

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	DM PIXEL MECHANICS Digital Marketing Packages - Package 2 - SMM (3 Months) & SEM (3 months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 2025

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		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keyword Research & analysis - Digital Asset analysis - Competitor analysis		per unit	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction / Positioning - Target Audience Selection		per unit	1.00		
Digital Marketing Campaigns 3 months Social Media Marketing Campaign (SMM) KPIs: - Target Conversion rate: 2% - 5% - Target CTR: 1.75% - 5% - Target ROAS: 1.5x - 5x * Conversion actions include: whatsapp enquiries, form enquiries or phone clicks * KPIs differ based on industry		per unit	1.00		
- Ad Copies Creation, Design and Copywriting - Ad Copies Split-Testing - Audience List Optimisation and Monitoring - Bid Optimisation and Monitoring - FB/IG Pixel Conversion Tracking Setup - FB/IG Page Editorial Post Calendar Planning - FB/IG Post Scheduling - Budget Management					
3 Months Search Engine Marketing Campaign (SEM) KPIs: - Target Conversion rate: 2% - 5% - Target CTR: 1.75% - 5% - Target ROAS: 1.5x - 5x * Conversion actions include: whatsapp enquiries, form enquiries or phone clicks * KPIs differ based on industry		per unit	1.00		
- SEM Keywords Research and Analysis - Ad Copies Creation and Split Testing - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring - Ongoing Campaign Optimisation - Budget Management					

