

Company	MediaPlus Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package Version v3 - Paid Ads DM Package (SEM/SMA) [3 Months]
Appointment Period	15 August 2024 to 14 August 2025
Extended Appointment Period²	15 August 2025 to 14 August 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					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis		Per setup	1.00		
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development					
- Digital marketing strategy report					
- Campaign objectives					
- Target audience		Per setup	1.00		
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns					
1) Search Engine Marketing (SEM)					
- Keywords research and analysis					
- Ad creatives creation					
- Duration: 3 months					
a) Campaign setup					
- Google Ads setup					
- Google tag manager setup					
- Google analytics integration					
b) Campaign optimization					
- keywords performance review					
- negative keywords review					
- Quality score optimization					
- Ads optimization					
- Implement Click Fraud Prevention Tool for the duration of campaign					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks for Google Ads					
- Target conversion rate: 1.5% to 3.5% of total click for GDN					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives		Per setup	1.00		

<p>2) Social Media Advertising (Meta - Facebook & Instagram)</p> <ul style="list-style-type: none"> - Evaluation of client current social presence (Facebook/Instagram) - campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce) - Duration: 3 months <p>a) Campaign setup</p> <ul style="list-style-type: none"> -Facebook Business manager / Instagram business page -Ad creatives design - Ad copies creation and copywriting -Target audience setup -Bidding strategy setup -Facebook pixel setup <p>b) Campaign Optimisation</p> <ul style="list-style-type: none"> -Audience list optimization -Bid optimization and monitoring -Ad Copies split testing <p>c)Performance objectives</p> <ul style="list-style-type: none"> - Target conversion rate: 2% to 5% of total clicks - ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff) - Campaign analysis and provide feedback to align with marketing objectives <p>Digital Assets Creation</p> <p>a)SEM</p> <ul style="list-style-type: none"> - 3 to 9 Ad Group Creation - 3 to 27 Ad Text Creation or 3 to 9 display banners for GDN per setup <ul style="list-style-type: none"> - 1 x Dedicated landing page development per setup using client's wordpress CMS - 1 x Landing page copywriting (up tp 800 words) per setup - 10 stock images <p>b)SMA (Meta)</p> <ul style="list-style-type: none"> - 3 to 9 static creatives or 3 carousel ads per setup (3 static creatives per carousel) - 3 to 9 ad copywriting - 1 to 2 motion graphic creatives <p>Review and recommendation</p> <p>SEM Monthly Performance report</p> <ul style="list-style-type: none"> -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations <p>SMA META Monthly Performance Report</p> <ul style="list-style-type: none"> -Website Data Analytics Report -Campaign Metrics & Report -Observations & Recommendations <p>Final Summary Report</p> <p>Development and integration of leads management processes with existing business processes</p>	<p>Per setup</p> <p>Per Setup</p> <p>NA</p> <p>Per Setup</p> <p>Per Campaign</p> <p>Per Month</p> <p>Per Report</p> <p>Per Setup</p> <p>Per Setup</p>	<p>1.00</p> <p>1.00</p> <p>0.00</p> <p>1.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>1.00</p> <p>1.00</p>	<p>Total</p>	<p>\$ 9,950.00</p>	<p>\$ 9,950.00</p>
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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