LUCA
AI Powered Decisions

Store

Get to know your business' area of influence, client profiles and visitor journeys

It offers detailed information about visitors' journeys both within the shop as well as in the area of influence, obtained via the mobile network and using Big Data technology.

Data, combined with your business figures, allows our clients to analyze the potential of their sales points, identify their most valuable clients and design actions aimed at improving the capturing of clients and the shop's value.

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

Store

Benefits for your business

- Unprecedented sample of data: thanks to the thousands of devices that generate millions of data points each day on our network, the sample of data is much more significant than that obtained by traditional sources of data

- Locating profiles: specific locations in order to capture the desired target and get to know the profile of the audience

- Point of sale optimization: greater conversion of potential clients into real consumers

- High impact marketing campaigns: understanding and optimizing the impact of your marketing campaigns in order to target you regular and potential clients

Benefits of the tool itself

- Real Data: through the extraction and anonymization of data from the Movistar mobile network: 21 million mobile clients that generate 1 billion daily event

- Analysis and aggregation: by applying mathematical models, you can obtain profiles and behavioral patterns of the clients. By incorporating the business' data, we calculate conversion ratios for each client segment and/or commercial zone

- Results reports: making it possible to answer relevant questions for the business with parameters that the client can choose

- Personalized analysis: our team of data scientists carry out specific analysis based on the needs of the clients

Get in touch

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

LUCA

luca-d3.com

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