

# LUCA

AI Powered Decisions

## 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 effectively monetise estate, and agencies/advertisers to efficiently target most valuable demographics.



### Why Telefónica and LUCA?

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.**

LUCA is the data unit of Telefónica and its mission is to help corporations increase their results through a global offer of Big Data and Artificial Intelligence products and services.

*Telefónica* DATA UNIT

# Audience OOH

## Benefits for your business

- An unparalleled sample: leveraging millions of devices, generating billions of daily events; a more significant 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 visualisation, or providing bespoke world class visualisation
- Impact: understand variability through season, and how campaigns change audience

## Benefits of the tool itself

- 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

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## Get in touch

To find out more about LUCA Audience OOH speak to your LUCA Account Manager.

**LUCA**

[luca-d3.com](http://luca-d3.com)

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