

LUCA

AI Powered Decisions

Business Messaging

The most effective channel for
reaching the client

The messages that reach our mobiles can not be ignored. SMS continues to be the largest messaging platform in the world with 4 billion monthly active users and 2 billion messages exchanged in an average year.

It is a safe, ubiquitous and reliable way of communicating. With the update of SMS to RCS (Rich Communication Service), Business Messaging will improve even more.



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

Business Messaging

Key benefits for your business

- **Reliable and secure:** sending SMS and RCS messages means that a message will be sent to the right person at the right time on all mobile devices
- **High efficiency of messages:** unlike e-mails or traditional letters, messages using SMS have a high level of engagement among their recipients
- **Instant and confirmed sending:** text messages are instant and come with a delivery confirmation system that assures our clients that the message has been received



Instant sending and confirmation



Mobile reception anywhere, anytime



High efficiency

Key benefits of this channel

- **Mobile reception:** SMS messages are sent to the mobile device wherever they may be, without needing internet connection or a computer. RCS messages provide more advanced messaging functions, such as the exchange of high resolution images, group chat, video and voice messages, as well as being possible to run via IP, with support for SMS in case of being out of coverage.
- **Ability to query:** once they have read the SMS message, the recipient can go back to it and find out concrete information that is included in the message (reference number, address, phone number, ...). In the case of RCS, the final users and businesses will be able to talk with one another, providing an excellent experience to the clients.

Who is it aimed at?

- This is a purely B2B2C product primarily focused on brands and aggregators. Although it can also be sold through resellers

Get in touch

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

LUCA

luca-d3.com

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