

DATA-POWERED SOLUTIONS



Mobility Marketing



HOW CAN TELEFÓNICA TECH HELP?

Learn about your audience to boost your sales and optimize your results.

Mobility Marketing is an advertising-oriented solution that helps you understand audience profiles and behaviors. It provides valuable information that will allow you to more effectively target your out-of-home and digital advertising campaigns, as well as optimize your commercial presence.

This solution combines the vast amount of data from Telefónica's customer network with business activity to provide you with **detailed insights** into the **volume and profile of the target audience** in a given **area or region**. This will allow you to monetize your assets if you are a media owner, and as an agency or advertiser, to segment your target audience more precisely according to their characteristics.

WHO IS THIS SERVICE FOR?



This solution is designed for companies and public administrations of any size and in various sectors such as retail, finance, media, tourism and leisure, and the public sector.

OUR VALUE PROPOSITION

Our service

The recent creation of Telefónica Tech, which integrates AI & Data units with IoT, makes our offering even more complete, bringing together sensorization, connectivity, analytics, and infrastructure capabilities. We can help you launch more effective outdoor and digital advertising campaigns thanks to the audience profiling enabled by our Mobility Marketing solution.

We have a unique ability to combine and analyze customer data with Internet of Things, open data, and mobility data from our Telco network, allowing us to obtain behavioral patterns processed on our pioneering platform with proprietary algorithms. This allows us to offer you a much more accurate quality and temporal granularity than traditional data sources. We also offer a personalized and consultative service, accompanying you in all phases of your business needs.

What does it allow you to do?

- › **User volume:** Predictive analysis of frequency and recurrence of established routes for smart campaigns, targeting the right person at the right time.
- › **Mobility patterns:** Analysis of the mobility patterns of populations in specific areas.
- › **Trend prediction:** Connect with your audience and create campaigns adapted to their needs, anticipating demand and defining effective strategies.
- › **Commercial area analysis:** Understand behavior in key commercial areas to make more informed decisions.

Beneficios del servicio

An unmatched sample

We take advantage of the large number of devices and the vast amount of information generated by them to offer a more representative sample than any other source of information.

Audience targeting

Define your target audience and understand their distribution in time and space, knowing the best place and time to capture their attention.

Profiling by location

Understand audience profiles exposed to specific media or locations, helping you answer the following question: what audience is present in this location?

High impact

Learn seasonal variability and how audiences change according to the season.

Telefónica Tech's differential value



Advanced analytics

We apply mathematical models to generate profiles and behavioral patterns based on our network data.



Real and anonymized data

We use data from our mobile network, extracting and anonymizing the information in a secure way.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispam** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

BUSINESS MODEL

Our service is flexible and adapts to the needs of different types of customers. We offer both **one-shot** and **recurring deliveries**.

RELATED SERVICES

Digital Signage

Allows the display of personalized content on screens at the point of sale, based on insights obtained about customer behavior. Companies can therefore optimize their marketing strategies in real-time, improving segmentation and increasing the impact of campaigns.



Store Insights

Analyzes customer behavior within points of sale or commercial areas. A complete view of the customer both inside and outside retail spaces is obtained by combining both solutions, improving segmentation and the effectiveness of marketing campaigns.



Visualization

Facilitates the understanding of mobility patterns and customer behavior through the visual representation of complex data generated by Mobility Marketing. This enables marketing teams to make more informed decisions and fine-tune campaigns with greater accuracy.



Contact us to start the digital transformation of your organization.

