



Telefónica Accelerates Sponsored Data Activity Through Strategic Partnership With Datami

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Madrid, London: February 13th, 2016 – Global telecommunications company Telefónica and sponsored data specialist Datami today announced a strategic partnership that sees it join the select group of world class companies working with the Group to commercialize brand-sponsored mobile data across the entire Telefónica footprint.

Top regional brands ifood, Mercado Libre, Netshoes and Privalia are already running sponsored data campaigns with Telefónica, which first deployed the Datami platform in Brazil in August of 2016. The platform is now commercially active in nine countries including use cases that span sponsored data apps/web, sponsored data video and call-to-action data rewards.

One of the largest Telecommunications companies in the world, with a presence in 21 countries, Telefonica plans to roll the Datami platform out to further territories during 2017.

Brand Sponsored Data drives more effective and inclusive customer engagement by removing customers' concerns over the mobile data costs associated with content consumption. Allowing brands to sponsor mobile data encourages customers to respond at the point of engagement, wherever they are, keeping traffic on the mobile network rather than driving customers to seek out a cheaper Wi-Fi connection.

As a pioneer in the field, Telefónica needed a platform which was both easy to deploy and well-aligned with immediate market requirements. Datami, a commercial leader in Sponsored Data, was able to meet and further advance these needs, with a business model which includes the ability to bring brands, ad tech partners — and even other mobile operators — into a larger ecosystem.

“We selected Datami because of their flexible platform and comprehensive approach to help us customize use cases for each local environment” said Dan Rosen, Director of Global Advertising for Telefónica.

Beyond the top LATAM/European brands (ifood, Mercado Libre, Netshoes and Privalia) — that already launched more than 10 brand sponsored apps supporting millions of commercial users with VIVO and other tier 1 mobile operators in Brazil — there is a large number of similar ecommerce, banks, travel and utility apps in the works set to launch across LATAM in 2017.

“We are tremendously excited to be commercializing Sponsored Data across Telefónica’s footprint,” said Harjot Saluja, CEO of Datami. “Few operators are able to bring this kind of scale to such a ground-breaking project, and the dynamism shown by Telefónica’s advertising group has absolutely matched that scale. We look forward to deploying a greater variety of sponsored data and data rewards use cases throughout Latin America and Europe.”

Datami has launched sponsored data and data rewards capabilities in more than a dozen countries across five continents. The Datami platform is unique in supporting hundreds of Brand Sponsored Data and Data Rewards use cases and solving many of the nagging technical problems that hamper brands’ attempts to connect directly to the operator network.

About Datami

Datami enables enhanced mobile engagement for brands while allowing operators to scale their mobile marketing business, and consumers to access and earn mobile data. By combining real-time customer data from operators and brands with an unparalleled range of network-aware mobile marketing solutions, the Datami OMS platform delivers sharp increases in click-thru rates and in-app daily active usage and conversion. Datami is able to reach more than 1.3 billion mobile customers globally and is already commercial on in more than a dozen countries across five continents. Datami is privately held with investment from private investors and some of the largest mobile operator groups in the world.

www.datami.com

www.twitter.com/datamiinc

About the Datami Platform

The Datami platform benefits from a simple on-boarding process which enables any brand, any app, or any advertiser to easily establish campaigns in their native environment. There is no need to conform to a new app or be restricted to simple “on/off” campaigns as is often the case with a direct connection to the operator network. With the Datami platform you can configure each campaign with great fidelity and control — The brand is always in full control and can also monitor their live campaign with a full analytics suite.

Initial use cases deployed with Telefonica, which will be seen throughout Latin America and Europe, include sponsored app, sponsored mobile web, sponsored video, and Call-to-Action Data and time-based rewards.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 21 countries and over 349 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 5,037,804,990 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.