

Secure Digital Payments: Educating young people on the Finance of the Future

3labs



tom's HARDWARE
THE AUTHORITY ON TECH

techradar.



Secure Digital Payments

Publishing editorial content dedicated to **security** and **digital payments** for the **very young**: a project designed to inform **parents** and **teenagers** about the opportunities and challenges related to **digital financial management**. Through informative articles and insights, we explore innovative solutions offered by partners such as Nexi, Mastercard, Visa and banking institutions, with a focus on **sustainability, fraud prevention** and tools dedicated to **teenagers aged 14 and up**. The goal is to educate on the responsible use of technology for safe and aware payments.

Target Persona



Age: 18 – 55+

Sex:

- **Men: 60%**
- **Women: 40%**



Communication platform:

- editorial
- social network



User types:

- Parents and guardians
- Teens (14–18 years)
- Financial Educators and Trainers
- Schools and educational organizations

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article (Article entirely dedicated to the financial services provider)

- Digital Payments for Teens: A Safety Guide for Parents and Kids
- How to Prevent Digital Payment Fraud: Tips for Young Users and Families

Product Placement

Insertion in SEO article already positioned or Buying Guide:

- *The best credit cards for young people: safe and sustainable solutions*

KPI: 5.000 minimum guaranteed users

SOCIAL CONTENT AND ADV



Relaunch of the editorial part

Short & reel dedicated to paper/service

- **KPI: 10,000 minimum views guaranteed**

Advertising campaign

To expand the user base

News Offer on Promo

- **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

