



MARKETING SUCCESS STARTS WITH U™



Unica® Detect



## Improve Cross-Sell and Retention By Detecting When Customers Are Most Receptive to Offers

Truly understanding your customer means not just listening to what they tell you explicitly, but also watching what they do and recognizing when something significant happens – or doesn't happen.

But how do you efficiently monitor individual customers' behavior, especially when it is captured in large volumes of transactional data such as purchases or account activity? How do you spot patterns and nuanced changes in behavior that only appear over time? And once you see something significant, how do you ensure you are responding immediately, rather than long after it's too late?

The answer is Unica Detect, which provides a dramatically easier and faster way to ramp up your event based marketing programs.

- **Sophisticated pattern detection:** patented 24x7 customer and web site visitor behavior pattern detection technology
- **Custom business rule creation:** fast, easy creation of business rules specialized for a particular business or objective
- **Libraries of pre-defined triggers:** covering many industries and marketing goals out-of-the-box
- **Flexible use of data sources:** no need for a data warehouse, even when using data from multiple online and offline channels – raw data feeds suffice
- **Low cost of ownership:** “state based” software architecture means minimal hardware and storage requirements for even extremely large data volumes
- **Integrated with execution capabilities:** direct connection with Unica's campaign management and lead management products for immediate action based

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.

### IDENTIFY AND RESPOND TO CUSTOMER EVENTS AND NON-EVENTS

With its patented event-detection engine, Unica Detect enables marketers to track the “state” of millions of customers concurrently for subtle behavior patterns and trends that are nearly impossible to spot using traditional query tools. As a result, the engine enables you to understand individual behavior patterns and detect significant changes such as unusual increases in a customer's transaction volume or account balances, a decline in call or web activity, or when regular deposits or payments are not received. During implementation, approximately three months of transaction history is passed through Unica Detect, allowing it to build profiles for each entity (household/customer/account) in your profile. Thereafter, Unica Detect is able to automatically identify customer-specific behavior—including subtle shifts in behavior over time and the absence of expected behaviors (non-events)—instead of forcing marketers to define “meaningful events” in the same way for all customers.

### STRENGTHEN CUSTOMER RELATIONSHIPS

Customers want to know that you are there when they need you, and yet, at the same time, they don't want to be bothered by mis-timed or inappropriate marketing communications. With Unica Detect, monitoring individual customer behavioral patterns and providing you with precise customer understanding, you can determine when customers will be most receptive to a marketing outreach. Unica's industry-specific libraries of event-based marketing triggers enable our clients to rapidly deploy programs that measurably increase sales and reduce attrition. They allow companies to quickly deploy sophisticated event-based marketing (EBM) programs that increase retention, boost cross-sell rates, promote successful customer on-boarding, and engender customer loyalty. By anticipating customer needs, and detecting early signs of customer dissatisfaction, you can exceed expectations—a sure way to strengthen and deepen relationships.

## BOOST NEW CUSTOMER PROFITABILITY WITH PACKAGED ON-BOARDING CAPABILITIES

With Unica Detect, you have the tools needed to ensure that new customers are using your products and services in a way that indicates they are satisfied and successfully transitioning into a long-lasting relationship with your firm. Unica Detect's on-boarding trigger library acts like a 24x7 private detective, continuously sifting through customer data and seeking behavior patterns that indicate a wrong product or service fit, a new product or service need, a defection threat, or potential new account fraud. With Unica Detect, new account attrition rates can be significantly reduced by monitoring new customer activity for signs of unexpected activity—or a lack of expected activity—so you can intervene in a meaningful and timely way.

## A COMPLETE SOLUTION FOR EVENT-BASED MARKETING

Unica Detect can be combined with other Unica product modules for a complete Event-Based Marketing Solution. The solution can be applied in multiple ways across many industries:

- Event-Based Campaign Management enables marketers in industries such as retail banking, credit cards, telco, or retail to increase the timeliness of their communications such that they can expect a 5 to 12 times increase vs. normal response rates
- Event-Based Lead Management enables companies in sectors such as retail banking, B2B, and highly considered purchases to increase the effectiveness of their sales team through improved lead quality
- Event-Based Interactive Marketing enables online companies in sectors such as social media, entertainment, gambling, or stock trading to re-engage participants whose interest is in danger of waning.

## FLEXIBLE AND EASILY CUSTOMIZED

Customer relationships are not static—the tools you use to track customer interactions shouldn't be, either. That's why Unica Detect was built for flexibility. With broad and robust functionality built in, the solution lets you quickly and easily define the triggers, business rules, and actions that reflect your current and future business needs. Unica Detect offers:

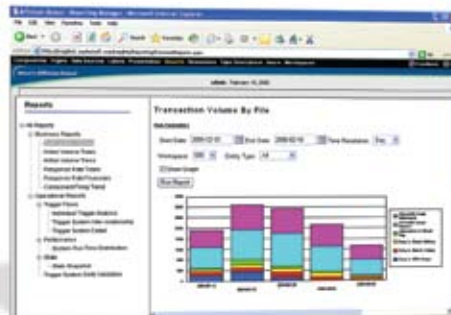
- Patented pattern detection
- Pre-packaged EBM triggers
- Pre-packaged on-boarding triggers
- Tools for fast and easy creation of customized triggers
- Market-proven performance and scalability

## 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.



Unica Detect offers an unprecedented level of event-based marketing—sophistication packaged into an easy to use, easy to understand, and easily to implement solution.

## ADVANTAGES

- No Data Warehouse needed
- Hardware and storage requirements are minimized
- Quickly scale Event-Based Marketing programs to dozens or hundreds of triggers
- Define events not in absolute terms but in dynamic terms, i.e. relative to each individual's personal "normal" activity



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PS-UD-0709-PDF

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