

<b>Company</b>	Ice Cube Marketing Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Ice Cube Predictable Leads Generation Program - SEM+SMA+WA (3months)
<b>Appointment Period</b>	05 September 2024 to 04 September 2025
<b>Extended Appointment Period<sup>2</sup></b>	05 September 2025 to 04 September 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software na		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital marketing needs analysis: Digital assets, Digital presence analysis		per report	1.00		
Digital Marketing Strategy Development: Target audience analysis, Proposed positioning, Budget allocation					
Digital Marketing Campaigns 1)Search Engine Marketing(SEM) Campaign - Keywords research & Match Type Selections - Bidding Optimizations & Modification - Multiple adgroups creation with dedicated ads - Ads copywriting & a/b testing - Conversion tracking - Target ROAS: 200% to 500% Or - Target Leads: 10 to 50* *Conversion actions include form enquiries, Whatsapp enquiries or phonecalls		per month	3.00		
2)Social media ads(SMA) campaign - Meta pixel conversion tracking - Ads copywriting & creatives a/b testing - Engagement Rate Optimization - Interest, warm & lookalike targeting - Target ROAS: 200% to 500% Or - Target Leads: 10 to 50* *Conversion actions include form enquiries, Whatsapp enquiries or phonecalls		per month	3.00		
3)WhatsApp campaign (Landing page/Ads) -WhatsApp call-to-action button on landing page -Click-to-WhatsApp Ads campaign -Whatsapp business number integration -Whatsapp automated workflow messages to prospects -Whatsapp leads notification -Whatsapp all-in-one conversation system management - Target leads: 10 to 30* *Conversion action includes Whatsapp enquiries		per month	3.00		
Digital Assets Creation - 1 Landing page copywriting(800words), design & development and form automation - 3x SEM ads copywriting (Responsive search ads & Expanded text ads) - 3x SMA ads copywriting (min. 3 ad copies & images)		per setup	1.00		
Review and recommendation - Monthly campaign report		per report	3.00		
Review and recommendation: Final Report		per setup	1.00		

Development and integration of leads management processes with existing business processes - iCRM setup		per setup	1.00		
4) Training Handover checklist		per setup	1.00		
5) Others Not Applicable					
<b>Total</b>				\$ 8,537.11	\$ 8,537.11

<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