

Company	Kaliber Asia Pte. Ltd.
Digital Solution Name & Version Number¹	DM Kaliber Asia Digital Marketing - Package 2 - Lead Generation SEM+SMA Starter Package (3 Months)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	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 0		per User	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Discovery Workshop & Objective alignment (Business Needs Analysis) - Business and Competitor Industry (SWOT Analysis & State of Market) - Performance Audit & Recommendations		Per Report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report - Recommendations From Needs Analysis - Media Plan Forecast		Per Report	1.00		
Digital Marketing Campaigns a) Setup & Alignment - Planning / Quarterly planning - Campaign Matrix & Mastersheet - Keyword Research & Analysis		Per Setup	1.00		
Ad Account Setup & Tracking - Google Tag Manager - Google Analytics - Google Ads - Facebook					
b) Campaign 1 - Search Engine Marketing (SEM) Campaign Monthly KPIs: a) Target Conversion rate: 1.5% - 8% of total clicks b) Target Cost Per Lead (CPL): \$40 - \$125 Note: Target KPI differs based on industry, audience & market size - SEM Keywords Research and Analysis - Ad Copies Creation and A/B Split Testing - Daily Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring - Lead Form Conversion Setup (Landing Page Conversion Tag)		Per Quarter	3.00		
c) Campaign 2 - Social Media Advertising (SMA) Campaign - Lead Generation Campaign Monthly KPIs: a) Target Conversion rate: 1.5% - 5% of total clicks b) Target Cost Per Lead (CPL): \$30 - \$150 Note: Target KPI differs based on platform (Facebook or LinkedIn), industry, audience & market size - Ad Copies Creation & Split-Testing - Interest Audience & Custom List Optimisation - Bid Optimisation and Monitoring - Lead Form Conversion Setup (Landing Page Event) - Dynamic Lead Form Setup (On Platform - Facebook or LinkedIn)		Per Quarter	3.00		

Digital Marketing Subscription (Includes 3 Month Subscription)	Per Month	3.00		
a) LeadPages - Landing Page Platform				
Digital Assets Creation				
a) 1x Landing Page				
- LP Design				
- Development & Sub-Domain Integration				
- Form Integration into CMS / CRM				
- Landing Page Copywriting - (300 - 500 words)	Per Set	1.00		
b) Paid Ad Media - Static Assets				
- 4x Social Feed Ad (FB, Instagram - 1080p x 1080p) artwork design + caption				
- 1x Carousel Social Feed Ad (artwork design + caption) artwork design + caption				
- 2x Display Banners (artwork design + caption)				
Review and recommendation				
- Monthly Performance Report & Review	Per Report	3.00		
Review and recommendation				
- Final Report & Recommendations	Per Report	1.00		
Review and recommendation				
- Fortnightly Performance Meeting & Recap	Per Meeting	6.00		
4) Training				
Handover & Training Support				
- Digital Assets Handover	Per Report	1.00		
- Consulting and Training Guide				
Handover & Training Support				
- Post Handover Support - 5 Hours	Per Set	5.00		
5) Others				
Not Applicable				
Total			\$ 9,931.00	\$ 9,931.00

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