

Our project, your winning strategy.

Cooking and Technology

tom's **HARDWARE**



Cooking and Technology

Editorial content dedicated to innovation in the kitchen, with a focus on small smart appliances that combine technology and practicality to simplify daily life.

Through articles, reviews and buying guides, we explore the advanced features of these devices, from meal preparation automation to intelligent control via app. A project designed to guide consumers in choosing the best solutions, enhancing the brand and encouraging conversion.

Target Persona



Age: 25 - 45+

Sex:

- **Men: 50%**
- **Women: 50%**



Communication platform:

- editorial
- video
- social network



User types:

- Cooking & Home Cooking Enthusiasts
- Smart Home & Tech Enthusiast
- Parents with little time
- Singles & Workers

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO In-Depth Article

Is.

- *Hi-tech Kitchen: How Smart Appliances Improve Daily Life*
- *Connected small appliances: advanced features and app control*
- *Buying Guide for the Best Smart Appliances for an Innovative Kitchen*
- **KPI: 5,000 minimum guaranteed users***

Listed in Tom's Hardware Buying Guide

- [Best Air Fryers](#)
- [Best coffee machines](#)
- [Best automatic coffee machines for beans](#)
- [Best capsule coffee machines](#)

Insertion in SOS Home&Garden Buying Guide

- [Best rice cookers](#)
- [Best Slow Cookers](#)
- [Best Electric Kettles](#)
- [Best pizza ovens](#)
- [Best refrigerators](#)
- [Best Dishwashers](#)
- [Best microwaves](#)

- **KPI: 5,000 minimum guaranteed users**

SOCIAL CONTENT AND ADV



Advertising campaigns on META and Google Ads

To expand the user base

Relaunch of the editorial part

Post & reel dedicated to the article and the product

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

*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

