

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
BRAND : TNT
PROJECT : TNT Website Content & Maintenance for Q4 - December 2023
CE. NO. : SMART-SMART COMMUNICATIONS-2023-0048
DATE : 10 November 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
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	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 Sevilla Account Director	
NOTED BY:  Reginne Cabanban Managing Partner	
APPROVED BY:  Vince Cura	APPROVED BY:  Franchette Wyson