

Digi-TAC Solution Package Schedule for Approved Vendor

Company & UEN	Corsiva Lab Pte Ltd UEN 201701817K
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Solution Package Name & Version Number [1]	Corsiva Lab – Search Engine Marketing Package (6 Months) Package C
Brief Description of Solution Package (100 words maximum)	Corsiva Lab helps businesses drive awareness, traffic & higher sales on their website with our Digital Marketing Packages. This package offers a 6 months campaign period for Search Engine Marketing.
Eligibility Period	17 October 2022 to 16 October 2023
Renewal of Eligibility Period [2]	17 October 2023 to 16 October 2024

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

Item Description	Unit Cost (S\$)	Unit	Quantity	Subtotal Price (S\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services Digital Marketing Needs Analysis - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness - Identifying Potential Existing Landing Pages for SEM Campaign Digital Marketing Strategy Development - Digital Marketing Objectives - Target Audience & Persona - Keywords Bidding Strategy	\$900	Per Month	6	\$5,400

<ul style="list-style-type: none"> - Assignment of Recommended Keywords & Budget to Bidding Strategy - Work Process Plan (Engagement Plan) <p>Digital Marketing Campaigns</p> <p>Accounts Set Up:</p> <ul style="list-style-type: none"> - Google AdWords Account - Google Analytics Account <ul style="list-style-type: none"> - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager <ul style="list-style-type: none"> - Google Search Console Installation <p>SEM Campaign Set Up for 6 Months Campaign (Search & Display Ads):</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Group & Ad Copy <p>SEM Campaign Optimization for 6 Months Campaign:</p> <ul style="list-style-type: none"> - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies <p>*Campaign start date will commence 3 weeks from Project Onboarding</p> <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Creation of 1 Informative Theme Based Landing Page for SEM Campaigns (Inclusive of Copywriting) <p>Reviews & Recommendations</p> <ul style="list-style-type: none"> - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report - Final Project Report 				
<p>4. Training</p> <ul style="list-style-type: none"> - Handover Checklist Upon Project Completion 	Inclusive	Per Training Session	1	Inclusive

5. Others	NA	NA	NA	NA
			Total (\$):	\$5,400

[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.