

Company	ROGUE DIGITAL PTE. LTD.
Digital Solution Name & Version Number¹	DM Rogue Digital Marketing Packages - Package 5 - SEM + Social Media Ads [8 Months]
Appointment Period	05 October 2023 to 04 October 2024
Extended Appointment Period²	05 October 2024 to 04 October 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		per report	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Target Audience & Brand Positioning - Analysis & Strategic Planning		per report	1.00		
Digital Marketing Campaigns		NA	1.00		
1. Search Engine Marketing (SEM) x 8 Months KPI: ROAS: 1 to 8 Times Leads: 10% to 50% Increase in 8 months (Where Applicable) *Inquiries include WhatsApp, email and phone calls. KPIs differ for various industries and are also dependent on media spend. Final KPI will be finalised before campaign launch. SEM Account Audit (If Applicable) - SEM Account Audit (If Applicable) - SEM Keyword Research - Campaign Set Up & Tracking (GA4, GTM etc) - Call Tracking (If Applicable) - Campaign Monitoring & Optimisation		per month	8.00		
AND		NA	1.00		
2. Social Media Advertising x 8 Months KPI: ROAS: 1 to 8 Times Leads: 10% to 50% Increase in 8 months (Where Applicable)" *Inquiries include WhatsApp, email and phone calls. KPIs differ for various industries and are also dependent on media spend. Final KPI will be finalised before campaign launch. SEM Account Audit (If Applicable) - Social Media Ad Account Audit (If Applicable) - Core Audience & Audience List Optimisation - Campaign Set Up - Facebook Pixel Set Up (For Accurate Campaign Tracking) - Ecommerce Platform Integration (For Accurate Campaign Tracking) - Facebook Product Catalogue & Dynamic Ads Set Up (If Applicable) - Campaign Monitoring & Optimisation - Retargeting - Lookalike Audiences		per month	8.00		
Digital Assets Creation		NA	1.00		
Search Engine Marketing (SEM)		NA	1.00		

- Google Search Ad Copies x 16 (Includes: Headlines, Descriptions & Call-to-Action (CTA))	per month	2.00		
- Google Search Ad Extensions x 16 (Includes: Call-Out, Phone, Phone, Structured Snippets, Sitelink Extensions (If Applicable))	per month	2.00		
Social Media Advertising	NA	1.00		
- Facebook & Instagram Ads x 16 (Includes: Stock Images, Ad Text, Headline & Call-to-Action (CTA))	per month	2.00		
Review and recommendation - Monthly Ranking Report & Review	per report	1.00		
Leads Management - Development and integration of leads management processes with existing business processes (If Applicable)	per setup	1.00		
4) Training Training - Handover	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