

## Digi-TAC Solution Package Schedule for Approved Vendor

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<b>Solution Package Name &amp; Version Number [1]</b>	Package C – Google SEM 6 months campaign
<b>Brief Description of Solution Package (100 words maximum)</b>	This package consists of Search Engine Marketing (SEM) campaigns over a 6 month period. It includes campaign setup, optimisation and reporting.
<b>Eligibility Period</b>	11 November 2022 to 10 November 2023
<b>Renewal of Eligibility Period [2]</b>	11 November 2023 to 10 November 2024

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

<b>Item Description</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services 6 months of Google Search advertising <ul style="list-style-type: none"> <li>a. Ad budget of SGD2,000 per month (not included in grant)</li> <li>b. Includes campaign setup with keyword &amp; demographic research, a single landing page creation and Ad campaign creation</li> <li>c. Includes weekly campaign optimisation of keywords, copy and campaign dynamics</li> <li>d. Includes monthly Google Ads report via email and quarterly in-depth analysis</li> </ul>	NA	NA	6 months	\$10,000

4. Training Up to 2 hours training at client's or OOm office, or via google meet video conference	Inclusive	Inclusive	Inclusive	Inclusive
5. Others Technologies and tools a. Keywords Library b. Click Fraud Detection Software c. Heatmap User Behaviour Analysis	Inclusive	Inclusive	Inclusive	Inclusive
			<b>Total (\$\$) :</b>	\$10,000

[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.