

Project eSIM

3labs

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

techradar.

Mobilelabs



eSIM Project

Publishing editorial content dedicated to eSIM services. We illustrate this innovative, flexible and sustainable solution to companies and users.

Informative articles, comparative editorials and conversion content for eSIM services that offer instant activation, media-free management, simplified connectivity, cost reduction and improve the digital experience of customers.

Target Persona



Age: 18 –55+

Gender:

Men: 70%

Women: 30%



Communication platform:

- editorial
- social network



User types:

International Travelers & Digital Nomads

- Companies and IT managers
- IoT Device Users
- Consumatori early adopters e tech enthusiasts

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article

Article entirely dedicated to the eSIM service provider or smartphone with eSIM service

KPI: 5.000 minimum guaranteed users

Product Placement

Insertion into an already positioned SEO article or Buying Guide:

- **What is the difference between an eSIM and a SIM?**
- **How do eSIMs work on Android?**
- **Best eSIMs to use abroad while traveling**

KPI: 5.000 minimum guaranteed users

SOCIAL CONTENT AND ADV



**Relaunch of the editorial part
Short & reel dedicated to the eSIM 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

