Company	Impossible Marketing Services Pte Ltd
Digital Solution Name & Version Number[1]	DM Digital Marketing - Google SEO | SEM | PPC | SMA | Content Marketing - Ads Focus - 3 Months
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period[2]	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 (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 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 Scope of Work): Select any 2 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	$ 2,000.00	per month	3.00	$ 6,000.00	$ 6,000.00
Digital Marketing Campaigns (SMA Scope of Work): Select any 1 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	$ 1,000.00	per month	3.00	$ 3,000.00	$ 3,000.00
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM & SMA) | Service Support (Email, WhatsApp, Dedicated Phone Number)	$ 0.00	per setup	1.00	$ 0.00	$ 0.00
Digital Assets Creation: SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary)	$ 0.00	per quarter	6.00	$ 0.00	$ 0.00

Digital Assets Creation: 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
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	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					
			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