

LUCA

Data Rewards_

Using Data Rewards to increase customer engagement

It involves rewarding a client a **small data package for interacting with the brand** (watching a video, completing a questionnaire or downloading a specific app).

The brand covers the cost of this service in order to **offer a better experience to their clients.**

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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Key benefits for your business

- Data Rewards **help advertisers achieve their marketing and advertising objectives**, bringing the products and services that the brand wants to promote closer to the client.
- It involves giving a **reward to the client in exchange for a specific action**.
- This service **improves the results of the brands campaign** (increased site visits, app downloads or sign-ups), all through rewards which increase product awareness through differentiation.

Who is it aimed at?

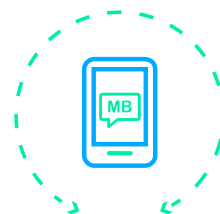
- This is a purely B2B product which is focused primarily to agencies and brands, though it could also be sold through our technology providers (Aquto).

Key benefits of the service

- Data Rewards **increase customer awareness of the brand** having a positive impact on marketing actions.
- The client benefits from **a data package that can be consumed freely**.



Customers acts in a brand site



The brand rewards customers with data

Get in touch

To find out more about LUCA Data Rewards **speak to your LUCA account manager.**