



can create a project schedule in seconds and assign tasks to a team. Automated alerts keep team members focused on getting assigned work done on time. Users can work with a personalized view of assigned tasks across all projects or within a single project schedule.

### ONLINE PROOFING, REVIEW, AND APPROVAL

100% web based Post, Proof, & Approve™ feedback capabilities enable quick and easy proof and review any type of creative material – print, interactive, video, anything – all online in a secure environment.

No software installation is required for any user to add feedback to brochures, print ads, TV commercials, direct mail, web pages, media schedules, HTML mail, websites, etc. Not only can anyone drag and drop sticky notes to provide legible and manageable feedback, but internal or external resources can scribble on images, see and reply to others' notes, creating the dynamic environment of when everyone is in the same room at the same time.

### PEOPLE, EXPENSE, AND TIME TRACKING

With the click of a button, managers can generate reports to see which projects are assigned to specific people, which projects are on the horizon, and what was just completed. Time and expenses can be captured easily by employees, contractors, vendors, or agencies. Reports can be generated to see time or expense information by project, job number, campaign, person, category, sub-category, and much more.

### COMPREHENSIVE PROJECT REPORTING AND MARKETING RESULTS TRACKING

Virtually every field in Marketing Operations OnDemand can be reported on, sorted, grouped, and exported for external manipulation in spreadsheets. Marketers can set objectives for plans, programs or campaigns, then, track budget allocations or actual expenses to get a view of all projects by line of business, product, quarter, or team. Results can be attached to each project so that they are all in one, central location or they can be entered into the project to roll-up to the campaigns, programs, or plans above. With Unica Marketing Operations OnDemand, management gets visibility into all costs and projects, plus an easy way to track ROI.

### MAXIMIZE THE VALUE OF YOUR DIGITAL ASSETS

The Unica Marketing Operations OnDemand digital asset management feature enables all team members to store all key corporate digital assets in one centrally accessible location. Since the solution is web based, users can access digital assets from anywhere they have access to the internet. Like every other feature in the system, the digital asset management feature enables very granular security for each marketing asset and allows anyone to notify others of updates to all aspects of the project.

### PUBLISH MARKETING EVENT CALENDARS

Whether it's a press tour, trade show calendar, direct mail campaign, or promotions calendar, teams need to know what marketing events are happening when, and where. The marketing event calendar tool makes it easy to publish as many different marketing event calendars as needed. Publish separate calendars for each type of marketing or publish one calendar to include all types of marketing. Grant different users access to different calendars.

### 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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