

# LUCA

# Sponsored Data\_

## **Brand Sponsored Data allows you to get closer to your clients**

In this service **the brand pays for the cost of the mobile data used by the customer to navigate the brands app or website.** It offers the user a variety access to the brands content without having to use their own data tariffs.

With this service, the brand is paying for the data used on their app or website. [This brings the client closer to the brand.](#)

### **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

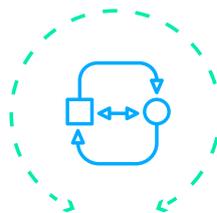
- There are **multiple benefits** in allowing the brand to **interact with the client without having to worry about the use of data**. It results in a stronger relationship between the two parties.
- Depending on the sector, **the Return on Investment can vary**. For example, **e-commerce brands will increase their sales by ensuring that their clients spend more time on their app/website**.
- Online banking clients get a better service by **being able to access all of their transactions at any time and from anywhere**. Also in this case **the brand can make significant savings** by reducing or eliminating client visits to the branch.

### Key benefits of the solution

- Brand Sponsored Data offers **benefits to all parties involved**. **The users will enjoy the offered services without using their data tariffs** and it allows brands to build strong links with their clients.

### Who is it aimed at?

- This is a purely B2B product which is principally aimed at agencies and brands. However, it may also be sold through our technology providers (Datami).



Better interaction with costumers



Increases marketing actions and sales



Enlarge the time your costumers spends on your brand sites

### Get in touch

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