 to 5 Static Ad Creatives (1 theme) - Budget Division and Bid Setup - Keywords & Competitors Research		Per Campaign	1.00		

<p>3. Campaign Management and Optimisation  Google Search Network (GSN)  - Testing New Ads/Keywords Including A/B Split Testing (where applicable)  - Remove Underperforming Ads/Keywords  - Conversion Tracking and Overall Campaign Reporting  - Bid Adjustments and Budget Reallocation  - Insights, Analysis and Recommendations  OR  Google Display Network (GDN)  - Testing New Audience/Placements Including A/B Split Testing (where applicable)  - Remove Underperforming Audience/Placements  - Conversion Tracking and Overall Campaign Reporting  - Bid Adjustments and Budget Reallocation  - Insights, Analysis and Recommendations</p>	Per Month	3.00		
<p>KPIs  SEM GSN: Target Click Through Rate (CTR) of 2 - 5% OR  SEM GDN: Target Click Through Rate (CTR) of 0.2 - 0.5%  (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer and ad budget)</p>	Per Campaign	1.00		
<p>Digital Marketing Campaigns  SOCIAL MEDIA ADVERTISING (SMA)  - FB Pixels Creation &amp; Implementation  - Event Tracking &amp; Testing (if applicable) via FB Pixels  - Setup social media operating procedures  - Media Buy Plan &amp; Persona research  - Facebook/Instagram/LinkedIn** Ads and Analytics linking  - Setup 1 to 3 Ad Group per campaign  - Setup 1 to 3 Ads Copy per Ad Group  - Ad adaptation creation from SEM  - Budget Division &amp; Bid Setup  - A/B Campaign Testing  - Monthly Report &amp; Review  - Exclude Media Budget  **select 1-2 from 3 social media platforms: Facebook, Instagram, LinkedIn</p>	Per Month	2.00		
<p>KPIs  SMA: Target Click Through Rate (CTR) of 0.5 - 2%  (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer and ad budget)</p>	Per Campaign	1.00		
<p>Digital Assets Creation  SEM GSN: Landing Page (includes Copywriting of 400 to 500 words)  OR  SEM GDN: 1 set of 3 to 5 Static Ad Creatives (1 theme)</p>	Per Set	1.00		
<p>Review and recommendation  Search Engine Marketing Monthly Report and Review</p>	Per Report	3.00		
<p>Social Media Advertising Monthly Report and Review</p>	Per Report	2.00		
<p>Final Project Report</p>	Per Report	1.00		
<p>Development and integration of leads management processes with existing business processes  Not applicable</p>	NA	0.00		
<p>4) Training  Handover Checklist Documentation</p>	Per Setup	1.00		
<p>5) Others  Not applicable to Digital Marketing Packages</p>	NA	0.00		

---

<b>Total</b>	<b>\$ 3,800.00</b>	<b>\$ 3,800.00</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