

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	DM PIXEL MECHANICS Digital Marketing Packages - Package 3 - SMM FB (3 Months) & SMM IG (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 Facebook 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 Instagram 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					

Digital Assets Creation - 1 Set of Post Visual System + Creative - 9-18 FB/IG Content Posts & Design - 2 Set of FB/IG Ad Writeup + Creative - 20 Product Photography (clean bg) OR - 10 Product Mood Shots * Products must be delivered to Pixel Mechanics Studio. Bulky products excluded		per unit	1.00		
Review and recommendation - Monthly Campaign Reports - Final Project Report		per unit	1.00		
4) Training - Digital Assets Handover - Training Guide		per unit	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