

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
BRAND : TNT
PROJECT : TNT Website Content & Maintenance for Q3 - July 2023
CE. NO. : SMART-SMART COMMUNICATIONS-2023-0031
DATE : 31 August 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	Project Management/Client Servicing Management & supervision of campaign & technical requirements	720,000.00	86,400.00	806,400.00
	<ul style="list-style-type: none"> • Weekly project lists to be submitted every Monday • Call reports to be submitted within 48 hours after meeting • Requirements gathering & project scoping within 3 days upon receipt of project requirements or as urgently needed • Facilitation of technical discussion/integration with partners for implementation of project • Coordination with digital assets teams (campaigns, growth, IT, etc.) on website pages to align efforts with other channels • Supervision of deployed & implemented • Tracking / Reporting / Analysis of Web pages deployed 			
II	Website Maintenance & UX/UI (5-10 Pages a Week & Minor Updates) Production & Maintenance of Webpages for Smart Brands & TNT Technical Production & Consultation			
	<ul style="list-style-type: none"> • Task based on production cycle • Requirements, gathering & technical scoping • UX/UI design & web content writing • HTML build to staging • Testing / QA • Bug fixing • Sitefinity CMS deployment • Maintenance & optimization based on monthly reports • Web content updates 			

III

GA4 Tagging and Monthly Reporting

Google Tag Manager & Trigger Testing

- Google Analytics Firing Test: We will review if the tags are firing the right data & the dashboards are being populated properly

GA Firing Test

- GA4 enhanced measurement check
- Goal testing
- Referral traffic filter setup
- Data retention settings check
- Google datastudio page set up
- Post launch analytics to track performance of the campaign pages





Monthly Report

- Daily & monthly traffic of brand page/website
- Top referring campaigns
- Top traffic channels

SUB TOTAL	720,000.00	86,400.00	806,400.00
GRAND TOTAL	720,000.00	86,400.00	806,400.00

TERMS :

NOTE: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Miguel C. Sevilla Account Director	
NOTED BY:  Diane Chua Managing Director	
APPROVED BY:  Vince Cura	APPROVED BY:  Franchette Ayson