



CONSTRUCT  
DIGITAL

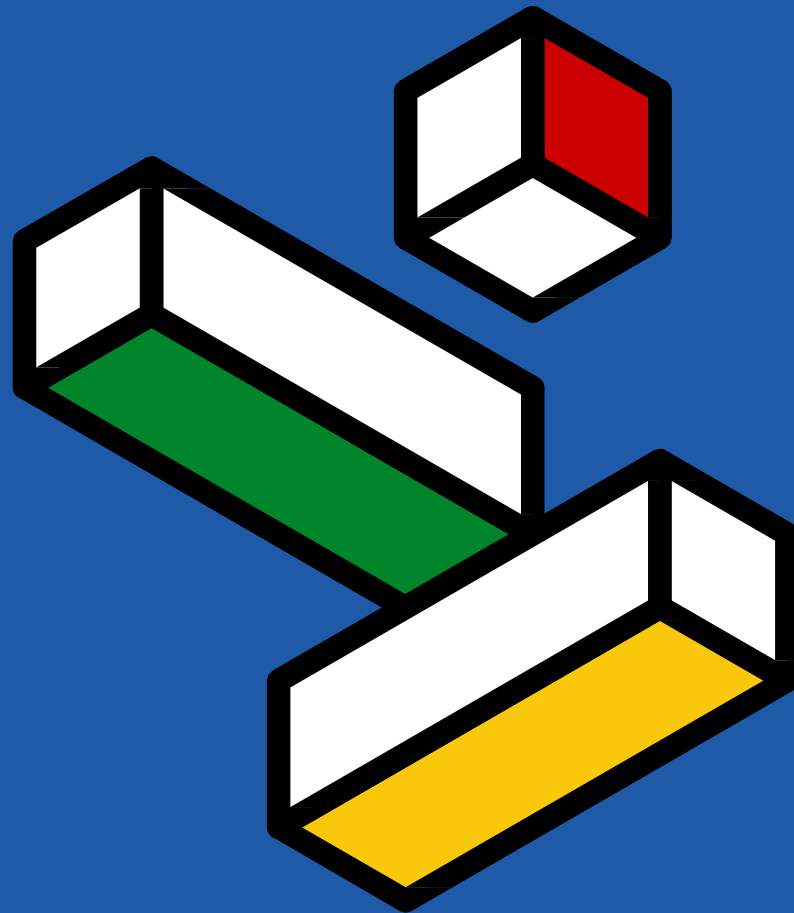
**Temus**

# Temus

## AI Springboard Initiative Programme 2025

### Lead Gen Campaign Proposal

AUGUST 2025



# Your Brief

## Context

Temus aims to accelerate the adoption of AI-driven solutions, funded by ECI Grant, in sectors like Logistics, Transport, Real Estate, Hospitality, FMCG, and Retail by generating qualified leads through a digital marketing strategy targeting key decision-makers in Singapore-based enterprises.

## Objective

- Drive awareness and demand for Temus' AI-driven solutions (AI-powered control towers, smart case management, knowledge management, etc.) and support fund from ECI and AWS Cloud Credits

## KPI

- Generate a minimum of 100 qualified leads.
- At least 30 roundtable event attendees.

## Target Audience

- C-suite and senior-level decision-makers in mid to large-sized companies (Logistics, FMCG, Real Estate, Hospitality) based in Singapore.
- Eligible for the ECI program, targeting companies with a valid UEN and significant revenue (over a certain threshold, as outlined in the brief).

## Channel

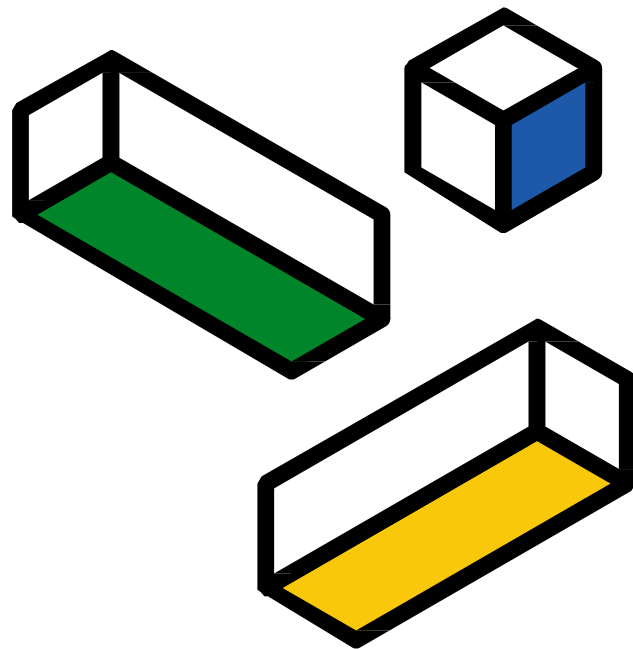
To be proposed by agency with consideration of Temus' suggestion

## Creative

To be produced by agency

## Investment

\$20,000 total budget (**agency to propose top-up if needed**)





## Audience Persona

# The Future AI Transformation Leader

Chief Technology Officer (CTO), Chief Digital Officer (CDO), Senior Product Manager (AI), Director of AI Solutions, Digital Transformation Manager

- **Age:** 35-55
- **Locations:** Singapore
- **Industries:** Logistics & Transport, Real Estate, Property & Hospitality, FMCG, Beverages, Food Manufacturing, Retail
- **Companies:** Singapore-based MNCs with valid UEN, eligible for ECI
- **Seniority:** C-suite executives, C-1 levels, senior management

## About

This persona is a mid-to-senior level decision-maker responsible for driving AI adoption and digital transformation within their organization. They are typically a C-suite executive or a senior leader overseeing IT, digital strategy, or innovation. They are actively working to implement AI-powered solutions that can optimize business operations, improve efficiency, and unlock growth opportunities.

### Motivations

- Lead AI-driven transformation to improve operational efficiency and decision-making.
- Secure financial support through funds like ECI grants and AWS Cloud Credits to reduce costs and accelerate AI implementation.
- Align AI solutions with business objectives to maximize ROI.

### Pain Points

- Fragmented data and legacy systems that hinder AI adoption.
- Lack of in-house AI talent to execute and manage AI solutions.
- High costs and uncertainty around implementing AI solutions.
- Governance and compliance challenges in scaling AI solutions across the organization

# Target Audience Size



We relied on LinkedIn to define the size of our target audience. The location is Singapore only, per your brief to us

Target audience size  
**10,000+**

## Segment breakdown ?

Industries ▼

|                            |     |
|----------------------------|-----|
| Retail                     | 27% |
| Chemical Manufacturing     | 11% |
| Higher Education           | 9%  |
| Retail Apparel and Fashion | 9%  |
| Food and Beverage Services | 9%  |

Include people who have **ANY** of the following attributes:

### Job Titles (Current)

Deputy Chief Financial Officer, Executive Vice President of Finance, Principal Chief Executive Officer, Financial Director, Acting Chief Financial Officer, Acting Chief Executive Officer, Advisor to Chief Executive Officer, Director of Finance And Administration, Chief Technology Officer, Regional Chief Financial Officer, Director of Software Engineering, Executive Assistant to Chief Executive Officer, Deputy Chief Technology Officer, Director of Finance And Operations, Interim Chief Technology Officer, Consulting Chief Financial Officer, Assistant to Chief Executive Officer, Director of Engineering, Vice President Finance, Director of System Engineering, Senior Director of Engineering, Vice President of Finance And Operations, Personal Assistant to Chief Executive Officer, Director of Finance And Accounting, Assistant to the Chief Financial Officer, Vice President of Engineering, Deputy Chief Executive Officer, Assistant Director of Finance, Director of Engineering And Operations, Executive Assistant to Chief Financial Officer, Associate Director of Finance, Chief Financial Officer, Group Chief Financial Officer, Director of Product Engineering, Interim Chief Financial Officer, Senior Vice President of Engineering, Chief Executive Officer, Group Chief Executive Officer, Interim Chief Executive Officer, Director of Finance And Human Resources, Division Chief Financial Officer, Regional Finance Director

**AND** also have **ANY** of the following attributes:

### Company (Current Jobs)

Wilmar International, SBS Transit Ltd, Sembcorp Marine Ltd, Singapore Institute of Management, Shaw Organisation Group of Companies Pte Ltd, SATS Ltd., Yeo Hiap Seng (Yeo's), Kaplan Singapore, Marina Bay Sands, Far East Organization, SMRT Corporation Ltd, Ninja Van, The Hour Glass, Sembcorp Industries Ltd, Raffles Education Limited, PRIME SUPERMARKET LIMITED, UTAC Group

### OR Company Industries

Professional Training and Coaching, Transportation, Logistics, Supply Chain and Storage, Manufacturing, Retail, Food and Beverage Services, Higher Education

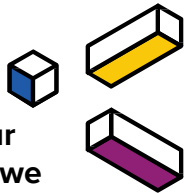
**AND** also have **ANY** of the following attributes:

### Member Age

35 to 54, 55+

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

# Channels Rationale



We would like to propose a multichannel mix based on your suggestion and our strategic selection. For this campaign, we are keen on proceeding with 4 channels: **Google Search, Google Display, LinkedIn, and Nurture Email**

## Why a multichannel strategy?

- Reduce Risk
- Reduce Budget
- Audience Diversity
- Data-Driven

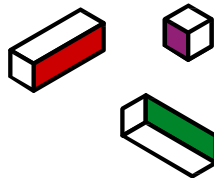
## Why we should look at these channels?

- **Google Search:** Targets high-intent decision-makers actively researching AI solutions and digital transformation
- **Performance Max:** Expands reach beyond Search to engage professionals researching AI leadership
- **LinkedIn:** Focuses on C-suite executives and senior decision-makers in relevant industries, with precise targeting
- **Nurture Email:** Re-engage and convert warm leads who've shown interest in Temus' solutions or ECI grants
- **ABM/Content Syndication:** we hear your suggestion, however, we do not recommend including in this campaign - focus on lead generation



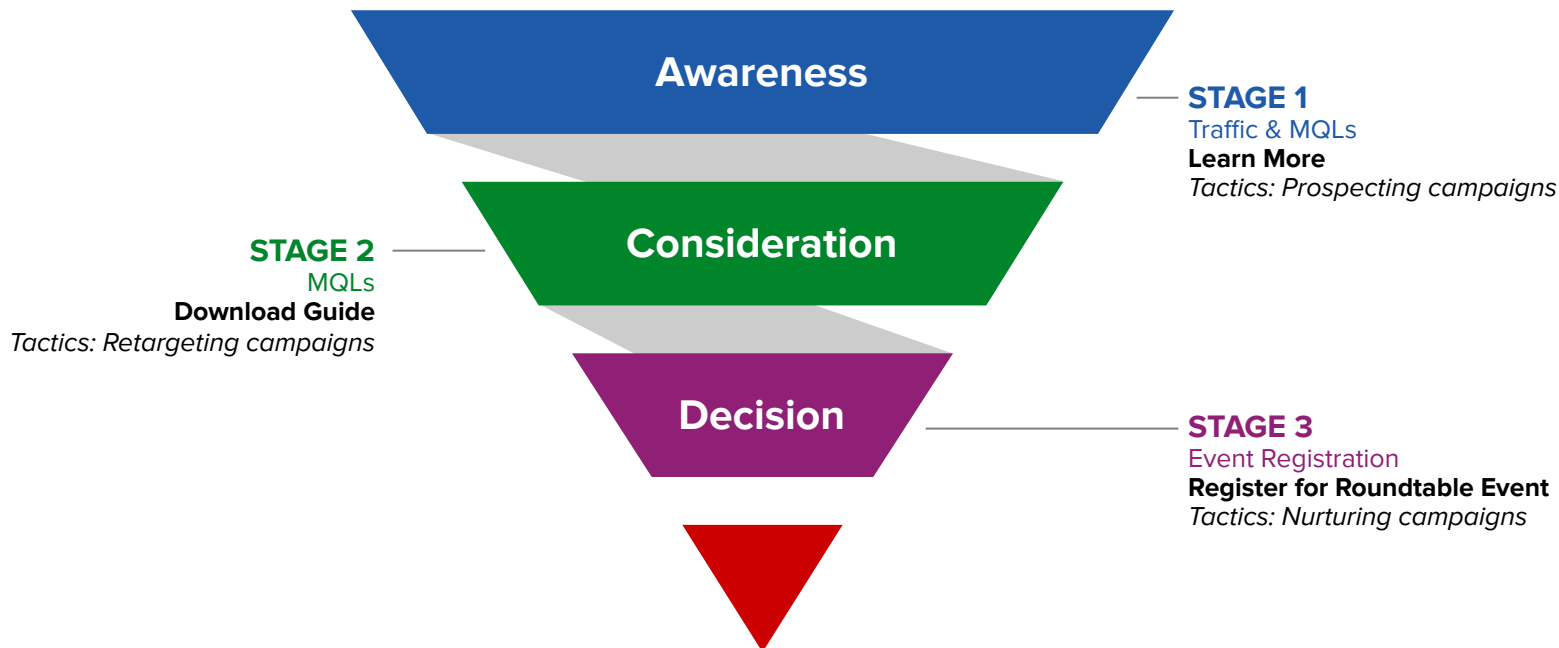
Not recommended

# Conversion Funnel

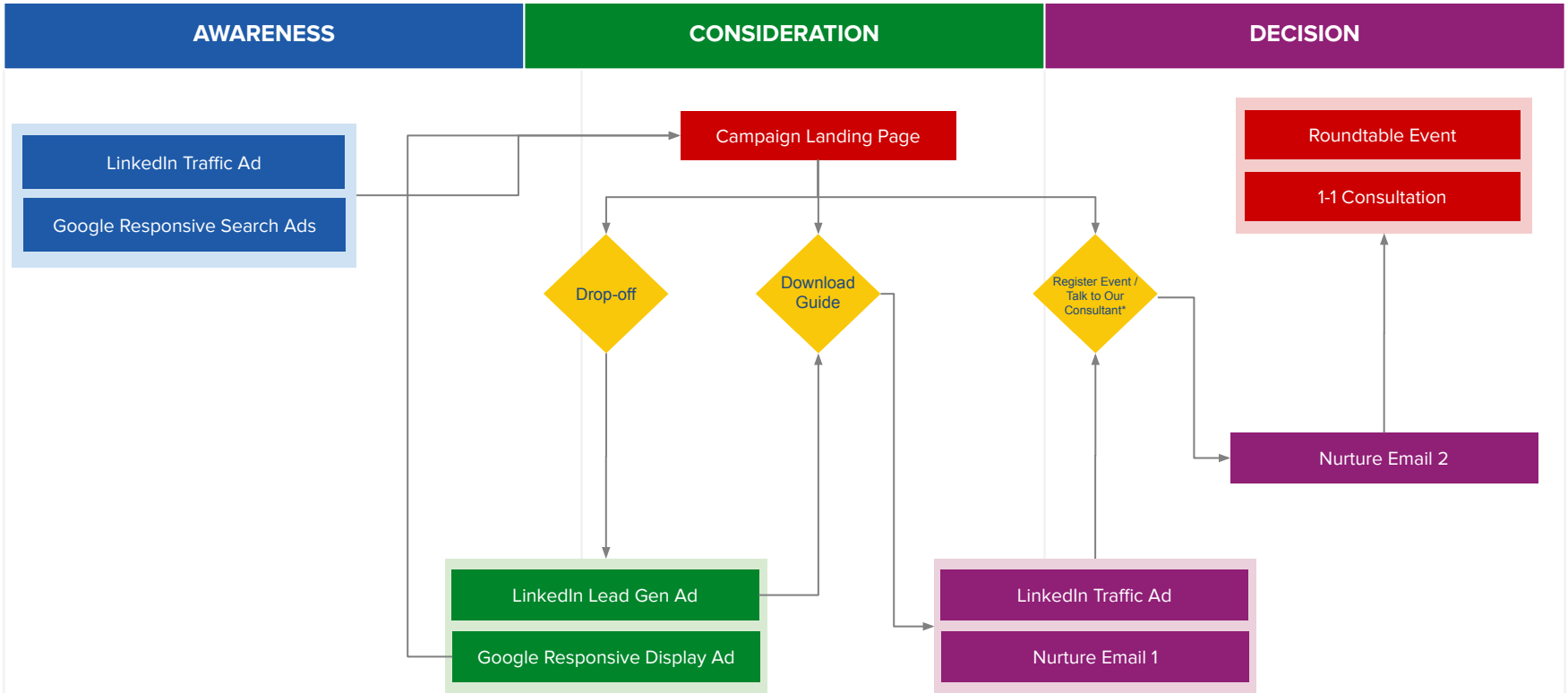


## Recommended Full Funnel Approach

Achieve efficient reach and engagement by activating a cross-platform strategy that targets the right decision-makers while capturing high-intent leads through multiple lead generation formats. We recommend a 3-phase campaign approach, each with tailored calls-to-action (CTAs) designed to match audience intent at every stage of the conversion funnel.



# Campaign Flow



*\*Talk to Our Consultant is secondary CTA. We will include on the landing page for users to take action if needed, but it will not be estimated in the media plan*

# Campaign Message Structure



We have come up with specific message structure for the campaign based on your suggestion. The idea is to align each message with different phases and CTAs, but still preserve the communication of key benefits


|                         |  |                           |  |
|-------------------------|--|---------------------------|--|
| <b>Umbrella Message</b> | <b>Unlock Transformative AI Solution for Your Business with ECI Grant Support</b>  |                           |  |
| <b>Phases</b>           | <b>Prospecting</b>   |                           | <b>Retargeting</b>   |
| <b>Sectors</b>          | Logistics  | FMCG, F&B,<br>Retail etc, | Real Estate,<br>Hospitality  |
| <b>Specific Message</b> | <p><u>Prospecting</u></p> <ul style="list-style-type: none"><li>Logistics: <b>Build your AI-driven Control Tower for real-time supply chain visibility</b></li><li>FMCG/F&amp;B/Retail: <b>Utilize the power of AI to preserve institutional knowledge, and improve decision-making</b></li><li>Real Estate/Hospitality: <b>Transform case management and document retrieval with AI-powered systems</b></li></ul> |                           | <ul style="list-style-type: none"><li>Still exploring AI for your business? Discover how ECI funding and AWS Cloud Credits can bring your AI vision to life</li><li>Take the next step in your AI journey — join our roundtable event and see how AI can transform your business</li></ul> |
| <b>Call-to-action</b>   | <b>LEARN MORE</b>  |                           | <b>REGISTER FOR EVENT</b>  |



# Keyword Strategy



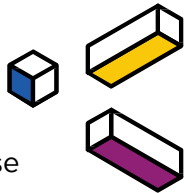
To maximize keyword performance, we strategically balance between search volume and search intent of the keyword itself. This ensures that we reach the right audiences that actually search for our project

| Objective  | Keyword Topic   | Budget Allocation |   |
|--|---|-------------------|---|
| Capture high-intent leads researching ECI grant    | <b>PRODUCT</b><br>ECI tech grant<br>ECI ai support<br>AWS cloud credit                                  | 50%               |  |
| Tap into broader AI interest across industries     | <b>GENERIC</b><br>AI-powered control towers<br>AI in case management<br>AI-powered forecasting for FMCG | 40%               |   |
| Ensure visibility when users search our brand name | <b>BRAND</b><br>ECI grant Singapore<br>temus ai adoption support  | < 10%             |   |

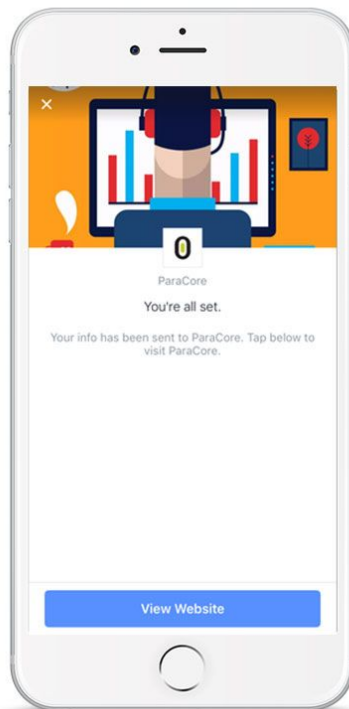
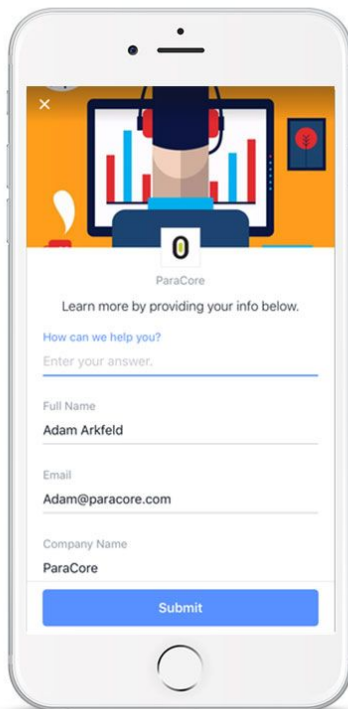
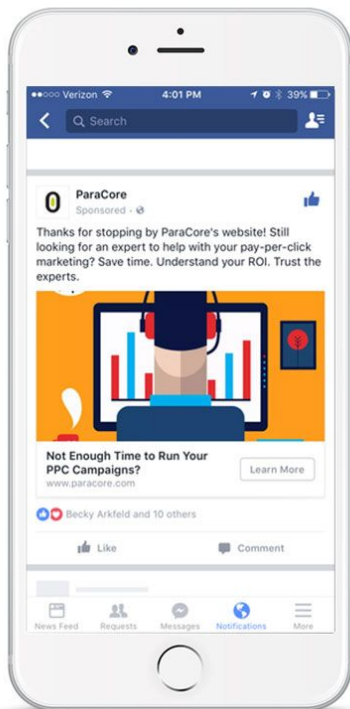
**HIGH PRIORITY**  
Need to dominate

**LOW PRIORITY**  
Participate in some queries if possible

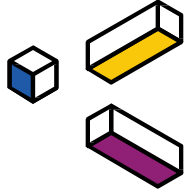
# LinkedIn Lead Gen Ad



One of the recommended tactics to boost the number of leads is Lead Gen Ads. We will be using this format to retarget those previously exposed through many touchpoints to convert them into SQLs.



# Landing Page



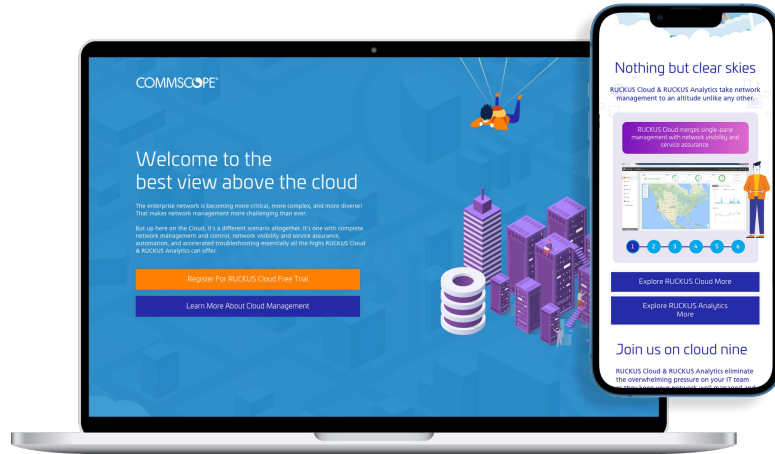
**High-Performing Landing Page:** Clear lead form & compelling overall messaging for all emerging sectors on the top

**Multiple CTAs:** We recommend using both [Download Guide](#) & [Register for Event \(Talk to Our Consultant\)](#) to make sure we capture all audiences' actions

**Sector-specific Messaging:** Include section where we highlight the messages and benefits for each sector group (3x groups)

**Hubspot CRM Automation:** We will ensure seamless setup and automation of lead management

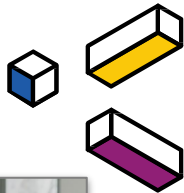
## Sample creatives developed for SAP RUCKUS Cloud and NUS MBA Programme



Check out [RUCKUS® Cloud campaign landing page](#)

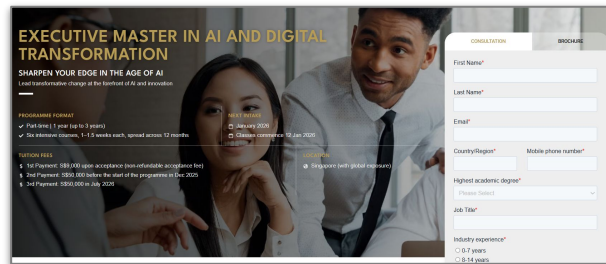
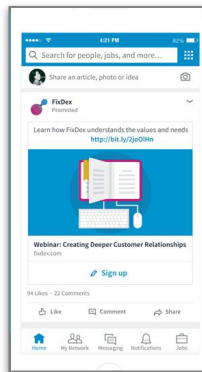


# Lead Handling Framework



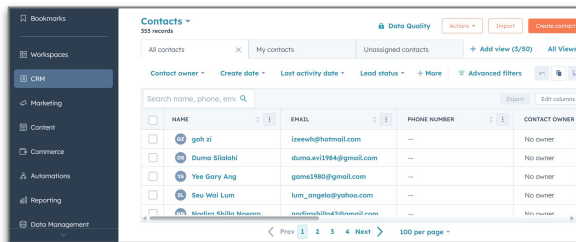
## 1 Collect Leads via Form Fills

Capture potential customer information through lead form both on ads and landing page. We will constantly review and fine-tune the targeting to make sure our campaign is reaching to the right leads



## 2 Integrate Lead to Hubspot & Evaluate

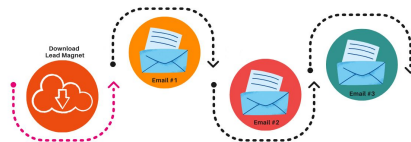
Those leads from both ads and website will be automatically transferred to your Hubspot CRM. This is where we would need your help on evaluating if those leads are qualified. We will take these learnings and apply again to the campaign



## 3 Follow Up with Leads Promptly

We highly recommend contacting each lead **within 1-2 days** to maintain engagement, nurture interest, and increase the chances of conversion.

**Recommendation:** Set Up a Follow-Up Email Sequence



# 2.5-month Media Plan



Due to tracking limitations, we will only be able to track and optimize for **Downloads** and **Event Registrations**. The actual event attendees may vary from this forecast here

| FUNNEL      | TACTIC                                 | TOTAL BUDGET (SGD) | BUDGET % | IMPRESSIONS | CTR   | CLICKS | CPC (SGD) | Downloads | Event Registration | Est Event Attendance |
|-------------|--|--------------------|----------|-------------|-------|--------|-----------|-----------|--------------------|----------------------|
| Prospecting | LinkedIn Traffic Ads                   | \$5,000            | 40%      | 109,890     | 1.30% | 1,429  | \$3.50    | 71        | 29                 | 9                    |
|             | Google Responsive Search Ads           | \$3,750            | 30%      | 62,500      | 2.00% | 1,250  | \$3.00    | 63        | 25                 | 8                    |
| Retargeting | LinkedIn Lead Gen Ads                  | \$1,875            | 15%      | 31,250      | 1.50% | 469    | \$4.00    | 23        | 9                  | 3                    |
|             | Google Responsive Display Ads          | \$1,250            | 10%      | 223,214     | 0.70% | 1,563  | \$0.80    | 78        | 31                 | 9                    |
| Nurturing   | LinkedIn Traffic Ads                   | \$625              | 5%       | 6,200       | 3.15% | 195    | \$3.20    | 10        | 4                  | 1                    |
|             | Nurture Email 1 (after Download Guide) | \$0                | 0%       | 245         | 20%   | 49     | \$0.00    | 0         | 20                 | 6                    |
|             | Nurture Email 2 (after Register Event) | \$0                | 0%       | 118         | 25%   | 29     | \$0.00    | 0         | 0                  | 9                    |
| TOTAL       |  | \$12,500           | 100%     | 433,418     | 1.15% | 4,984  | \$2.51    | 245       | 118                | 44                   |

*Expected results are based on industry benchmarks and past campaigns. **Actual results may vary due to multiple dependencies and market variations.***

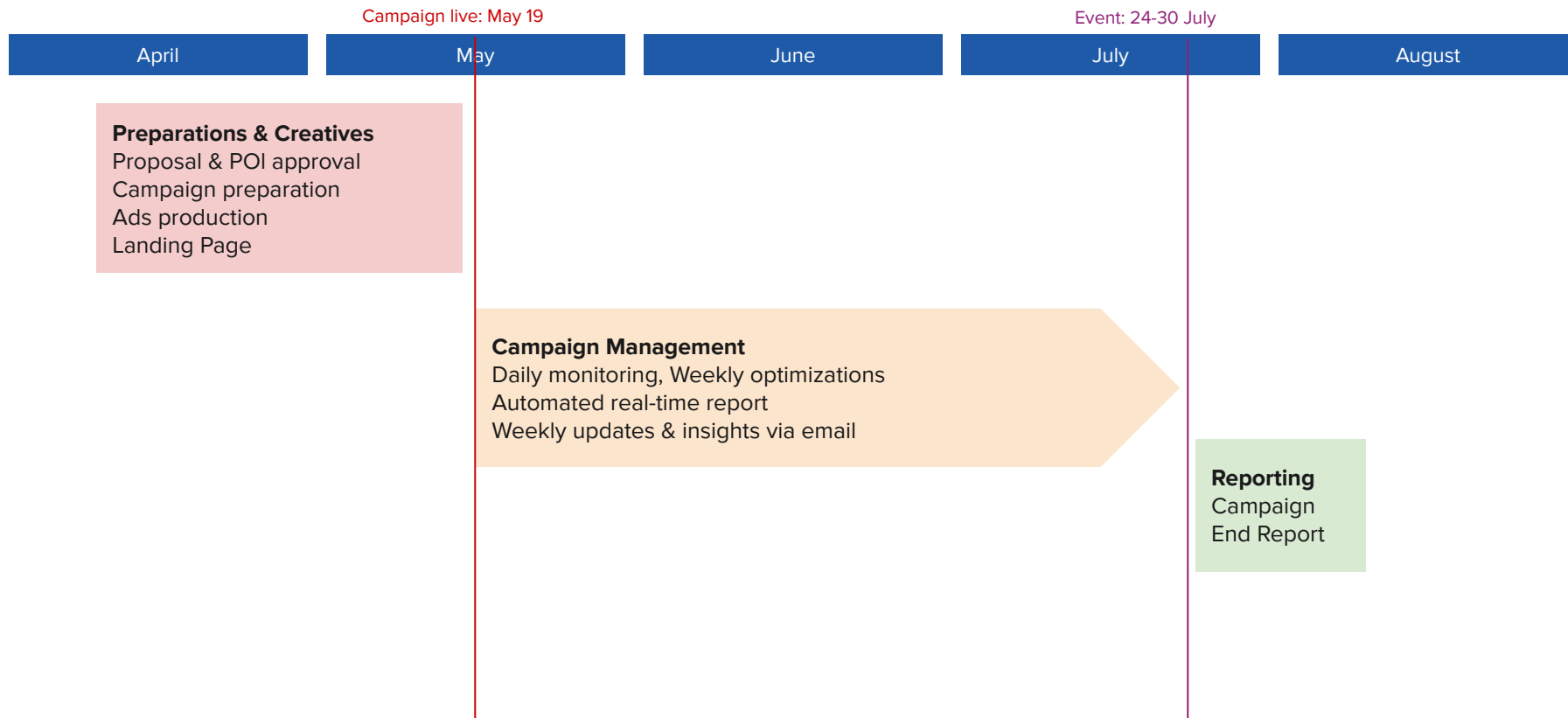
*Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.*

# Investments



| ITEM                                   | DESCRIPTION  | INVESTMENTS |
|--|--|-------------|
| Campaign Planning                      | Channels Rationale, Media Tactics, Campaign Flow, Media Plan<br><i>Client Inputs: Personas, User Journey, Brand Guidelines, Programme Key Visuals, Key Value Proposition</i>         | \$3,220     |
| Campaign Setups                        | Campaign setups, tagging, and automated reporting (Google Sheets with real-time Ad Platform integration).<br>Proof of delivery (PPT)   | \$3,080     |
| Management & Reporting<br>(2.5 months) | Campaign Management:<br>- Daily performance monitoring & weekly optimizations.<br>Reporting:<br>- Automated real-time reporting, weekly email updates, and campaign end report (PPT) | \$3,450     |
| Asset Production                       | 1x LinkedIn Traffic Prospecting Ad<br>1x LinkedIn Lead Gen Retargeting Ad<br>1x LinkedIn Traffic Ad  | \$2,715     |
|  | 1x Google Search Ad: Keyword Research & Ad Copies<br>1x Google Display Ad: Ad Copies adapt from Search & Creative adapt from LinkedIn  | \$2,355     |
|  | 2x Nurture Email   | \$1,130     |
|  | 1x Landing Page  | \$3,200     |
| Media Budget                           | Third-party cost   | \$12,500    |
| TOTAL                                  |  | \$31,650    |

# High-level Timeline



*A detailed Timeline will be submitted after the approval of this plan.*



# Content Syndication

Alternative to Lead Gen Campaigns





# Content Syndication

## Alternative to Lead Gen Campaigns



**Content syndication** is the process of distributing your gated content (e.g., whitepapers, eBooks, case studies) through third-party networks to reach a wider audience and generate qualified leads.



### Pros

- ★ **Scalable Lead Generation:** Efficiently reach large volumes of targeted prospects through established partner networks.
- ★ **Alternative to In-House Campaigns:** Ideal for brands with limited digital presence or restrictions on direct campaign execution.
- ★ **Baseline Quality Assurance:** Syndication partners typically ensure a minimum lead quality threshold, based on predefined qualification criteria in the agreement.



### Cons

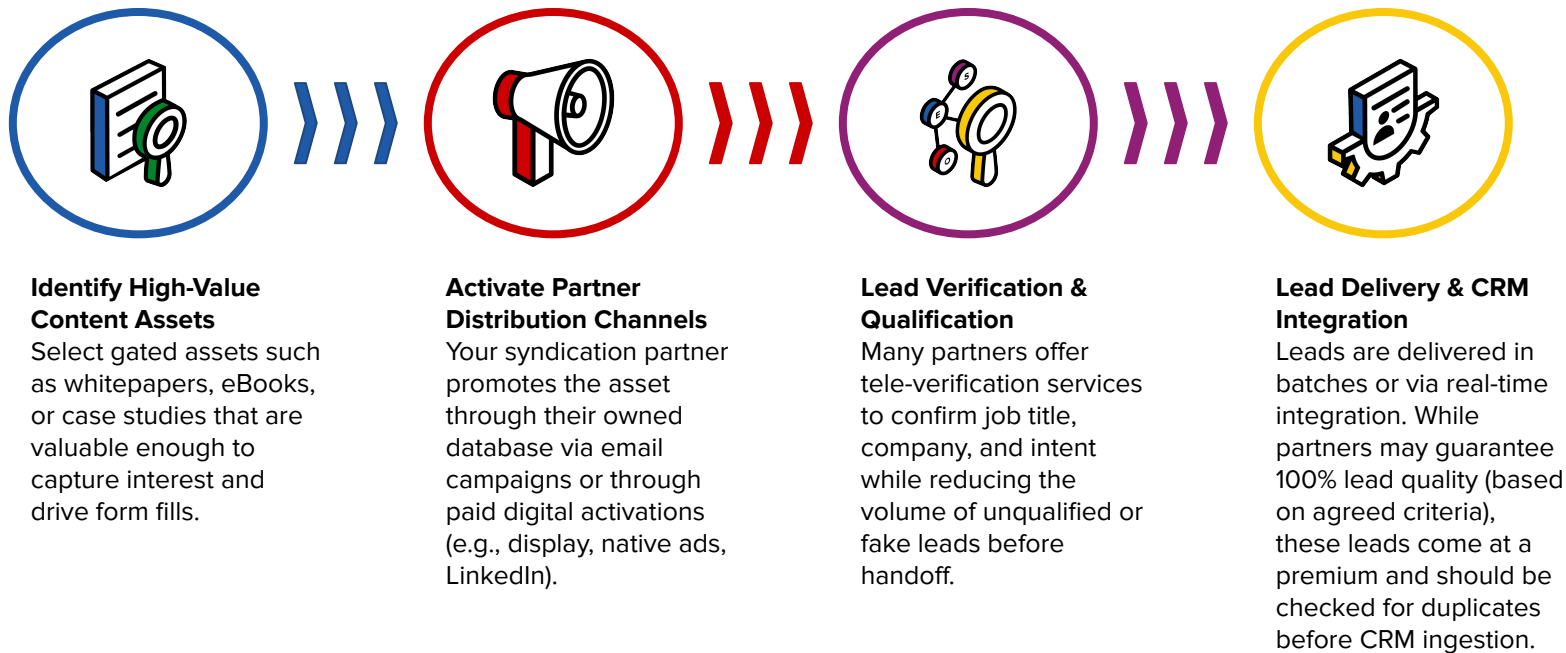
- ★ **Higher Cost Per Lead:** Content syndication often comes with the highest CPL among digital channels, due to its premium targeting and third-party involvement.
- ★ **Duplicate Lead Risk:** Without proper deduplication mechanisms, there's potential for receiving leads already captured through other campaigns or vendors.
- ★ **Lower Purchase Intent:** Leads acquired via syndication may show weaker intent compared to inbound leads actively seeking solutions.
- ★ **Limited Partner Oversight:** Brands have minimal control over how syndication partners promote assets, engage with prospects, or represent the brand.

# Content Syndication

## Alternative to Lead Gen Campaigns



Content syndication delivery process:



# Content Syndication

## Alternative to Lead Gen Campaigns

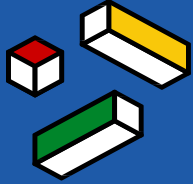


Pricing for Content Syndication leads varies widely based on factors such as partner reputation, lead quality, targeting complexity, and additional services offered (like tele-verification).

| Type of Lead                            | Description   | Price range in Singapore |
|---|---|--------------------------|
| <b>Marketing Qualified Leads (MQLs)</b> | A contact who has shown interest in your offering based on marketing efforts and meets predefined criteria that suggest they are more likely to become a customer than other leads. | <b>S\$ 300-450</b>       |
| <b>Sales Qualified Leads (SQLs)</b>     | A prospect who has been vetted and confirmed to have a genuine interest, need, and budget, and is ready for direct sales engagement.  | <b>S\$ 500-750</b>       |



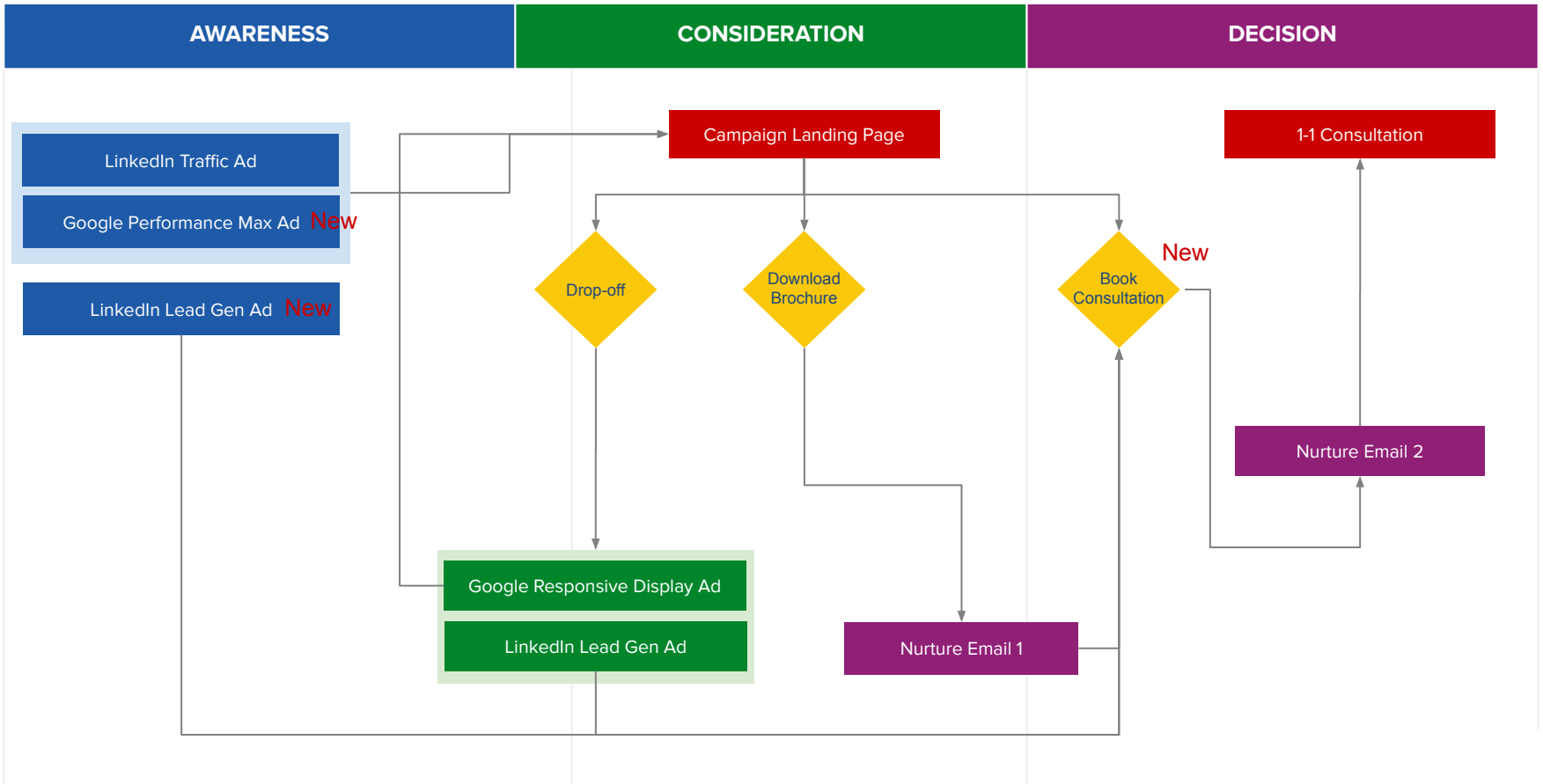
**CONSTRUCT  
DIGITAL**  
The Transformation Agency



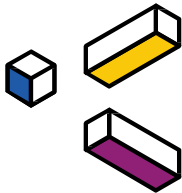
# New Campaign Direction

August 2025

# Campaign Flow




# Google Performance Max Ad




## A multichannel coverage

Performance Max is perfect for maximizing conversions and reach, offering multi-channel coverage across Google platforms with advanced automation and real-time optimization. Unlike traditional Display and YouTube campaigns focused on awareness, it drives measurable results, making it ideal for businesses looking to enhance advertising effectiveness.


Performance Max pairs perfectly with Search for an even greater impact.




**Search**  
Ads displayed on Google search engine results pages




**Google Display Network (GDN)**  
Ads displayed on websites that are part of the Google Display Network




**Youtube**  
Ads displayed on the YouTube platform (pre-roll, banners on the homepage, etc.)




**Maps**  
Ads displayed on the Google Maps platform



**Shopping**  
Ads displayed at the top of the Google search engine results page

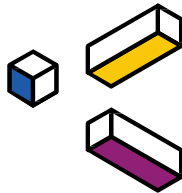


**Gmail**  
Ads displayed within Gmail accounts, at the top of emails or in the right-hand column

| Aspect           | Performance Max  | Display Campaigns                                  | YouTube Campaigns                  |
|------------------|---|--|------------------------------------|
| Reach            | All Google platforms (Search, Display, YouTube, etc.)   | Primarily websites and apps in the Display Network | Primarily video content on YouTube |
| Focus            | Conversions and sales   | Brand awareness and impressions                    | Brand awareness and engagement     |
| Automation       | High (machine learning optimization)  | Limited automation                                 | Moderate automation                |
| Insights         | Improved reporting and insights   | Basic performance metrics                          | Video engagement metrics           |
| Conversion Rates | Typically higher conversions  | Variable, often lower                              | Variable, depends on ad format     |



# Platform Targeting - LinkedIn



Include people who have **ANY** of the following attributes:

## Job Titles (Current)

Owner, Co-Founder, Director Board of Directors, Innovation Lead, Board Member, Director Business Transformation, Founding Board Member, Chief Technology Officer, Chief Innovation Officer, Managing Director, Director of Information Technology, Director Technology Innovation, Vice President Operations, Vice President Strategy, Chief Information Officer, Director of Innovation, Head of Transformation, Vice President of Digital Transformation, Board President, Chief Operating Officer, Founder, Executive Board Member, Head of Education, Vice President Innovation, Head of Operations, Executive Director, President of the Board of Directors, Head of Information Technology, Transformation Director, Chief Executive Officer, Director of Operations, Chair of the Board of Directors

AND also have **ANY** of the following attributes:

## Company Size

51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,001+ employees

AND also have **ANY** of the following attributes:

## Member Age

35 to 54

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

**Narrow** audience further

Exclude people who have **ANY** of the following attributes:

## Company (Current Jobs)

IBM, Accenture Southeast Asia, Accenture, IT Solutions, Info-Tech Systems Ltd, Info-lab pte Ltd, ST Engineering, CLPS Global, UST, Aberdeen Consulting, Terra Systems, ML Systems Integrator Pte Ltd, JC Consulting, Elixir Technology, CrimsonLogic, CJ Consulting Group Inc, Google, Ensign InfoSecurity, Fibro Cloud, PCS Securities, NCS Group, NTT DATA Asia Pacific, TrustPro Pte Ltd, Protiviti Singapore, GovTech Singapore, Cognizant, Globalware Solutions, Blue Ocean Systems Pte Ltd, NTT DATA, TechMatrix Consulting, JustLogin, TOPPAN Ecquaria, AGS Integration Pte Ltd, 3SI Pte Ltd, Win-Pro Consultancy Pte Ltd, Omega Integration Pte Ltd, Zuno Carbon, 6Estates - Enterprise AI Solutions, Singapore Consultancy Pte Ltd, Tinkerbox Studios Pte Ltd, IT-BLOCKS | Professional Software Services, Hitachi Sunway Information Systems Singapore, MTC Consulting Pte Ltd, PsiberTech Solutions Pte Ltd, RSM Stone Forest, BDO Management Consulting Singapore, NextZen Minds

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

## Forecasted results

Target audience size

41,000+

## Segment breakdown

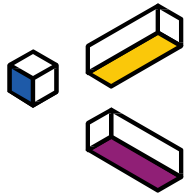
Function

|                        |     |
|------------------------|-----|
| Business Development   | 71% |
| Information Technology | 21% |
| Operations             | 19% |
| Entrepreneurship       | 7%  |
| Finance                | 6%  |

[Hide segments](#)



# Platform Targeting - Google Performance Max



## Demographics

Demographics

People with the following demographics ⓘ

Gender

☒ Female ☒ Male ☒ Unknown ⓘ

Age

to  ☐ Unknown ⓘ

^ Additional demographics

Parental status

☒ Parent ☒ Not a parent ☒ Unknown ⓘ

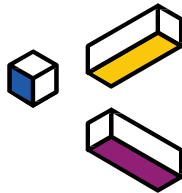
Household income

to  ☐ Unknown ⓘ





# Platform Targeting - Google Performance Max



## Interests & Affinities

Interests & detailed demographics

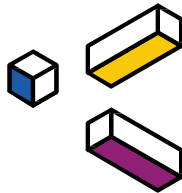
People based on their interests, life events, or detailed demographics

|  |                       |     |
|--|-----------------------|-----|
| Hospitality Industry                             | Detailed demographics | — ✕ |
| Education Sector                                 | Detailed demographics | — ✕ |
| Small Employer (1-249 Employees)                 | Detailed demographics | — ✕ |
| Large Employer (250-10k Employees)               | Detailed demographics | — ✕ |
| Very Large Employer (10k+ Employees)             | Detailed demographics | — ✕ |
| Financial Industry                               | Detailed demographics | — ✕ |
| Real Estate Industry                             | Detailed demographics | — ✕ |
| Artificial Intelligence in Banking               | In-market: other      | — ✕ |
| Business Technology Solutions                    | In-market: other      | — ✕ |
| Digital Transformation Services                  | In-market: other      | — ✕ |
| Machine Learning Courses                         | In-market: other      | — ✕ |
| IT Solutions for Businesses                      | In-market: other      | — ✕ |
| Artificial Intelligence Programs and Information | Affinity: other       | — ✕ |
| Machine Learning and Big Data Analytics          | In-market: other      | — ✕ |
| Machine Learning                                 | In-market: other      | — ✕ |
| IT Consulting Services                           | In-market: other      | — ✕ |

Q Add in-market segments, life events, and more



# Platform Targeting - Google Performance Max



## Search Terms

Segment name

Include people with following interests or behaviors ⓘ

☐ People with any of these interests or purchase intentions ⓘ

☒ People who searched for any of these terms on Google ⓘ  
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

aws credit ✕

ai for logistics companies ✕

ai contract management ✕

ai data adoption ✕

aws credit for enterprise ✕

custom ai solutions ✕

operational artificial intelligence ✕

ai transformation ✕

automate business processes ✕

ai consultants ✕

artificial intelligence in logistics ✕

artificial intelligence operations ✕

aws credit support ✕

ai for retail ✕

ai for business operations ✕

ai for operational efficiency ✕

ai and supply chain ✕

ai supply chain management ✕

custom ai development ✕

ai business process automation ✕

ai consulting ✕

ai in operations management ✕

temus ✕

ai retail solutions ✕

ai consulting companies ✕

artificial intelligence consulting services ✕

aws credit for business ✕

integrating ai into business ✕

temus consulting ✕

ai business adoption ✕

implementing ai in business ✕

aws credit fund ✕

ai solutions for business ✕

artificial intelligence in retail ✕

ai document management ✕

ai consulting services ✕

artificial intelligence adoption ✕

operational ai systems ✕

business process automation solutions ✕

ai strategy consulting ✕

ai adoption ✕

seamless ai adoption ✕

ai for enterprise ✕

Add Google search terms



# 2-month Media Plan (based on remaining budget)



| FUNNEL      | TACTIC                        | TOTAL BUDGET (SGD) | BUDGET % | IMPRESSIONS | CTR   | CLICKS | CPC (SGD) | Download Brochure | Book Consultation |
|-------------|-------------------------------|--------------------|----------|-------------|-------|--------|-----------|-------------------|-------------------|
| Prospecting | LinkedIn Traffic Ads          | \$2,402            | 30%      | 33,587      | 1.30% | 437    | \$5.50    | 15                | 7                 |
|             | LinkedIn Lead Gen Ads         | \$2,402            | 30%      | 32,988      | 1.40% | 462    | \$5.20    | 16                | 7                 |
|             | Google Performance Max Ads    | \$1,601            | 20%      | 35,578      | 1.80% | 640    | \$2.50    | 22                | 10                |
| Retargeting | LinkedIn Lead Gen Ads         | \$801              | 10%      | 8,552       | 1.50% | 128    | \$6.24    | 4                 | 2                 |
|             | Google Responsive Display Ads | \$801              | 10%      | 103,961     | 0.70% | 728    | \$1.10    | 25                | 11                |
| TOTAL       |                               | \$8,005            | 100%     | 214,666     | 1.12% | 2,395  | \$3.34    | 84                | 38                |

*Expected results are based on industry benchmarks and past campaigns. **Actual results may vary due to multiple dependencies and market variations.***

*Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.*

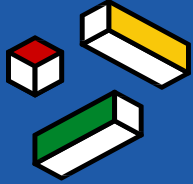
# Timeline for re-launching the campaign



- New messaging on landing page
  - CD to deliver: **Aug 26**
  - Temus to approve: **Aug 27**
- Revised ad creatives:
  - CD to deliver: **Aug 26**
  - Temus to approve: **Aug 27**
- CD to prepare the new campaign
  - Update changes on landing page: **Aug 28**
  - Set up campaigns: **Aug 28**
- Campaign relaunches: **Aug 29**
- Nurture Email (2x): TBD



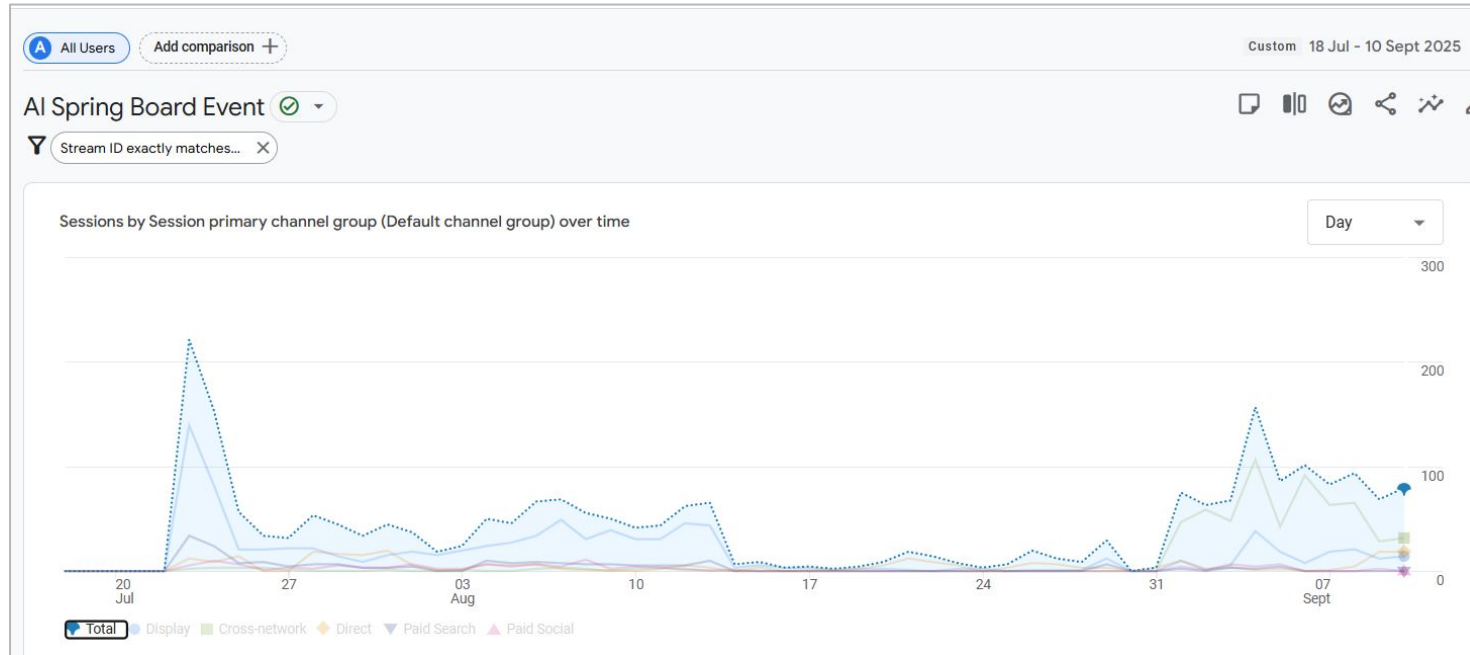
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# Next steps

September 2025

# The Campaign Landing Page Yielded Good Amount of Traffic, Driving Users to Main Temus Website



2,793 Paid Clicks > 1,323 Traffics → **47%** Traffic Rate (**higher than the benchmark of 30-35%**)

**89%** of these traffic were driving users to main Temus website (1,188 traffics)

→ This confirms our hypothesis that audiences are actually interested in Temus, they are just not ready to engage

# Implement Tracking on Case Studies Click



## Case Studies



### Health Kaki – A GenAI-Powered Resident Health Companion

Heath Kaki, a collaboration between the Ministry of Health, Health Promotion Board, Temus, Amazon Web Services and Synapse, is a GenAI-enabled prototype that delivers personalised and actionable recommendations based on health goals discussed with family doctors during their HealthierSG consultations.

[Learn More](#)



### AI Talent Acquisition and Development Platform

Experiencing rapid expansion, Temus faced challenges with manual candidate evaluation due to a high volume of applications. To ensure operational efficiency, they implemented a conversational AI-driven talent acquisition platform alongside a talent development module, powered by Google Cloud's Vertex AI and developed in the GenAI Innovation Sandbox, which offers insight into in-house skills and aids strategic talent development.

[Learn More](#)

We already implemented tracking those case studies clicks to better observe the trend



# We also Refined the Audiences



Include people who have **ANY** of the following attributes:



## Job Titles (Current)

Owner, Co-Founder, Innovation Lead, Director Business Transformation, Chief Technology Officer, Chief Innovation Officer, Managing Director, Director of Information Technology, Vice President Operations, Innovation Manager, Chief Information Officer, Director of Innovation, Business Process Manager, Manager of Artificial Intelligence, Director of Artificial Intelligence, Vice President of Artificial Intelligence, Head of Artificial Intelligence, Digital Transformation Manager, Head of Transformation, Vice President of Digital Transformation, Operations Manager, Chief Operating Officer, Founder, Vice President Innovation, Head of Operations, Executive Director, Information Technology Manager, Head of Innovation, Head of Information Technology, Transformation Director, Chief Executive Officer, Director of Operations

**AND** also have **ANY** of the following attributes:



## Company Size

51-200 employees, 201-500 employees, 501-1000 employees

**AND** also have **ANY** of the following attributes:



## Member Age

35 to 54

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

**Narrow** audience further

Exclude people who have **ANY** of the following attributes:



## Company (Current Jobs)

IBM, Accenture Southeast Asia, Info-Tech Systems Ltd., UST, Aberdeen Consulting, Terra Systems, JC Consulting, Elixir Technology, CrimsonLogic, CJ Consulting Group Inc, Ensign InfoSecurity, PCS Securities, NCS Group, NTT DATA Asia Pacific, Protiviti Singapore, GovTech Singapore, Blue Ocean Systems Pte Ltd, JustLogin, TOPPAN Ecquaria, AGS Integration Pte Ltd, 3SI Pte Ltd, Omega Integration Pte Ltd, Zuno Carbon, 6Estates - Enterprise AI Solutions, Singapore Consultancy Pte, Ltd., Tinkerbox Studios Pte Ltd, Hitachi Sunway Information Systems Singapore, MTC Consulting Pte Ltd, RSM Stone Forest, BDO Management Consulting Singapore

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Target audience size

23,000+

## Segment breakdown

Function 

|                        |     |
|------------------------|-----|
| Business Development   | 65% |
| Operations             | 23% |
| Information Technology | 20% |
| Entrepreneurship       | 8%  |
| Education              | 5%  |

[Hide segments](#)



# And Re-implemented the Form Tracking



## Accelerate AI Innovation with the AWS AI Springboard

Book your 1-to-1 consultation with Temus to discover how the AWS AI Springboard Initiative can transform your organisation's operations with enterprise-grade AI systems.

### About the Initiative Brochure

- Step-by-step stackable funding opportunities
- Proven AI solutions and case studies
- Guidance for building enterprise-grade AI capabilities

Book Consultation

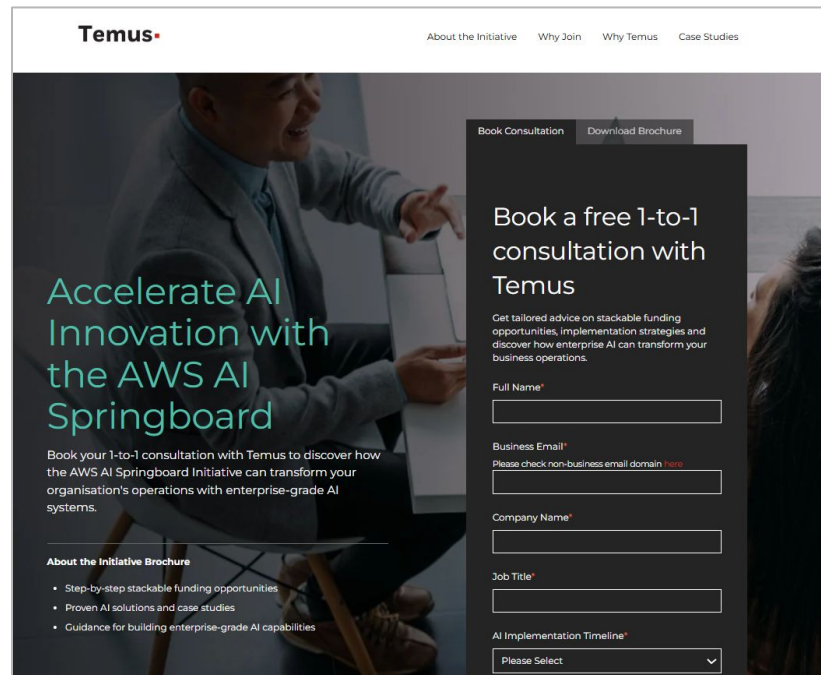
Download Brochure

Thanks for submitting the form.

The previous tagging was correct, however, not optimal on Hubspot form, hence, led to overcount of the leads

We re-implemented the the tracking and made sure that the tag will be correctly fired moving onwards.

# Landing Page Revision



Revise the above-the-fold section to make it a bit more appealing to audiences + add the animated video to the landing page

# Thank You.



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