

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	Cleverly SG Pte Ltd UEN 201734623N
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Solution Package Name & Version Number [1]	Cleverly's Google SEM 6 Months Campaign
Brief Description of Solution Package (100 words maximum)	Cleverly's Digital Marketing package is created to help businesses create brand awareness and increase your revenue through digital marketing.
Eligibility Period	21 December 2022 to 20 December 2023
Renewal of Eligibility Period [2]	21 December 2023 to 20 December 2024

Standard Solution Package (i.e. minimum items to be purchased)

Item Description	Unit Cost (\$)	Unit	Quantity	Subtotal Price (\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services 6 months of Google Search advertising (Excluding ad budget) a. Ad budget of SGD2,000 per month (not included in grant) b. Includes campaign setup with keyword & demographic research, a single landing page creation and Ad campaign creation c. Includes weekly campaign optimisation of keywords, copy and campaign dynamics Includes monthly Google Ads report via email and quarterly in-depth analysis Setup of Google Ad Account, Analytics GA4, GA4 Events, Tag	\$1,200	Months	6	\$7,200

Manager, Data Studio, Conversion Setup				
4. Training Handover Checklist Documentation Up to 4 Hours Review and recommendations	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			Total (S\$) :	\$7,200

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.