



UNICA MARKETING PLATFORM

Unica Enterprise is the industry-leading software marketers rely on to increase revenues and improve the efficiency and measurability of their marketing operations.

UNICA CAMPAIGN

Unica offers companion products that complement Unica Campaign's capabilities:

- **Unica eMessage:** Engage customers and prospects with timely, personalized email and mobile messages
- **Unica Interact:** Determine, in real-time, the right message to present in inbound marketing channels
- **Unica Optimize:** Optimize results, balancing marketing goals, contact preferences & business constraints
- **Unica Distributed Marketing:** Empower local marketing teams to build contact strategies and execute campaigns

With Unica Campaign and these companion products, marketers can plan, design, execute, measure and analyze multi-wave, cross-channel and highly personalized marketing campaigns.

UNICA INTERACT

Determine, in real-time, the right message to present in inbound marketing channels. With Unica Interact, marketers can personalize the experience of customers interacting with Web sites, call centers, and other inbound marketing channels.

UNICA NETINSIGHT (Web Analytics)

Gain deeper insights more quickly and easily with Unica's next-generation Web analytics. "NetInsight excels at reporting and analysis.

UNICA MARKETING OPERATIONS

Streamline marketing processes and improve marketing management. With Unica Marketing Operations, marketers can gain better control over the budgets and processes behind their marketing campaigns and programs.

UNICA DETECT

Improve cross-sell and retention by detecting when customers are most receptive to offers. With Unica Detect, marketers can build effective, event-based marketing programs quickly and with minimal effort, boosting cross-sell and retention rates and improving on-boarding programs.

UNICA LEADS

Deliver quality leads in a timely manner to improve close rates and increase revenue. With Unica Leads, marketers can more effectively qualify, prioritize, and assigns leads, notify and deliver leads to sales teams and qualified agents, and more accurately measure the effectiveness of marketing-generated leads.

UNICA CUSTOMER INSIGHT

Visually explore customer data, identify opportunities, and take action immediately. With Unica CustomerInsight, marketers have an intuitive and user-friendly way to explore their customer data without asking for help from technical specialists.

UNICA PREDICTIVE INSIGHT

Give marketing users the power of predictive analytics. With Unica PredictiveInsight, marketers are empowered to build predictive models on their own, without the help of analytical specialists, so they can improve the results of all their marketing programs.

www.unica.com