

Smart Air Conditioners

3labs

● tom's **HARDWARE**
THE AUTHORITY ON TECH

● techradar.

● SOS HOME & GARDEN



Smart Air Conditioners

Editorial content dedicated to the promotion and conversion of smart air conditioners in view of the spring and summer season, when the need for comfort and freshness becomes essential.

Through strategic articles, technical insights and targeted positioning, we enhance the features of energy efficiency, smart connectivity and home well-being. With optimised content and engaging visual formats, we guide the public in choosing the ideal product, maximising visibility at key purchasing moments.

Target Persona



Age: 25 -45+

Sex:

- **Men: 70%**
- **Women: 30%**



Communication platform:

- editorial
- social network



User types:

- Families and Family Units
- Home automation enthusiasts
- Smart Workers and Professionals
- Vacation Rental and Airbnb Owners

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO In-Depth Article

- *Portable vs. Fixed Air Conditioners: Which One to Choose for Your Cooling Needs*
- *Smart Air Conditioners: How IoT Technology Is Transforming Home Climate Control*

KPI: 5,000 minimum guaranteed users

Insertion in Buying Guide

- *Best air conditioners*

KPI: 5,000 minimum guaranteed users

SOCIAL CONTENT AND ADV



Relaunch of the editorial part

Posts & reels dedicated to the product

- **KPI: 10,000 minimum views guaranteed**

Network Extension Module

Publication of contents on all Tom's Hardware Italia, Techradar Italia and SOS Home&Garden magazines

Advertising campaign on META

To expand the user base

*These are the minimum guaranteed numbers, we have historically achieved higher results.



100+

Areas of expertise



100+ million

Unique visitors per year



10 million€

Induced turnover generated with
Affiliates

We successfully achieve your goals

Some brands we have collaborated with

