

# Localised Audiences



A comprehensive solution that allows brands and advertisers to **optimise their advertising campaigns, offering them the optimal way to target their audience in 3 phases: Planning, Execution and Measurement.**

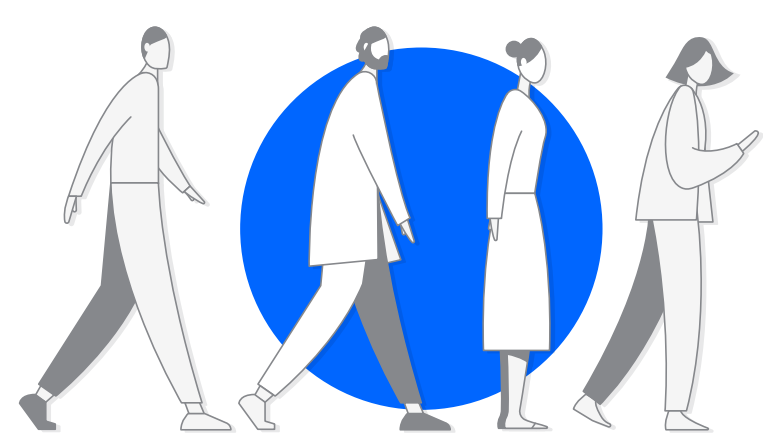
## A solution to promote data driven advertising

- › **Identify your target segment** thanks to insights about your clients' behaviour and movement online and offline.
- › **Execute "drive to store" or "media at location"** campaigns based on the mobility of your clients.
- › Plan advertising campaigns to appeal to your **desired audience**.
- › **Evaluate the impact, perception and response** of the segments that have most identified with the campaign with the optional module: Customer Discovery.



## Run efficient and optimised advertising campaigns thanks to Localised Audiences

**1 PLANNING** → **2 EXECUTION** → **3 MEASUREMENT**



**Target segment** selection for advertising campaigns through the **analysis of aggregated and anonymised information** available to Telefónica.

### Sociodemographics

Age and gender.

### Financial

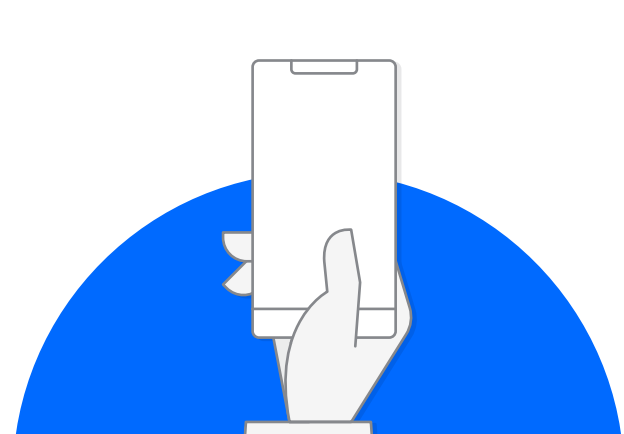
Socioeconomic status.

### Movility/location

Workplace, home and others.

### Interests

Hobbies and interests.



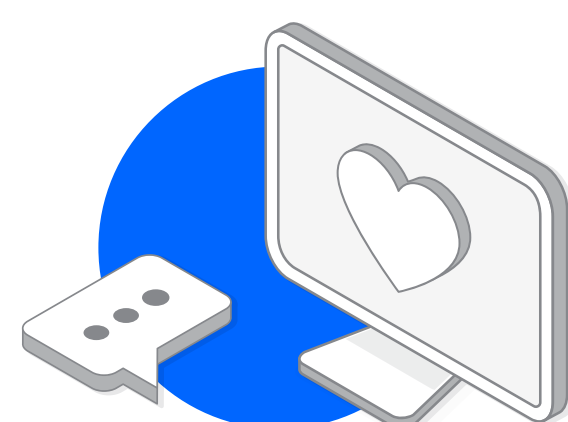
As an option, implementation of online campaigns thanks to the **localisation of the optimal profile**, impacting them through different digital channels according to **their mobility**.

### "Drive to store"

Targeted campaigns to mobilise profiles to desired physical locations.

### "Media at location"

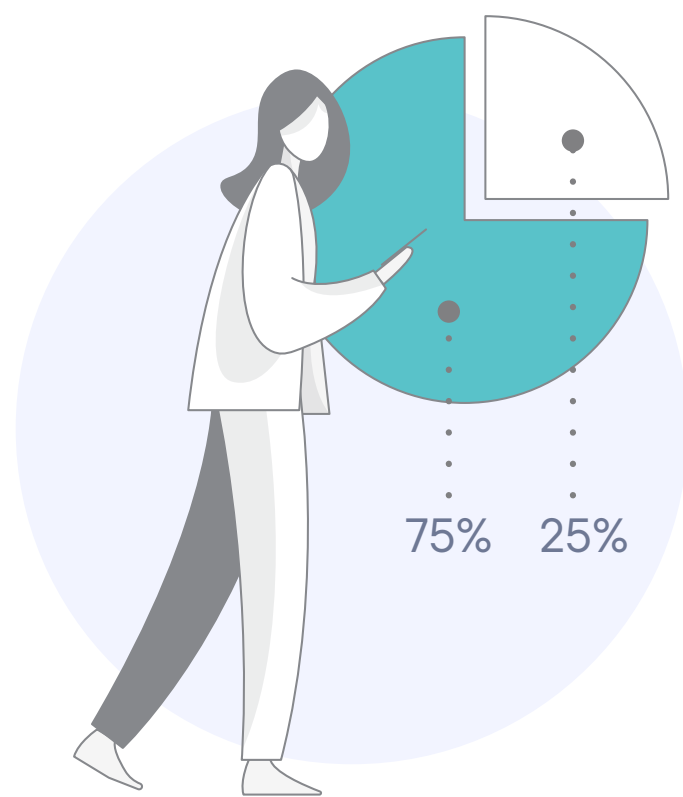
Campaigns to reach the right profile in the selected location.



Evaluation of campaign efficiency by **analysing changes in audience habits and profiles and linking online impacts with offline behaviour**.



**Thanks to Localised Audiences you will be able to...**



**Personalise and design the segmentation** of your advertising campaigns.



**Optimise your advertising investment** and get a better return on it.



**Increase customer satisfaction and enhance your brand's reputation** through close and transparent communication.

## Why Telefónica Tech?

Through **Localised Audiences** we offer brands or advertisers from all sectors of activity the **optimal way to target their desired audience**.

Discover how Localised Audiences can help you make your **advertising campaigns more efficient and profitable with Big Data**.

