

LUCA

Programmatic Display_

Display Advertising Campaigns for mobiles

We deliver [Display Advertising](#) which aid the communication of commercial messages during mobile campaigns.

It involves increasing the effectiveness Display campaigns by **using anonymized data available from the operator**. It identifies demographic and behaviour segments relevant to the brand.

It allows the [display of campaigns in any format recognized by IAB](#), in addition to **allowing VAST and MRAID for video and other enriched formats with 100% compatibility** in the entire mobile offer.

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

LUCA

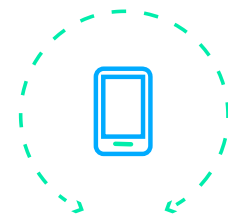
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Key benefits for your business

- With targeted advertising, **we focus on who can see the advert**, so the most important thing is not just where it is placed, but also **who we have an impact on**.
- This results in **great campaign impact for the client**. It also **reduces the costs of the campaign and increases its effectiveness**.
- **The creative possibilities are infinite**. They could include virtual reality campaigns or experiences based on the mobile phone's gyroscope.

Who is it aimed at?

- This is a purely B2B product which is primarily aimed towards agencies and brands. However, it may also be sold through resellers.



Get in touch

To find out more about LUCA Programmatic Display **speak to your LUCA account manager**.