

LUCA

AI Powered Decisions

Messaging

The best loudspeaker for your campaigns

SMS and MMS are large information channels which allow communication with the client. They offer extraordinary results for brands and advertisers.

We provide our clients with our verified (opt-in) data bases which provide the desired segmentation.



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

Messaging

Key benefits for your business

- Messaging offers the possibility to target a client with a personalized message in order to reach the right person at the right time
- This results in increased sales and drives footfall. 90% of SMS campaigns are opened within the first minute after being received, highlighting its effectiveness
- The use of messages is also instantaneous and it relies on a system of delivery confirmation which assures our clients that the message has been received

Key benefits of the channel itself

- **Mobile reception:** SMS are sent to the target mobile devices wherever they are, without the need of internet connection
- **Ability to query:** once the message has been read, customers can access it again to consult specific information (reservation number, address, telephone, ...)

Who is it aimed at?

- This is a purely B2B product mainly aimed towards agencies and brands. However, it may also be sold through resellers with whom we have commercial agreements

Get in touch

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