Company	MediaPlus Digital Pte. Ltd.
Uldital Sollition Name & Version Nilmber	DM MediaPlus Digital Marketing Package Version v3 - Activate Search DM Package
	V2 (SEM/SEO) [3 Months]
Appointment Period	15 August 2024 to 14 August 2025
Extended Appointment Period ²	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 * (\$)
′	Software Not applicable to Digital Marketing Packages Hardware		NA	0.00		
	Not Applicable Professional Services a) Digital Marketing Needs Analysis - Company Analysis - Competitor Analysis - Needs Analysis - Digital Asset Analysis b)Digital Marketing Strategy Development - Digital marketing strategy report - Campaign objectives - Target audience - Brand direction /positioning		Per Setup	1.00		
	Client engagementKPIsDigital Marketing Campaigns		NA	0.00		
	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		

2) Search Engline Optimization (SEO) - 15 Keywords on Page 1 of Google Singapore - 20% Keywords on Page 1 of Google Singapore - Duradors 3 Months - Site audit acrosiew - 9)Onsile SEO - Meta Data Optimisation - Consile content optimization - Diofista SEO - Directory submission - Nothe link building - Online Content optimization - Onsile content optimization - On On								
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¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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