

NAS-SSD Project

tom's **HARDWARE**

 **B2BLABS**



NAS-SSD PROJECT

Publishing dedicated **editorial** and **video content**, designed to support customer news and maximize visibility in the **storage sector**.

Through special **articles**, **technical insights** and targeted **videos**, we guarantee effective and engaging communication, enhancing **SSD** and **NAS** solutions with field tests, comparisons and purchasing guides. The dedicated videos will offer practical demonstrations to show the real performance of the products, helping users and companies to choose the solutions best suited to their needs.

Target Persona



Age: 25 - 45+

Sex:

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



Communication platform:

- editorial
- video
- social network



User types:

- Technology and hardware enthusiasts
- Gamer e content creator
- Companies and IT professionals
- Professional photographers and video makers

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article

Eg. "How to optimize a NAS with SSD: advantages and recommended configurations"

- KPI: 5,000 minimum guaranteed users*

Insertion in Buying Guide

Best SSDs Best NAS Hard Drives Best NAS

- KPI: 5,000 minimum guaranteed users

SOCIAL CONTENT AND ADV



Dedicated YouTube video on Tom's Hardware channel

"How to Build the Perfect NAS in 2025: Storage, Multimedia, and Beyond"

The video will guide you on how to build a perfect home NAS for 2025. From secure storage to multimedia streaming, to the advanced features offered by the best NAS OS. It guides you in choosing the hardware and the ideal configuration to get the most out of it.

- KPI: 10,000 minimum guaranteed visualizations*

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

