



MARKETING SUCCESS STARTS WITH U™



# Unica® Distributed Marketing

## Empower Local Marketing Teams to Build Contact Strategies and Execute Campaigns

Your local teams – be they field marketers, branches, stores, local agents, etc. – have valuable “on-the-ground” customer knowledge that can make local marketing efforts more customer-centric and effective.

But how can you empower them while also ensuring they follow best practices and standards set by you at headquarters? And how can you, at headquarters, monitor field marketing, measure it, learn from it rapidly, and apply lessons learned throughout the marketing organization?

The solution is Unica Distributed Marketing, a companion product to Unica Campaign, which provides the perfect balance of empowerment and oversight:

- **On-demand campaigns:** field marketers create and execute their own campaigns by identifying targets and selecting local or centralized fulfillment
- **List management:** allows field marketers to create simple lists by defining selection criteria, adjusting list members and analyzing existing lists
- **Campaign subscription:** field marketers can subscribe to campaigns executed by corporate headquarters by selecting campaigns relevant to their local needs
- **Best practices compliance:** all campaigns leverage best-practice workflows, alerts, and security as defined by the central marketing organization
- **Field marketing portal:** real-time dashboard view of field marketers’ lists, campaigns, calendar, and subscriptions
- **Campaign calendar:** informative, color-coded calendar with quick and advanced search capabilities to give anyone an overview of campaigns by brand, business unit, product, target audience, or other dimension

Unica Distributed Marketing lets field marketers, branches, stores, local agents, etc., tailor their campaigns to local conditions, subject to rules and best practices specified by headquarters.

### **BUILT FOR EASE OF USE, TO DRIVE RAPID ADOPTION AND GREATER VALUE**

Many field marketers have never used a campaign management system before. For it to succeed, it must be simple. Distributed Marketing was designed from the ground up to meet this goal. Its clean, intuitive user interface, straightforward templates, and easy-to-use features were built specifically for non-technical or infrequent users. The result: more rapid, enthusiastic adoption, and faster return on investment.

### **LEVERAGE THE FIELD’S KNOWLEDGE TO INCREASE RESPONSE AND PROFITABILITY**

Nobody’s closer to the customer than business professionals in the field. With Distributed Marketing’s robust distributed campaign management and planning capabilities, companies can leverage the field’s knowledge in all their marketing initiatives. Using Distributed Marketing’s alerts, security, and workflow features, it is easy for field marketers to participate in corporate “subscription” or on-demand campaigns. With subscription campaigns, companies develop, run, and fulfill programs centrally. Field marketers decide if their customers should be targeted in each campaign and, if so, which customers should be included in the campaign. All other campaign details are managed by the corporate marketer, ensuring consistency. Corporate marketers can also build catalogues of campaigns that field marketers can run “on demand.” Using a simple web interface, these “part-time” marketers can personalize their campaigns and specify when and how to execute them. Field marketers can create, manage, combine, refine, and reuse contact lists, and corporate marketing can easily choose whether to manage fulfillment centrally or locally.

### **ENHANCE VISIBILITY, LEARN FASTER, AND PROPAGATE IMPROVEMENTS ENTERPRISE-WIDE**

The more quickly marketing organizations can create, execute, and test new campaigns, the faster they can learn from them. And the faster they learn, the faster they can propagate

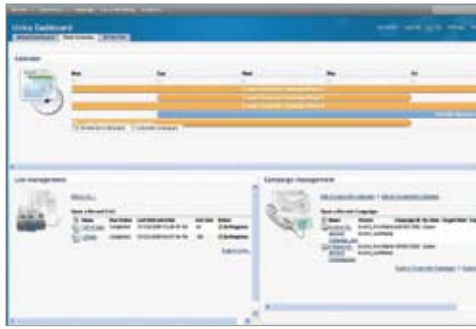
new strategies and best practices across all their campaigns systematically improving their results. To accelerate testing and analysis, Distributed Marketing offers automated, built-in response tracking, enabling both corporate and field marketers to measure performance and effectiveness in real time.

### ENFORCE STANDARDS THAT HELP YOU COMPARE RESULTS, STRENGTHEN BRANDING, AND REDUCE RISK

Using Distributed Marketing, corporate marketing organizations can make sure field marketers consistently apply certain marketing analytics, rules, and creative treatments, enterprise-wide. Distributed Marketing's security features let corporate marketers specify exactly how much control each field marketer will have over each campaign. Companies can restrict which customers and prospects field marketers can contact. Corporate marketers have fine-grained control over the application features field marketers are permitted to use. By enforcing consistency in analysis, companies can more easily compare results "apples to apples," identify problems, and resolve them. By enforcing consistent customer contact rules, companies avoid conflict between channels and territories, and eliminate duplicate contacts that annoy customers. By enforcing consistent design standards, marketing organizations drive more value from their marketing and branding investments. And, by centrally controlling campaign messages, companies potentially reduce business risk, especially in closely regulated industries such as financial services.

### OPEN, FLEXIBLE ARCHITECTURE THAT IS EASY TO IMPLEMENT, INTEGRATE, AND SCALE

All modules in Unica's Suite are based on an open architecture that makes it easy for IT to implement, and allows companies to fully leverage their existing infrastructure and data. In addition, Unica solutions easily integrate with third-party applications, so companies can share and use data captured elsewhere, analyze their overall marketing performance in real time, and automate more of their business processes.



Field marketers get a dashboard view of their calendar, campaigns, subscriptions, and lists.



Distributed Marketing's intuitive design leverages templates to simplify tasks for the field marketer.

### WHAT WE DO

Unica provides innovative marketing solutions that turn your passion for marketing into business success.

### ABOUT US

Unica Corporation (NASDAQ: UNCA) is the definitive leader in innovative marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. Unica's solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 800 companies worldwide depend on Unica for their marketing management solutions.



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