

Project SmartTV

3labs



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

techradar.



Progetto SmartTV

Publishing editorial content dedicated to **SmartTVs** and **OLED panels**: a project designed for **companies** and **users** looking for cutting-edge solutions. With **informative articles, comparative reviews** and **conversion** content, we explore how SmartTVs with OLED technology can transform the entertainment experience. Advanced connectivity, superior visual quality, intuitive management and cost reduction improve the digital life of every user, offering truly immersive viewing.

Target Persona



Age: 18 – 55+

Gender:

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



Communication platform:

- **editorial**
- **social network**



User types:

Home entertainment enthusiasts

- **Gamers and video game enthusiasts**
- **Consumers attentive to image quality**

PROPOSALS AND KPI*

EDITORIAL CONTENT



SEO Article (Article entirely dedicated to the SmartTV manufacturer)

(Ex: OLED or QLED screen? Guide to choosing the perfect Smart TV)

KPI: 5.000 minimum guaranteed users

**Product Placement
Insertion in SEO article already positioned or Buying Guide:**

Best Smart TVs

- **Best 43" Smart TVs**
- **What do you need to connect your smart TV to the internet?**

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

