

<b>Company</b>	Impossible Marketing Services Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Digital Marketing - Google SEO   SEM   PPC   SMA   Content Marketing - Social Focus - 3 Months
<b>Appointment Period</b>	28 October 2021 to 27 October 2022
<b>Extended Appointment Period<sup>2</sup></b>	28 October 2022 to 27 October 2023

wef. 28 July 2022

**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	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis: Company Analysis   Competitor Analysis   Digital Asset Analysis	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Strategy Development: Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)   Keyword Research & Analysis   Target Audience Selection	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Marketing Campaigns (SMA One-Time Setup): Creation/Linking to Social Media Ad Account   Set Up CRM System (if applicable)   Planning & Developing Campaign Timeline   Creation & Installation Of Facebook Pixel (if applicable)   Conversion Optimisation	\$ 500.00	per setup	1.00	\$ 500.00	\$ 500.00
Digital Marketing Campaigns (SEM One-Time Setup): Creation Of Multiple Ad Groups   Linking To Google Ads Account   Linking To Google Analytics   Conversion Tracking Set Up	\$ 500.00	per setup	1.00	\$ 500.00	\$ 500.00
Digital Marketing Campaigns (SMA Scope of Work): Select any 2 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs   Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing   Target KPI: 200% ROAS	\$ 2,000.00	per month	3.00	\$ 6,000.00	\$ 6,000.00
Digital Marketing Campaigns (SEM Scope of Work): Select any 1 campaign type - Search / Display / Video / Shopping / App   Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices And Scheduling Optimisation / Demographics Targeting / Building Of Negative Keywords List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking   Target KPI: 200% ROAS	\$ 1,000.00	per month	3.00	\$ 3,000.00	\$ 3,000.00
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SMA & SEM)   Service Support (Email, WhatsApp, Dedicated Phone Number)	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Digital Assets Creation: SMA Ad Copywriting   SMA Ad Creative (Up To 3 Single Images &/or Up To 1 Carousel/GIF/Slideshow Per Month)	\$ 0.00	per quarter	6.00	\$ 0.00	\$ 0.00

Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary)   GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month	\$ 0.00	per quarter	3.00	\$ 0.00	\$ 0.00
Review and recommendation: Monthly Performance Report with observation & recommendation	\$ 0.00	per month	1.00	\$ 0.00	\$ 0.00
Review and recommendation: Final Report	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
Development and integration of leads management processes with existing business processes	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
4) Training Handover	\$ 0.00	per setup	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</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