

Smartphone Gaming Project



Gaming Smartphone Project

Publishing editorial content dedicated to the **smartphone as the only high-end gaming device**: a project for those products dedicated to those seeking the ultimate in mobility and performance. Through **informative articles, comparisons** and **conversion-oriented content**, we explore how the latest generation smartphones can offer a superior gaming experience, taking advantage of both cloud gaming and the native potential of the device. With advanced graphics power and access to a vast catalog of titles, mobile gaming has never been so high-performance.

Target Persona



Age: 18 –55+

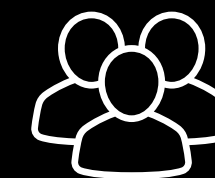
Sex:

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



Communication platform:

- **editorial**
- **social network**



User types:

- **High-end mobile gamer**
- **Gamers and video game enthusiasts**
- **Technology enthusiasts and early adopters**

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article (Article entirely dedicated to the Smartphone manufacturer)

(Ex: *Cloud gaming on smartphones: How to get a premium gaming experience anywhere*)

KPI: 5.000* minimum guaranteed users

**Product Placement
Insertion in SEO article already positioned or Buying Guide:**

- **How to choose a gaming smartphone**
- **How to use your smartphone to play instead of your PC or console?**

KPI: 5.000* minimum guaranteed users

SOCIAL CONTENT AND ADV



**Relaunch of the editorial part
Short & reel dedicated to the gaming device or cloud gaming service**

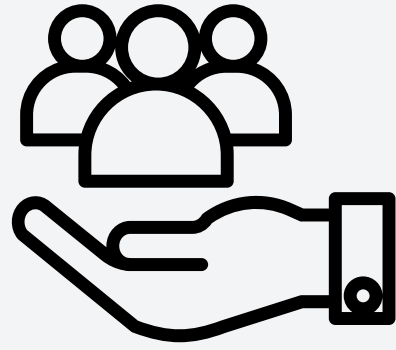
KPI: 10,000* minimum views guaranteed

**Advertising campaign
To expand the user base**

News Offer

KPI: 5.000* minimum guaranteed users

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



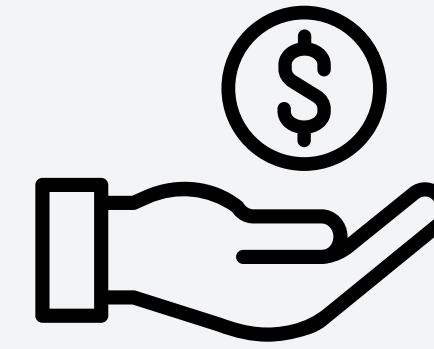
100+

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

