

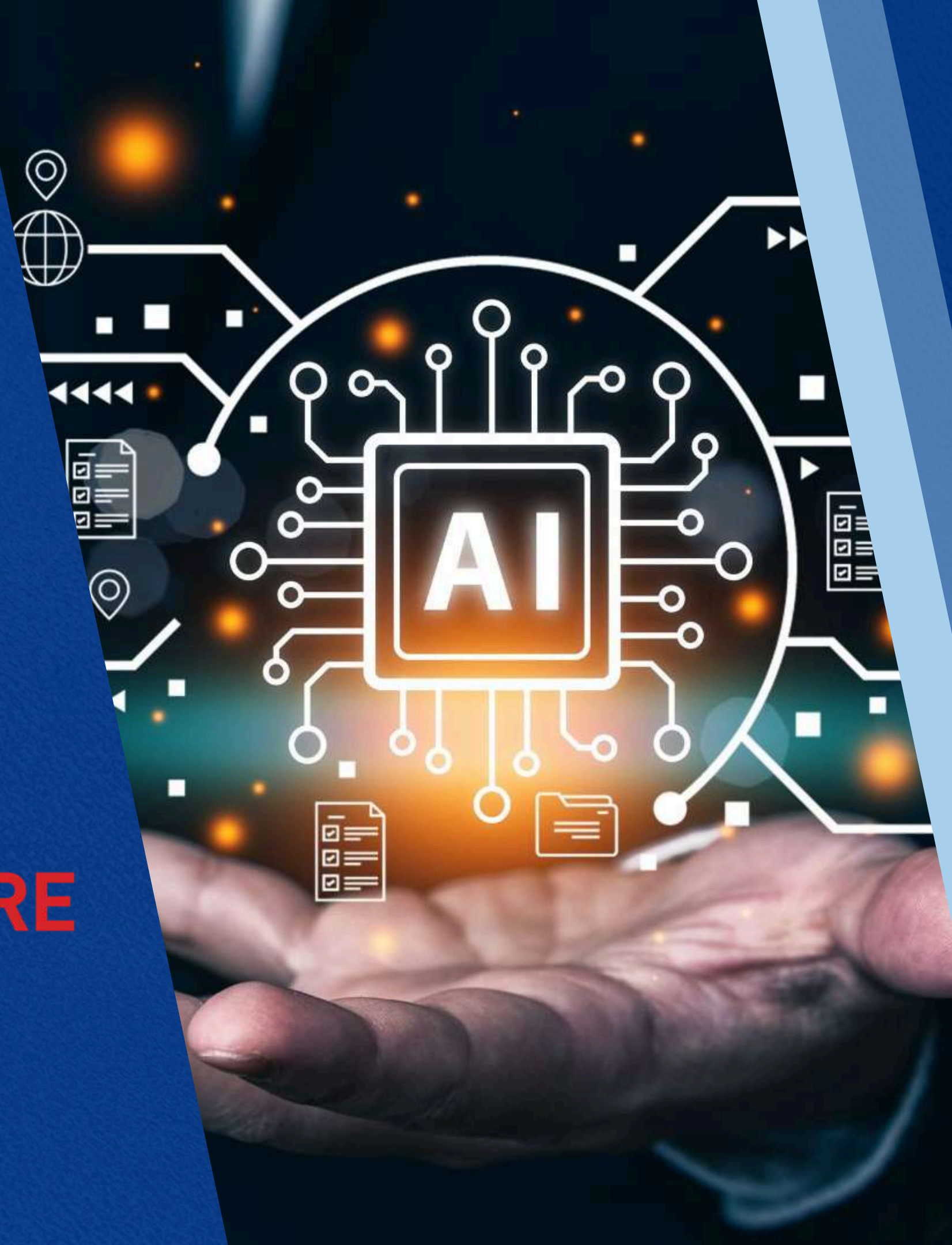
AI AWARENESS RAISING PROJECT

3labs

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

• **techradar.**

• **Mobile**labs



PROJECT – AWARENESS RAISING

Publishing editorial content dedicated to AI.
We illustrate its benefits and potential to companies.

Editorial and comparative information articles for the world of AI with the aim of raising awareness of the topic and making people more aware of its use by removing prejudices.

Target Persona



Age: 18 –55+
Gender:
Men 70%
Women 30%



Communication platform:

- Editorial
- Social Network



User type:

- Traditional companies going digital
- Technology skeptics
- Startup
- Advanced technology sectors

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article

Article entirely dedicated to AI awareness:

- *Artificial Intelligence for Business: The Benefits and Practical Applications;*
- *AI and Innovation: How to Overcome Prejudices and Adopt Advanced Solutions;*
- *The best artificial intelligence technologies to improve business;*

KPI: 5.000 minimum guaranteed users

SOCIAL CONTENT AND ADV



Relaunch of the editorial part

Short & reel dedicated to the expansion of the AI topic

KPI: 10,000 minimum visits guaranteed

ADV campaign

To expand the number of readers

*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

