



MARKETING SUCCESS STARTS WITH U™



Unica® Campaign

Deliver Personalized, Relevant Marketing Messages Across All Channels

Speaking directly to each individual customer is the key to successful marketing. But how do you target thousands or millions of individuals with just the right message? How do you track and honor individual customer preferences? How do you quickly and cost-effectively design, execute, and measure customer-driven communication strategies across all of your channels, online and offline?

The answer is Unica Campaign, the industry's most highly acclaimed, best-in-class campaign management application incorporating deep features for:

- **Segmentation, offer and channel assignment:** a powerful, flexible, flowchart-based user interface to manage the entirety of a campaign's logic, including audience segmentation, exclusions, and assignment of offers and channels
- **"Marketing system of record:"** a central repository that enables use, re-use, and tracking of campaign building blocks, including audiences, segments, offers, treatments, and exclusion rules
- **Interaction history:** a complete history, for each customer or prospect, of contacts made, offers presented, context and campaign details, and response or non-response – critical to building an effective, ongoing dialogue
- **Scheduling, list generation, output formatting:** complete campaign execution capabilities, including the ability to schedule multiple campaign waves and use Unica's patented Universal Data Interconnect™ (UDI) technology to access data from multiple sources and output campaign data in nearly limitless formats
- **Response attribution:** closes the loop by attributing responses of various types (direct, indirect, inferred) to campaigns using several attribution methods (best match, fractional, multiple, custom)
- **Reporting and analysis:** standard campaign reports and other key analyses are included, with a flexible and open

data mart that allows custom data fields to be incorporated into reports and any third-party reporting tool to be used

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.

MANAGE AND COORDINATE ALL YOUR INTERACTIONS WITH ONE PLATFORM

Campaign is the only application that provides a single interface for developing, optimizing, running, and evaluating all your customer interaction strategies. The application allows marketers to quickly develop and run all forms of marketing communications—scheduled campaigns, event-driven programs, and real time dialogues. This coordinated approach makes it easy for marketers to drive effective interaction strategies that reach individual customers at the right time with the best offer. Integrated communication programs create customer dialogues that build loyalty and increase ROI. For example, campaigns designed to move individuals or companies through the buying cycle may involve a variety of interactions and offers across multiple channels over time.

MAXIMIZE PRODUCTIVITY AND MINIMIZE RISK

Campaign is designed by marketers for marketers. It includes an intuitive web interface, simplified visual selection capabilities, a library of reports, and logical, tailored packaging of functionality for a variety of user roles and responsibilities. Commonly used items such as segments, offers, and templates may be defined once and reused over and over to ensure consistency, boost productivity, and to minimize risk.

IMPROVE RESPONSE RATES AND BUSINESS RESULTS

With Campaign's marketers can identify and reach customers more efficiently and effectively. It builds rich customer knowledge by drawing on data in various formats and locations throughout your company to deliver a complete view of the customer. Campaign integrates with Unica Model and other popular data mining tools, enabling deeper customer understanding through segmentation and profiling, and greater precision marketing to your most valuable and receptive customers with response predictions. Pinpoint your most valuable customers and prospects, design real time interactions and one-to-one dialogues, measure and optimize marketing programs, and deliver superior marketing results—all within a single, integrated marketing application.

CENTRALIZE SEGMENT, CELL AND OFFER MANAGEMENT

Campaign organizes the marketing process by formalizing the creation and usage of key customer segments, specific target cells and formally approved marketing and product offers. It allows you to define, store, manage, and retire these marketing assets in one central location, adding and promoting reuse across programs and channels, reducing time to market and ensuring business rules are enforced consistently. The key attributes of marketing offers can be defined and customized to fit the differing needs of lines of businesses or products. Individual customer information can even be harnessed to drive highly personalized marketing offers. Segments, cells and offers can be tracked and measured over time, providing you with a clear understanding of the business impact, value, and ROI attributable to each.

MEASURE MARKETING PERFORMANCE IN REAL TIME

Only by automating the entire campaign process can marketers continuously deliver ever more finely targeted marketing. Campaign's built-in response tracking and results reporting can help offload this crucial yet often labor-intensive phase. Out of the box rules for direct and inferred response, viral marketing, multiple touches and other common scenarios can be set up to run in a continuous, lights-out fashion. These feed a library of campaign results reports that allow marketers to slice by campaign, segment/cell, offer and channels and across time. Reports can be customized to fit companies' exact requirements. Proper report distribution across the enterprise can be automated as well. Together, this closed-loop approach provides a platform for data-driven continuous improvement—the most proven engine for enduring marketing success.

LEVERAGE BEST-OF-BREED FUNCTIONALITY TO FACILITATE MARKETING BEST PRACTICES

Campaign contains packaged functionality to help you develop and adhere to marketing best practices within your organization. From establishing test, sample, and control groups based on statistically valid sampling techniques to dynamic scoring of data for targeted communications; to point and click audience-level switching and data driven offer personalization and more. No other solution provides this breadth of capabilities built on years of real life marketing experience.

PROVEN, MARKET-LEADING SOLUTION FOR ORGANIZATIONS OF ANY SIZE

Campaign is designed to ensure success in any organization. Key features include:

- Web-based interface for ease of use and low cost of ownership
- Complete interaction management for designing, executing and analyzing transactional, real-time, event-triggered, and scheduled communications
- Ability to integrate with customer analytics and predictive models for enhanced targeting
- Centralized management and reuse of campaigns, offers, and segments

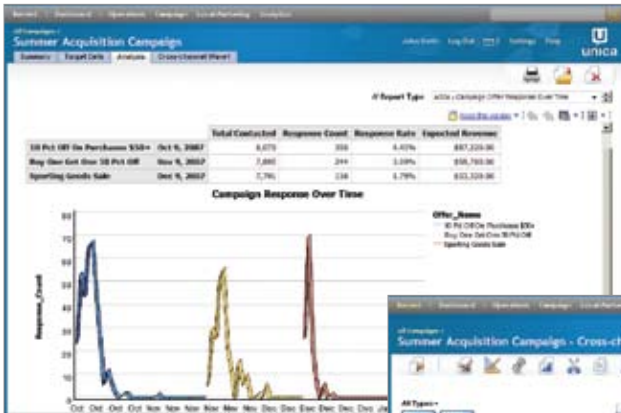
"[Unica is] user friendly and can scale up to meet the scope of any marketing campaigns we may want to run, now or in the future."

*Senior Vice President of
Retail Marketing
Scotiabank*

"Unica's solution gives us the ability to speak to our members one-to-one, to streamline marketing processes, and ultimately to reduce client and patient healthcare costs."

*Senior Vice President,
Information Technology
Medco Health Solutions*

Intuitive User Interface



With Unica Campaign, marketers can close the loop on all campaigns and review reports to assess success and impact

Unica Campaign's flowchart interface maximizes power and flexibility, enabling marketers to design and manage the most complex, cross-channel campaigns



- Automated response tracking for closed loop reporting
- Join, merge, and transform campaign data across databases and operational systems
- Built-in best practices and repeatable processes that speed training and time to market
- Optional ongoing services to help continuously advance and maximize your marketing performance

OPEN, SCALABLE ARCHITECTURE

Like all modules in Unica's Suite, Campaign is based on an open architecture that makes it easy for IT to implement and allows you to leverage your existing infrastructure and data. Campaign utilizes a 3-tier J2EE architecture, which separates the web server, application server, and backend data sources, promoting openness and flexibility.

ACCESS DATA ANYWHERE

A key technology in Unica Campaign is Unica's patented Universal Dynamic Interconnect™ (UDI) technology, which connects simultaneously to existing databases, log files, operational systems, and flat files. UDI enables marketers to have Unica Campaign up-and-

running quickly without creating proprietary data marts or data models.

Campaign grows with you across every marketing dimension and is designed for both large and small B2B, B2C, and B2B2C organizations.

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

- Operating System: IBM AIX, Microsoft Windows Server, Red Hat, Sun Solaris and SUSE
- Web-server: IBM WebSphere and BEA WebLogic
- Web-based thin client: Microsoft Internet Explorer 6.0+
- Native database interfaces: IBM DB2 and Oracle
- Vendor-enhanced ODBC access to: Microsoft SQL server, Netezza, and Teradata



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