

Company	Verz Design Pte. Ltd.
Digital Solution Name & Version Number¹	DM Verz Design Digital Marketing Package Version 2 - Package 2 - Beta - Email Marketing & SEM (3 months)
Appointment Period	13 March 2025 to 12 March 2026
Extended Appointment Period²	13 March 2026 to 12 March 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		per unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 3 Months Email Marketing 1) Market Research & Analysis 2) Understanding Products and Customer Lifecycle 3) Review Current Email Communications/ Messaging & Strategy 4) Review Current Email Flows					
And		per unit	1.00		
3 Months Search Engine Marketing 1) Understanding Client's Business Model, Target Audience & Budget 2) Keyword's research and analysis 3) Identifying Potential Existing Landing Pages for SEM Campaign 4) Competitor Analysis					
B. Digital Marketing Strategy Development 3 Months Email Marketing: 1) Email Marketing Objectives 2) Target Audience Identification & Segmentation 3) Discount Coupon Allocation & Optimization 4) Creative Email Templates for Flows & Campaigns 5) Campaign Planning & Optimization					
And		per unit	1.00		
3 Months Search Engine Marketing 1) Digital Marketing Objectives 2) Keywords Research & Bidding Strategy 3) Campaign Structuring & Budget Allocation 4) Work Process Plan (Engagement Plan)					

<p>C. Digital Marketing Campaigns</p> <p>3 Months Email Marketing</p> <p>1) Account Setup</p> <ul style="list-style-type: none"> - Klaviyo Account Creation - Authentication of Sender Domain - Database Import from existing ESP <p>2) Email Campaign Setup:</p> <ul style="list-style-type: none"> - Strategy Meeting with Email Marketing Team - Creation of 3 Email Flows - Welcome / Cart Abandonment / Sunset - Clean Up of Existing Email Database - Creation of Popup on Website <p>3) Email Campaigns</p> <ul style="list-style-type: none"> - Monthly Consultation with Email Marketing Strategists - Creation of 5 Emails a Month - Monitoring of Audience Behaviour and Creating Targeted Segments - Monitoring of Campaigns and Flows - One A/B Test per Month <p>4) Monthly Reporting & Optimization</p> <ul style="list-style-type: none"> - Reporting of attributed revenue, email deliverability, open and click rates <p>3 Months Search Engine Marketing</p> <p>1) Account Setup</p> <ul style="list-style-type: none"> - Google AdWords account set-up - Google Tag Manager Set-up & installation - Event tracking & testing (if applicable) via GTM - Google Analytics Set-up & installation - Linking of Google ads account to GA - Goal creation on GA (if applicable) <p>2) SEM Campaign Setup</p> <ul style="list-style-type: none"> - Consultation with campaign manager prior to launch campaign - Creation of Campaign, Ad Group & Ad Copy(Select campaign if applicable: Search/Display/Shopping/Video/App) - 6 Ad Campaign Groups - 1 Ad Copy / Ad Group - Campaign Budget Allocation <p>3) SEM Campaign Management & Optimization for 3 Months:</p> <ul style="list-style-type: none"> - SEM campaigns optimization and monitoring - Keyword performance analysis and optimization - Keywords bid optimization and monitoring <p>4) Software</p> <ul style="list-style-type: none"> Click Fraud Detection Tool Call Tracking Tool Landing Page Heatmap & Behavior's Analysis 		per unit	1.00		
<p>D. KPI/ROAS</p> <p>1) Email Marketing: 25% Increase in attributed email revenue</p> <p>2) SEM: 2.5% - 5% CTR for Search Ads & 0.7% - 2% CTR for Display Ads, ROAS more than 200% (depending on industry benchmark upon onboarding)</p>		per unit	1.00		
<p>E. Digital Assets Creation</p> <p>Email Marketing</p> <ul style="list-style-type: none"> - Creation of website pop-up - 2 revisions <p>- Creation of 5 emails a month</p> <ul style="list-style-type: none"> - 2 revisions - Product visuals provided by client <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting) (if applicable) - 3 Static/Gif Display Banner Adapted to minimum 2 Google recommended size (if applicable) 		per unit	1.00		

F. Review and recommendation					
3 Months Search Marketing Optimization – Monthly Campaign Report					
1) SEM Monthly Campaign Conversion Report					
2) Website Data Analytics Report					
3) Monthly Review and Recommendations Report		per unit	1.00		
3 Months Email Marketing – Monthly Campaign Report					
1) Email Marketing Performance Analysis					
2) A/B Test Results					
3) EM Recommendations Report					
G. Final Report		per unit	1.00		
H. Development and integration of leads management processes with existing business processes		per unit	1.00		
4) Training Handover Checklist Documentation		per unit	1.00		
5) Others Not Applicable					
Total				\$	10,000.00
				\$	10,000.00

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