



MARKETING SUCCESS STARTS WITH U™



Unica® CustomerInsight

Visually Explore Customer Data, Identify Opportunities and Take Action Immediately

Truly understanding customers is perhaps the most fundamental aspect of marketing. To do so, marketers need to be able to explore and analyze reams of customer data, and go back to the data often as things change.

But how can marketers still be nimble and effective with their marketing if they have to ask technical or analytical staff for help with data analysis every time? Self-serve reporting is available, but is usually static and not very intuitive. How can marketers see the data in visual, graphical formats that makes it easy for them to spot opportunities? Most importantly, how can marketers swiftly shift from analytical mode to action by launching campaigns or other initiatives based on opportunities they've discovered?

The answer is Unica CustomerInsight, with features that help marketers analyze and explore customer data on their own and turn insight into action. Available in both on-premise and hosted versions, Unica CustomerInsight delivers:

- **Marketing-oriented dashboards and visualizations:** packaged dashboard and visualizations are designed specifically to answer marketing-oriented questions, rather than leaving marketers to wrestle with more generic analytical tools
- **Flexible manipulation of data:** marketers can slice-and-dice, drill down or create their own charts to find the answers to any of their own unique questions
- **Visual selection of campaign targets:** once finding a customer group of interest, marketers can load them as a target audience into Unica Campaign and execute campaigns immediately to take advantage of any discovered opportunity
- **Sampling or Full Data Sets:** use samples to increase performance or switch to full data sets to validate and increase precision of identified insights
- **Easy access to data:** leverages Unica's patented Universal Data Interconnect (UDI) to access cross-channel data no matter where it resides, whether it's centralized in one data mart or spread across multiple sources

GET TO THE NEXT LEVEL OF DETAIL

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

Unica CustomerInsight's dashboards and flexible visualizations give relationship marketers a simple, fast, and intuitive way to analyze customer cross-channel behavior. A core component of Unica's market-leading enterprise marketing management (EMM) suite, Unica CustomerInsight enables critical customer insights across the entire marketing team, including segment, product, and brand marketers, as well as decision-makers at central, regional, and local headquarters. Benefits include:

- Better understand and identify key customer segments through the use of dashboards and interactive, ad-hoc visual data analysis to make decision making far more data-driven
- Implement true marketing performance management by empowering marketers with KPIs (key performance indicators), giving them a bird's-eye view of how their programs are executing, and enabling them to drill into programs that are late, over budget, or under performing
- Identify marketing opportunities more quickly, online and offline, in any channel, market, or segment
- Visually select opportune customer segments and save them via drag and drop. Access saved segments from within Unica Campaign to design targeted marketing activities.

CUSTOM DASHBOARDS DELIVER UP-TO-THE-MINUTE ANSWERS AT A GLANCE

With Unica CustomerInsight, every individual marketer and analyst can start with an individualized dashboard. Marketers and analysts can instantly review recent campaigns, monitor key customer segments, or view customer activity by region... all with easy-to-understand visuals and charts. Need to know more? Drill through to at-risk programs, a state or region on a map, and much more.



Marketers can now analyze service call dispositions and can act on key service drivers

WITH EASYSETS, ACCESSING DATA FOR ANALYSIS HAS NEVER BEEN EASIER

With Unica CustomerInsight's exclusive EasySets, marketers get access to just the right data to support their analysis and measurement requirements – and they never get lost in data they don't understand or need. EasySets, focused subsets of data available within Unica CustomerInsight, can be produced using Unica Campaign or any tool that can prepare a database table. Unica Campaign leverages UDI (Universal Data Interconnect) to provide simple access to marketing data, whether using a unified cross-channel datamart or not. Through easy, intuitive flowcharts, marketing analysts can quickly create custom EasySets for everyone on your marketing team by simply aggregating the data users want to analyze. Unica CustomerInsight automates EasySet construction, incorporating dimensions, metrics, pre-built reports, pre-aggregations, and more – with or without assistance from IT. Once EasySets have been created, data can be automatically refreshed, simply and rapidly.

THE EASIEST WAY TO TRANSFORM MARKETING INSIGHTS INTO ACTION

Unica CustomerInsight is part of Unica's enterprise marketing management suite. Using Unica CustomerInsight as part of a total Unica solution, marketers can investigate customer growth trends and marketing performance through visually intuitive dashboards. Marketers can use Unica CustomerInsight to identify customers or prospects that represent their best opportunities; then, simply drag those customers to a "selection" panel, and be ready to contact them – or customers just like them – using Unica's cross-channel campaign

management. Unica CustomerInsight makes it easy to use these selections for real-time, event-triggered, scheduled, or one-shot campaigns, allowing marketers to leverage any opportunity instantly, and reach every customer across both online and offline channels, based on each customer's unique preferences.

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. Companies can share and use data captured elsewhere, analyze their overall marketing performance in real time, and automate more of their business processes.

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.

SPECIFICATIONS

- **Application server:** IBM AIX, Sun Solaris, Microsoft Windows, Red Hat and SUSE Linux
- **Web server:** Microsoft IIS and Apache
- **Web-based thin client:** Internet Explorer 6, 7 on Windows
- **Supported DBs:** IBM DB2, Oracle, Microsoft SQL Server
- **Can be purchased as a stand-alone module or integrated directly with Unica Interactive Marketing**



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