

Our project, your winning strategy.

# PC Building Project



*We successfully achieve YOUR goals*



# PC Building Project

Editorial content dedicated to the creation of custom **PC builds**, designed for every need, from gaming to professional applications.

Through a **special page** dedicated to configurations and **buying guides**, we analyze key components such as **SSD, RAM, graphics cards, ATX PSUs, Mini/Micro motherboards** and **SFF PSUs**, offering practical advice for optimized assemblies in terms of performance, compatibility and efficiency. A project designed to support enthusiasts and professionals in choosing the ideal configuration, enhancing the brand and encouraging conversion.

## Target Persona



**Age: 25 - 45+**

**Sex:**

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



**Communication platform:**

- editorial
- video
- social network



**User types:**

- Gamer & Enthusiast PC Builder
- Professionals & Content Creators
- Hobbyist & Custom Builder
- Business & IT Companies

# PROPOSALS AND KPI\*

## EDITORIAL CONTENT



### HUB Configurations – Special page dedicated to our builds

The reference point for all users looking for PC configurations and for specific needs. All our configuration guides will be included in this special page of the Tom's Hardware Italia website.

### Listed in Tom's Hardware Buying Guide\*\*

Examples of guides already online:

- [4K Ray Tracing Setup | 2025](#)
- [Full HD setup with RTX 4060](#)
- [Configuration with GeForce RTX 4070 SUPER for less than 2000 euros](#)
- [High-end gaming setup with Radeon RX 9070](#)

## 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.

**\*\*These are some examples of guides already published. The Editorial Staff will plan and publish new content every month in relation to the needs of users and the market, which will be available for the client's product placement.**



**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***



Google



amazon



SAMSUNG

NETFLIX

Microsoft

ebay™

SONY

