

AI TRAINING PROJECT

3labs

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

• **techradar.**

• **Mobilelabs**



PROJECT – AI TRAINING

Publishing editorial content dedicated to AI.

We show people how, through training courses, it is possible to delve deeper into the world of AI.

Editorial, comparative and conversion-oriented informational articles for businesses that teach people how to use and delve into the new reality of AI

Target Persona



Age: 21 – 50+

Gender:

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



Communication platform:

- **Editorial**
- **Social Network**



Target Users:

- **Professionals in Transition**
- **University students and recent graduates**
- **Managers and business leaders**

PROPOSALS & KPI*

EDITORIAL CONTENTS



SEO Article

Article entirely dedicated to AI awareness

KPI: 5.000 minimum guaranteed users

News Offer

Article dedicated to the offers of courses on AI training

KPI: 5.000 minimum guaranteed users

Presence in purchasing guide
Insertion into an existing guide on training courses

KPI: 5.000 minimum guaranteed users

SOCIAL & ADV CONTENT



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

