

LUCA

AI Powered Decisions

Programmatic Display

Display Advertising Campaigns for mobiles

We deliver Display Advertising which aid the communication of commercial messages during mobile campaigns.

It involves increasing the effectiveness Display campaigns by using anonymized data available from the operator. It identifies demographic and behaviour segments relevant to the brand.

It allows the display of campaigns in any format recognized by IAB, in addition to allowing VAST and MRAID for video and other enriched formats with 100% compatibility in the entire mobile offer.



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

Programmatic Display

Key benefits for your business

- With targeted advertising, we focus on who can see the advert, so the most important thing is not just where it is placed, but also who we have an impact on
- This results in great campaign impact for the client. It also reduces the costs of the campaign and increases its effectiveness
- The creative possibilities are infinite. They could include virtual reality campaigns or experiences based on the mobile phone's gyroscope

Who is it aimed at?

- This product is primarily aimed towards companies

Get in touch

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

LUCA

luca-d3.com

Telefonica DATA UNIT