

LUCA

AI Powered Decisions

Data Rewards

Engaging advertising

It involves rewarding a client a small data package for interacting with the brand (watching a video, completing a questionnaire or filling a form).

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



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

Data Rewards

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 rewarding a client a small data package for interacting with the brand by targeting the audience with which you want to communicate
- This service improves the results of the brands campaign (increase of views, incentive to purchase intention, retention of the message of the campaign, enhancing attributes and brand positioning)



Customers are invited to attend a video, answer a survey or fulfill out a form



The brand rewards customers with data

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

Who is it aimed at?

- This is a purely B2B product which is focused primarily to agencies and brands

Get in touch

To find out more about LUCA Data Rewards speak to your LUCA Account Manager.

LUCA

luca-d3.com

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