

— THE WAY WE DO MARKETING

How we grow businesses with ads.

A low retainer, hinged on performance. We make the content, run the ads, and get paid mostly when we actually bring you revenue.

Low retainer + % of revenue

3x-9x target ROAS

~50% MoM growth

— OUR WAY

We win when **you win.**

Most agencies charge so much there's nothing left for ads. They slap on fancy words, call it branding, and never run a single campaign — while you have no clue what's actually moving the needle.

We do the opposite. We charge a **very low monthly retainer**, then take a **small slice of the revenue we generate**. The whole premise: **we only make real money when we bring you results.**

— THE MODEL

Reasonable retainer. Real accountability.

WHAT WE CHARGE

S\$500

per month

+ 5–9% of the real revenue generated from the ads we run.

WHAT YOU COMMIT

S\$1,000

minimum, to start

The minimum ad spend to run campaigns — **kept entirely in your own account**, fully yours, reported straight from Meta.

EXPECTED RETURN

3x–9x

on ad spend

Our target return once campaigns are dialled in. We scale your spend as the returns prove out.

So your real monthly outlay is small — a low fee plus a budget you keep — and our upside is tied directly to yours.

— WHERE THE MONEY GOES

Other agencies vs us.

A TYPICAL AGENCY

S\$3,000 / mo

Content & "branding"

S\$3,000



Ad spend

S\$0



Pretty videos, no distribution. Nothing actually runs — so you never find out what works.

VS

TOUCHMKT

S\$500 fee + your ad budget

Our retainer (content + run ads)

S\$500



Your ad spend — your account

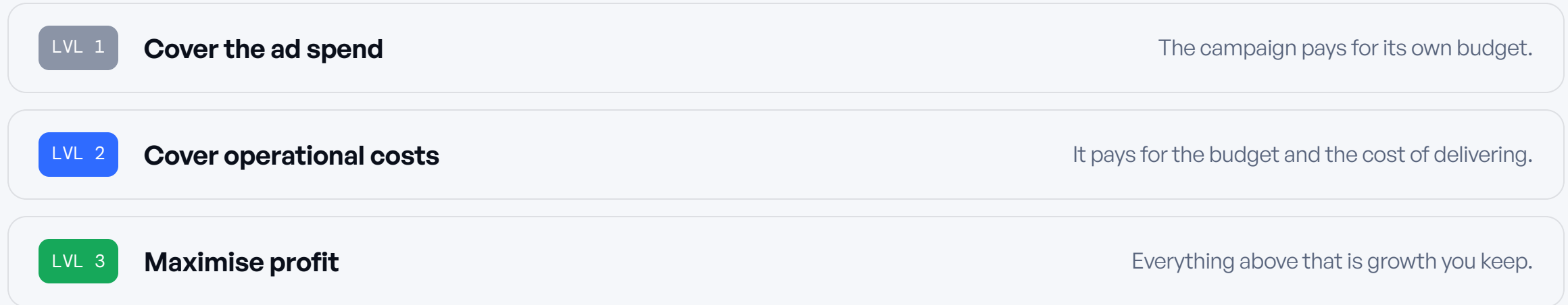
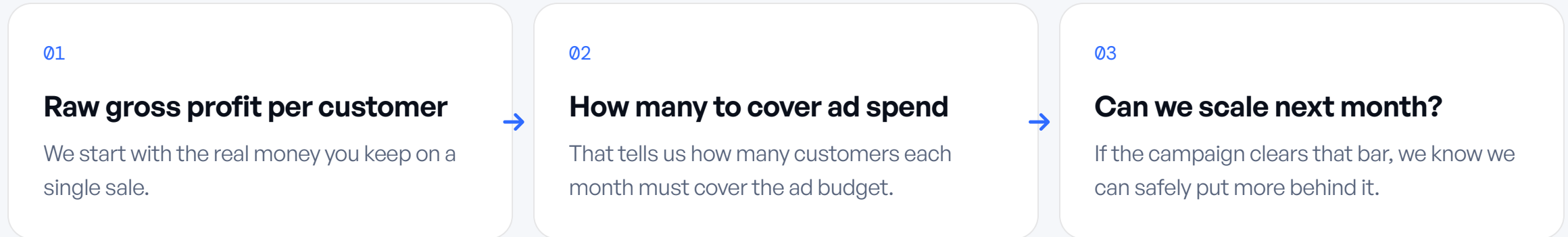
S\$1,000+



Your money goes to **reaching real buyers**, not just making content.

We take 9% only on the revenue the ads generate — so we have to perform to get paid.

We engineer the **unit economics**.



Generally, the moment a campaign brings in **more than the ad spend**, we can afford to scale it. The goal: a **3-9x ROAS** — so we keep raising the ad budget and grow faster.

Recurring revenue plays by **different rules**.

Recurring — e.g. tuition

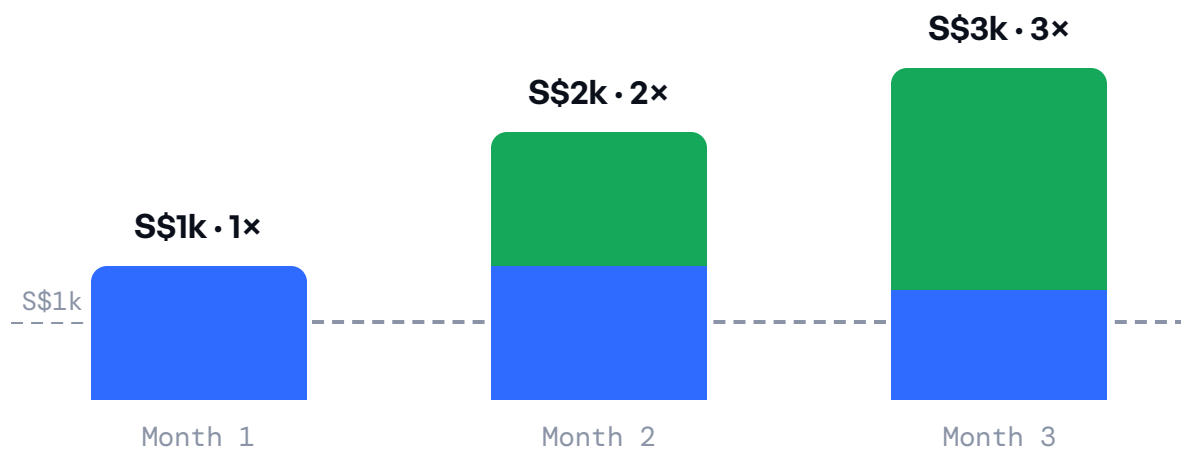
A customer pays every month they stay. Retention is everything.

One-time — e.g. a gaming chair

High-ticket single purchase. The ROAS has to land on the first sale.

\$1,000 in → **\$5,000 out** 5× ROAS

■ New customers ■ Recurring revenue



\$1,000 spend → **\$1,000 back** looks like just 1× ROAS — and a one-time product would call that a flop.

But a tuition student who stays **12 months is really 12×** — it just trickles in month after month.

Same \$1,000 next month brings **another** \$1,000 of new customers — while month 1 keeps paying. By month 3: **\$3,000 revenue on \$1,000 spend.**

Illustrative example — retention rates vary by business.

— WHAT WE PROVIDE

Done-for-you, every month.

- ✓ **3 × 15s videos + 3 static posts** every month
- ✓ Scripting & creative direction
- ✓ Positioning & a clear, compelling offer
- ✓ Continuous campaign monitoring
- ✓ Ad strategy built around your offer
- ✓ Video planning & production
- ✓ Ads targeted at your exact audiences
- ✓ Plain-English reporting, straight from Meta

And most importantly — a target **3×–9× return on ad spend**, lifting revenue ~50% month on month, compounding so we win **BIG** together.

We scale spend with the profit it makes.

Once month one works, we reinvest the profit into more spend – to make even more profit. Here's how that compounds over a year.

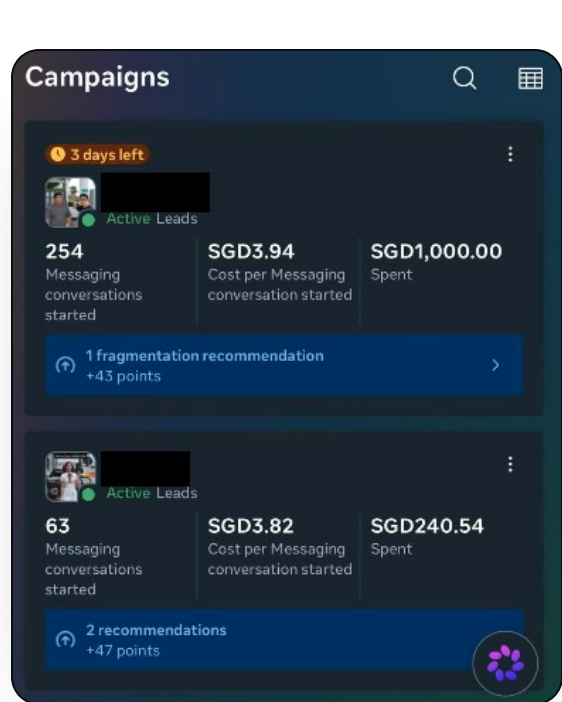


Illustrative – actual numbers vary by industry, offer and demand. The gap between the lines is the growth you keep.

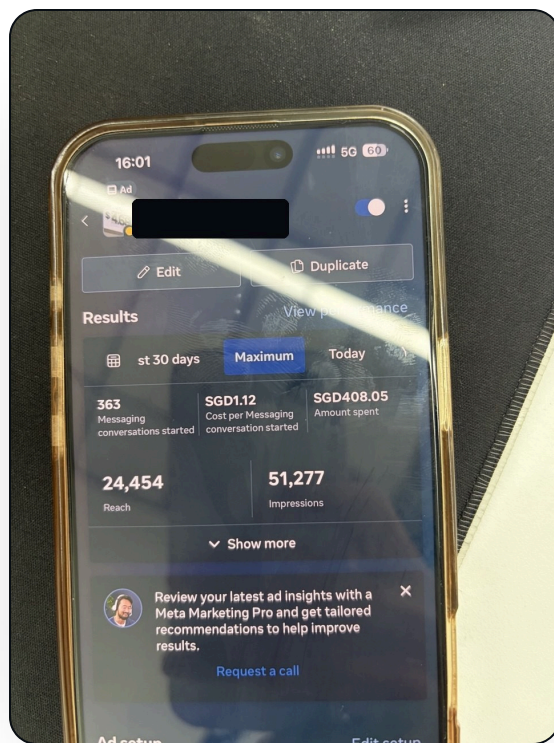
— REAL RESULTS

Pulled straight from Meta Ads Manager.

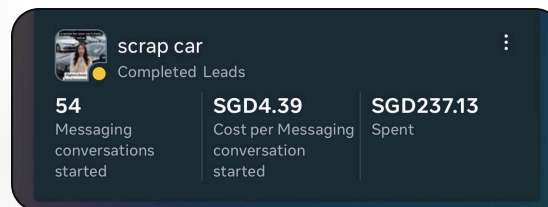
Live campaigns from real clients — raw screenshots, names hidden for privacy. The numbers are real.



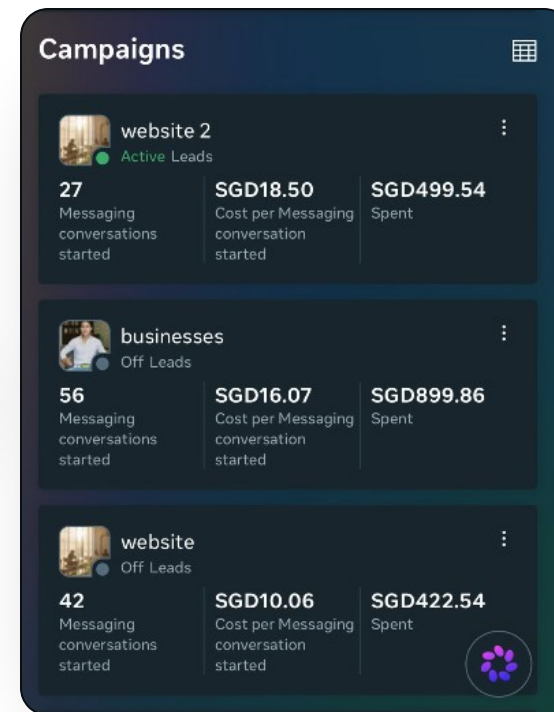
Lead campaign · S\$1,000 spend



Same client · ~S\$500 spend



Scrap-car niche · 54 @ S\$4.39



Another live client

~50% month on month — then they **doubled the budget.**

~50%

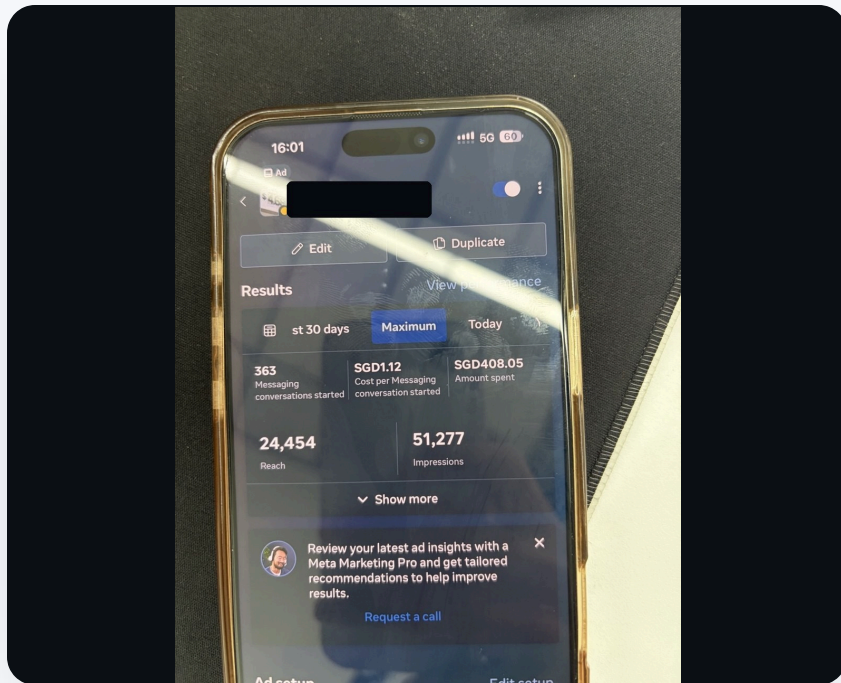
revenue growth, month on month —
compounding, not a one-off spike

2×

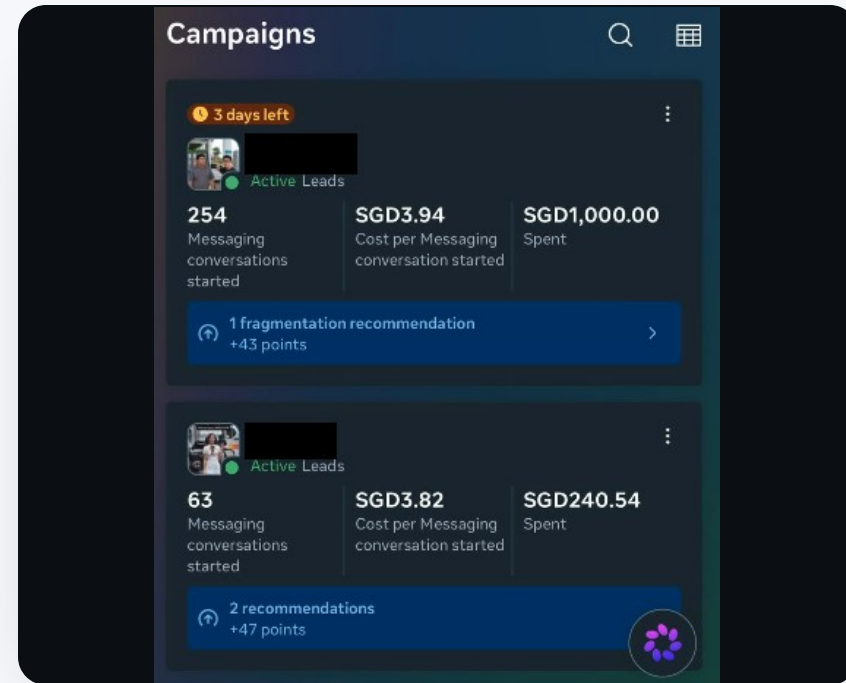
ad budget, funded by the growth itself

S\$1.12

cost per conversation — real, from their
account



Proving it at ~S\$500 spend



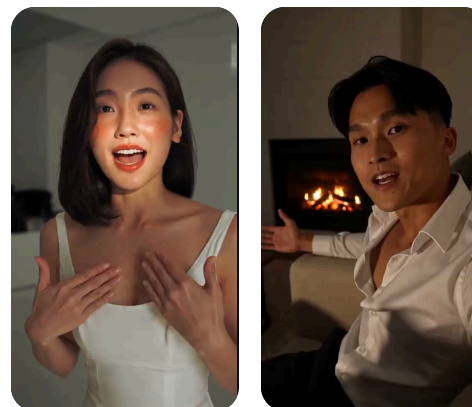
Scaled to S\$1,000 spend



— AI CONTENT

The creative — made in-house with AI.

Vertical ad creative for the feed, plus our brand films — all generated, scripted and cut in-house.



— LET'S GROW TOGETHER

Ready to flourish?

Tell us what you're trying to grow. We'll come back within four hours.

[WhatsApp +65 8113 8706 →](#)

[Send a message](#)

touchmkt · TouchMarket LLP · UEN T22LL1225H · your growth partner to systems that scale