

<b>Company</b>	OOm Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM OOm Digital Performance Marketing Package - Package - 3 LeadGen SEM/ SEM Starter Combo [3 Months]
<b>Appointment Period</b>	23 May 2024 to 22 May 2025
<b>Extended Appointment Period<sup>2</sup></b>	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	0.00		
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 Campaigns 1) Search Engine Marketing (SEM) Campaign [3 Months] - Monthly KPIs: • Target Leads: *10-40 (or) • Target ROAS: **2x - 5x *Conversion actions include Whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry. **Final KPIs range will be discussed and finalised during project commencement. - 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 Campaigns 2) Search Engine Marketing (SEM) Campaign [3 Months] - Monthly KPIs: • Target Leads: *10-40 (or) • Target ROAS: **2x - 5x *Conversion actions include Whatsapp enquiries, form enquiries or phone clicks. KPIs differ based on industry. **Final KPIs range will be discussed and finalised during project commencement - 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 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 Dedicated Landing Page (DLP) & Maintenance - Landing Page Copywriting (300-500 words count) - 4 Display Banners		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 set up	1.00		
4) Training - Digital Assets Handover - Training Guide		per set up	1.00		
5) Others NA		NA	0.00		
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<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