



MARKETING SUCCESS STARTS WITH U™



Unica® PredictiveInsight

Put Predictive Analytics in Marketers' Hands and Improve Results Without Specialists

Data mining and predictive modeling are powerful marketing tools. They improve the results of every marketing effort by helping marketers understand who is most likely to respond to their campaign or other marketing program.

But to put predictive models to work, many marketers must rely on trained specialists with complicated analytical tools, waiting in line for their scarce time. Is there a way marketers can use predictive modeling without relying on these specialists? How can they tap the power of the most sophisticated predictive algorithms, even if they have no technical or statistical training? And even if getting an analyst's time is easy, how can marketers swiftly put predictive models in action, so they deliver value rather than simply being an intellectual exercise?

The answer is Unica PredictiveInsight, with powerful predictive modelling features designed for use by marketers themselves:

- **Built to answer marketing questions:** predicts customer response, identifies the best products for cross-selling, suggests optimal customer segmentation and forecasts lifetime value
- **User-friendly wizards:** marketers need no special expertise – they are guided through every step
- **Powerful algorithms:** leverages many of the most powerful predictive algorithms and approaches, rather than being limited to just one or two
- **Automated model selection:** helps marketers choose which model, from among those built, is best suited and will achieve the best results
- **Complete report:** reports are automatically generated addressing the most important concerns, such as the sensitivity of models to each variable, impact of each model on campaign profitability, model performance by segment, and many more
- **Multiple options for action:** models can be put into action in several ways - including run-time scoring within Unica Campaign, scoring to a database table or flat file,

or even exporting to source code that can be used by other analytical products – so models become more than simply an intellectual exercise

With Unica PredictiveInsight, marketers are empowered to build predictive models on their own, without the help of analytical specialists, so they can improve the results of all their marketing efforts.

DISCOVER ACTIONABLE INTELLIGENCE

Unica PredictiveInsight was designed to meet the real-life data mining challenges of today's dynamic marketers. Its' flexible, easy-to-use, and rich features quickly turn customer data into actionable marketing intelligence. Enable your marketers, without need for highly trained statisticians, to benefit from wizard-driven, predictive analytics. Determine exactly which customers to target to maximize ROI, or predict prospect potential value and strategically invest in their acquisition accordingly.

SOLVE REAL-WORLD MARKETING CHALLENGES

Each of Unica PredictiveInsight's four components – customer valuator, segmenter, response modeler, and cross seller – provides a different perspective on the behavior of customers and prospects which can be leveraged to boost marketing precision and effectiveness.

Response Modeler – Pinpoints individuals most likely to respond to specific offers, promotions, or communications as well as those who are at risk of attrition.

Customer Valuator – Predicts the monetary value and profitability of a particular customer over time, giving organizations the power to target desirable customers and best allocate marketing resources.

Segmenter – Identifies and analyzes attributes that drive customer behavior. Marketers can use this capability to determine the specific attributes that differentiate customer groups, such as buyers vs. non-buyers, loyal vs. opportunistic, high-potential vs. low potential, service vs. price-oriented – all to discover and create segments that help them target more effectively.

Cross Seller – Forecasts what each individual customer is most likely to buy and in what order. This capability enables marketing, sales, and service organizations to maximize sales from existing customers by bundling and cross selling the right mix of products and/or services.

EMPOWER MARKETERS WITH EASY-TO-USE FUNCTIONALITY

Unica PredictiveInsight is designed to put predictive insights into the hands of marketers without need for extensive statistical expertise. From data import to data analysis, model deployment, and scoring, Unica PredictiveInsight addresses the full range of data mining tasks with wizard-driven guidance:

- Streamlined data collection and input through direct access to a number of different data types, including Oracle, DB2, ODBC-compliant databases, and ASCII files
- Powerful preprocessing wizard for easy data clean up, transformation of variables, and creation of new variables based on a rich macro language
- Scalable support for up to two billion records and 16,350 variables
- Complete set of models based on linear and logistic regressions, back-propagation neural networks, CHAID and CART decision trees, Naïve Bayes, RFM, and more, are generated and evaluated
- Comprehensive array of deployment and scoring options make it easy to turn insight into action: Unica PredictiveInsight's scoring wizard for databases or flat files; C and SAS source code generation for compiling directly into other environments; integration with Unica Campaign for in-line, or batch scoring

WIDELY ADOPTED AND FULLY SUPPORTED

Unica PredictiveInsight's many users benefit from a full range of customer service and support, which includes modeling, consulting, integration, and training programs. Customers also benefit from Unica's broad network of best-in-class partners, which provide a range of valuable data mining related services. This customer-first approach ensures that Unica PredictiveInsight users derive maximum value from their software investment.

SCALABLE FOR YOUR ENTIRE ORGANIZATION

Like all modules in Unica's Suite, Unica PredictiveInsight is based on an open architecture that makes it easy for IT to implement and allows you to leverage your existing infrastructure and data. Unica PredictiveInsight's scalable, web-based architecture promotes easy adoption throughout the organization.



Unica PredictiveInsight is an easy-to-use web-based application that integrates segmentation, valuation, response modeling, and cross selling features to help better target marketing resources and enhance ROI.

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, Microsoft Windows; and Sun Solaris. 4 GB RAM minimum, 100 GB free disk**
- **Web-based thin client: Microsoft Internet Explorer. 512 MB RAM Minimum, 40 MB free disk**



Unica Corporation
Worldwide Headquarters
Reservoir Place North
170 Tracer Lane
Waltham, MA 02451
USA

T +1.781.839.8000

F +1.781.890.0012

E unica@unica.com

www.unica.com

Australia
Belgium
France
Germany
India
Netherlands
Singapore
Spain
United Kingdom
United States

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