Company	OOm Pte Ltd
Digital Solution Name & Version Number[1]	DM OOm Digital Performance Marketing Package - Package - 2 Ecommerce SEM/ SMA Starter Combo [3 Months]
Appointment Period	23 May 2024 to 22 May 2025
Extended Appointment Period[2]	23 May 2025 to 22 May 2026

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software NA		NA	0.00		
2) Hardware NA		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis -Keyword Research & Analysis -Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaign 1) Search Engine Marketing (SEM) Campaign [3 Months] - Monthly KPIs: • Target ROAS: 2x - 5x *KPIs differ based on industry. - SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring		per month	3.00		
Digital Marketing Campaign 2) Social Media Advertising (SMA) Campaign [3 Months] - Monthly KPIs: • Target ROAS: 2x - 5x *KPIs differ based on industry. - Ad Copies Creation, Design and Copywriting - Ad Copies Split-Testing - Audience List Optimisation - Bid Optimisation and Monitoring - Facebook Pixel Conversion Tracking Setup - Facebook Page Editorial Post Calendar Planning - Facebook Posts Scheduling		per month	3.00		
Digital Marketing Software (includes subscription fee for 3 months) - Click Fraud Detection Tool (SEM Only) - Website Heatmap and Behaviour Analytics Tool - Whatsapp for Business		per setup	1.00		
Digital Assets Creation - 2 Display Banners - 15 Facebook Content Posts and Design		per set	1.00		
Review and recommendation - Monthly Ranking Report and Review		per report	3.00		
Review and recommendation - Final Report		per report	1.00		
Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training - Digital Assets Handover - Training Guide		per setup	1.00		
5) Others					

NA		NA	0.00				
			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