LUCA
Audience OOH_

Deep behavioural profiling against real world populations to empower excellence in OOH (Out Of Home) provision

Through understanding the movement and behaviour of the millions of devices continuously connected to the Telefonica network, LUCA Audience OOH is able to **provide deep profile insight for populations in regions of space**.

By fusing the wide array of data assets within Telefonica (from network connections, to CRM and web behaviour) **LUCA Audience OOH describes on demand the profile of an audience at a location in key time periods**, to allow OOH Media Owners to effectivly monetise estate, and agencies/advertisers to efficiently target most valuable demographics.

Why Telefónica?

Telefónica is one of the largest telecommunications companies with a significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world.

We offer best-in-class mobile, fixed and broadband networks, and an innovative portfolio of digital solutions.
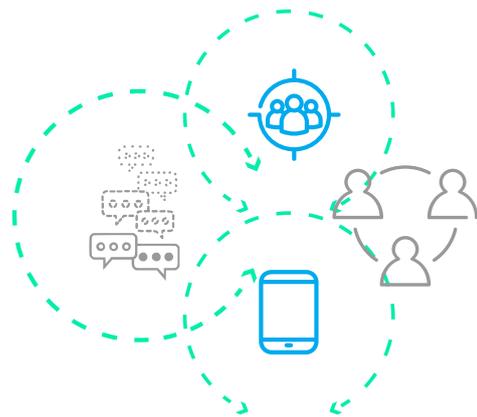
Telefónica **DATA UNIT**

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Benefits for your business

- **An unparrelled sample:** leveraging millions of devices, generating billions of daily events; a more signficant sample than any other traditional source.

- **Audience Building:** define a target audience, and understand their distribution in space and time – where and when can I best reach my audience?

- **Locational Profile:** understand detailed profile about the populations exposed to certain media, or existing in a región – what audience exists in this location?

- **Visual Excellence:** empowering partners to build compelling visualsation, or providing bespoke world class visualisation.

- **Impact:** understand variability through season, and how campaigns change audience.

Benefits of the tool

- **Real data:** extracting and anonymizing data collected from the mobile network.

- **Analysis:** applied mathematical models generate profiles and behavioural patterns from our cell network.

- **Results reports:** generated according to need, for example: Audience profile at a location, frequent locations for a target profile, classification of audience interests and demographic information.

- **Access:** rich web based visualisation tool or direct access via a dedicated API.

Get in touch

To find out more about LUCA Audience OOH
speak to your LUCA account manager.