



MARKETING SUCCESS STARTS WITH U™



Unica® eMessage

Engage Customers and Prospects with Timely, Personalized Email and Mobile Messages

E-mail and mobile are critical communications channels for most marketing organizations today.

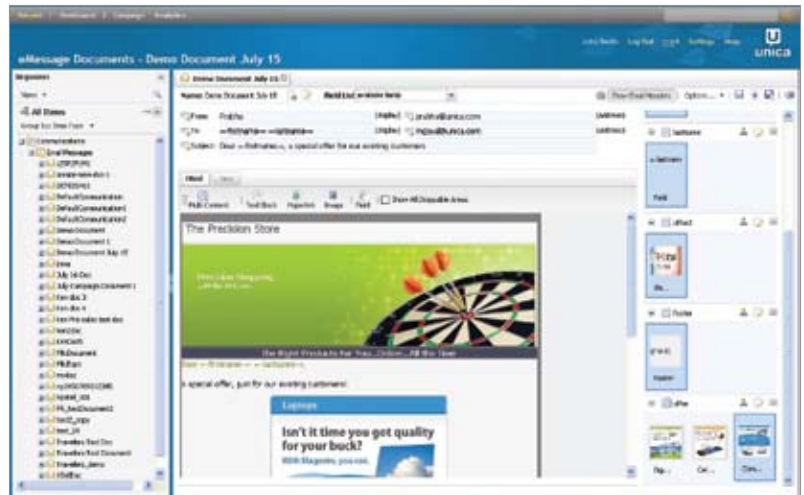
But how can you send fully targeted and personalized messages without completely integrating your customer data with an email service provider or other messaging service? And how can your marketing messages be delivered quickly and cost-effectively given how difficult that integration would be?

The solution is Unica eMessage, a companion product to Unica Campaign, which provides tools for designing campaigns and messages along with email delivery and deliverability services – providing an integrated solution to Unica customers.

INTEGRATE EMAIL WITH CROSS-CHANNEL CAMPAIGN STRATEGIES FOR POWERFUL RESULTS

Email's immediacy, customizability and low-cost make it mission-critical for most marketing organizations today. Yet few fully exploit its potential. The effort required to fully integrate customer data with on-demand email solutions hinders marketers' ability to target and personalize, and can leave email silo'd. Unica eMessage provides the best of both worlds, on-premise email selection and personalization fully integrated with powerful on-demand email delivery and deliverability services. Marketers get the full range of depth of their customer data combined with outsourcing their email delivery to Unica's on-demand services.

- **Best-in-class campaign management:** leverages the marketing-leading capabilities in Unica Campaign
- **On-premise software for targeting and personalization:** allows you to use the full range of your customer data for segmentation, targeting, personalization and event-triggering
- **On-demand services for delivery and deliverability:** leave it to Unica to ensure messages are getting delivered and viewed with the same quality regardless of the email client
- **Robust content creation and management:** content management combined with drag-and-drop assembly of templates and messages leverages personalization logic
- **Extensive reporting and analysis:** deep insight into performance, from delivery metrics to ROI and even individual-level post-click web behavior
- **Cross-channel integration:** email and mobile messaging woven together with other outbound and inbound channels, both online and offline, creates an interactive marketing dialogue with customers



Drag-and-Drop editor allows users to quickly build email messages with conditional content and text.

TAKE CONTROL OF YOUR ELECTRONIC COMMUNICATIONS

Only Unica eMessage email marketing software combines the convenience of hosted email delivery services with the power of on-premise software integrated with best-in-class analytics, campaign management, and cross-channel execution. eMessage makes email marketing:

- **Faster:** fewer steps and less manual data movement mean eMessage customers can reduce campaign execution up to 50 – 80%
- **Easier:** less integration work, outsourced email delivery and deliverability, and a single vendor relationship to manage simplify the job for marketers and IT
- **Cheaper:** no need to pay premium ESP prices to get email delivered, and response data integrated back into your campaign management system
- **Better:** synchronization with other out-bound and in-bound channels enables an interactive, cross-channel dialog with customers that has increased Unica eMessage customers' response rates over 10%, grown sales 25%+ and cut customer attrition by half
- **Smarter:** a fuller understanding of the revenue email campaigns drive and deep insight into post click-through customer behavior maximize the impact of the email channel

COMPLETE, EASY-TO-USE FUNCTIONALITY

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

- Fully-integrated with the Unica Enterprise product line
- On-demand email delivery services
- Intuitive drag-and-drop document editor and content management
- Comprehensive email client previews
- Email and SMS delivery to wireless devices, such as PDAs, mobile phones, and pagers



Mail client previews ensure quality across all email clients including mobile formats.

- Robust bounce handling including multi-lingual out-of-office handling
- Automated response tracking and ISP feedback for closed loop reporting

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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