

Company	Oom Pte Ltd
Digital Solution Name & Version Number¹	DM OOm Digital Performance Marketing Package - 1 LeadGen SEM/SMA Starter Combo
Appointment Period	18 November 2021 to 17 November 2022
Extended Appointment Period²	18 November 2022 to 17 November 2023

wef. 25 August 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		0	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
-Keyword Research & Analysis		per report	1.00		
-Competitor Analysis					
Digital Marketing Strategy Development					
- Digital Market Strategy Report		per report	1.00		
Digital Marketing Campaign					
1) Search Engine Marketing (SEM) Campaign					
- Monthly KPIs:					
a) Target Leads: **10-40					
b) 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					
Digital Marketing Campaign					
2) Social Media Advertising (SMA) Campaign					
- Monthly KPIs:					
a) Target Leads: **10-40					
b) 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.					
- 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					
Digital Marketing Software (includes subscription fee for 3 months)					
- Click Fraud Detection Tool (SEM Only)					
- Website Heatmap and Behaviour Analytics Tool					
- Whatsapp for Business					
Digital Assets Creation - 1 Dedicated Landing Page (DLP) & Maintenance - Landing Page Copywriting (300-500 words count) - 2 Display Banners -15 Facebook Content Posts and Design					
		per setup	1.00		
		per set	1.00		

Review and Recommendation - Monthly Campaign Report & 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 Hand over - Training Guide	Per Setup	1.00		
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