

# 5G Router and Modem Project

tom's **HARDWARE** **techradar.**



# 5G Modem PROJECT

Publishing editorial content dedicated to 5G routers and modems, advanced solutions for a stable, fast and uninterrupted connection, both at home and in the professional field.

Through informative articles, comparative reviews and conversion-oriented content, we explore how 5G can improve productivity, smart working and digital entertainment, offering broadband without the need for fiber.

## Target Persona



**Age: 25 – 55+**

**Sex:**

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



**Communication platform:**

- editorial
- video
- social network



**User types:**

- Professionals and companies
- Gamer e content creator
- Technology enthusiasts and early adopters
- Families and home users without fiber optics

# PROPOSALS AND KPI\*

## EDITORIAL CONTENT



### SEO Article

Eg. "5G vs. fiber optics: is a 5G router really worth it for smart working and gaming?"

- KPI: 5,000 minimum guaranteed users\*

### Insertion in Buying Guide

Best 5G routers

- KPI: 5,000 minimum guaranteed users

### News Offer

Article for conversion purposes on a product promo.

- KPI: 5,000 minimum guaranteed users

## SOCIAL CONTENT AND ADV



### Relaunch of the editorial part

Post & reel dedicated to the article and the product

- KPI: 10,000 minimum views guaranteed\*

### Advertising campaigns on META and Google Ads

To expand the user base

### Pre roll video on YouTube Advertising insertion in a trending video on our YouTube channel

\*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***

