

LUCA

AI Powered Decisions

Sponsored Data

Brand Sponsored Data allows you to get closer to your clients

In this service, the brand pays for the cost of the mobile data used by the customer to navigate the brands app or website. It offers the user a variety access to the brands content without having to use their own data tariffs.

With this service, the brand is paying for the data used on their app or website. This brings the client closer to the brand.



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

Sponsored Data

Key benefits for your business

- There are multiple benefits in allowing the brand to interact with the client without having to worry about the use of data. It results in a stronger relationship between the two parties
- Depending on the sector, the Return on Investment can vary. For example, E-commerce brands will increase their sales by ensuring that their clients spend more time on their app/website
- Online banking clients get a better service by being able to access all of their transactions at any time and from anywhere. Also in this case the brand can make significant savings by reducing or eliminating client visits to the branch

Key benefits of the solution

- Brand Sponsored Data offers benefits to all parties involved. The users will enjoy the offered services without using their data tariffs and it allows brands to build strong links with their clients

Who is it aimed at?

- This is a product which is principally aimed at companies



Better interaction with costumers



Increases marketing actions and sales



Enlarge the time your costumers spends on your brand sites

Get in touch

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

LUCA

luca-d3.com

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