



Tech reviews and how-to videos in Spanish, made for people who search before they buy.

tecnofamily.com
youtube.com/@tecnofamily
YouTube channel · Spain

27,970

subscribers

68,323

views in the last 12 months

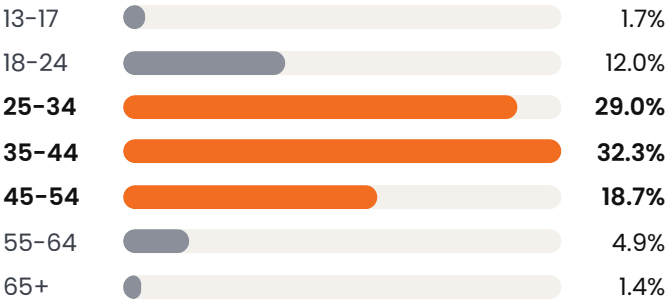
1,900 h

watch time in the last 12 months

80%

of the audience is aged 25-54

Who watches



Gender 87.7% male · 12.3% female
Top countries Spain 28.4% · Mexico 5.9%
Device Mobile 56% · Desktop 26% · TV 13%

Reviews that keep working

Views in the last 12 months on videos published years ago. 98% of watch time comes from non-subscribers, which means people arriving from search.

The best GPS for your phone	2023	10,145
Dola AI, full review	2024	6,635
Carlinkit 5.0, wireless CarPlay	2023	4,239
PDFs on the Tagus Gaia Eco+ e-reader	2022	3,356
Wechip Air Mouse for TV boxes	2023	2,343
NFC cards on a smart lock	2024	1,786

What a TecnoFamily review looks like

1 • Unboxing

On a desk, first-person view: the product is the star.

2 • Setup

Installation and configuration step by step, filmed in real use.

3 • In use

What it does, how to use it and the questions people search for.

4 • Verdict

Independent opinion: strengths and weaknesses, no brand script.

What the brand gets

A review video on the channel, Shorts cut from the same footage and, when the product calls for it, a separate setup tutorial. Product link in the description.

Categories

Smart home · Audio and wearables · Phones and accessories · PC and peripherals · Car gadgets.
Products provided by a brand are always disclosed in the video.