



MARKETING SUCCESS STARTS WITH U™

## Unica® eMessage

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

With Unica® eMessage, marketers can extend Unica Campaign's best-in-class campaign management capabilities to email and mobile channels with capabilities to create, preview, test, execute, and track messages. Unica eMessage delivers more effective stand-alone campaigns, as well as integrating email and mobile into cross-channel marketing strategies.

#### THE EASIEST, MOST POWERFUL WAY TO TARGET AND PERSONALIZE 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? You could handle execution of your email and mobile marketing yourself, but it means you must take on the complexity of ensuring delivery and maintaining deliverability.

The solution is Unica eMessage, a companion product to Unica Campaign, which provides on-premise software for designing campaigns and messages and delivery and deliverability services managed by Unica – the best of both worlds:

- **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 to recipients, or leverage your own in-house expertise
- **Robust content creation and management:** drag-and-drop assembly of templates, digital assets, personalization logic, and now landing pages

- **Extensive reporting and analysis:** deep insight into performance, from delivery metrics to ROI — and even individual-level post-click web behavior and rendering on different browsers and devices
- **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

Unica eMessage supports the entire life cycle of email and mobile marketing messages, from idea through to post-campaign analysis.

#### FASTER, EASIER, CHEAPER, BETTER, SMARTER

Unica eMessage's powerful combination of on-premise software and hosted delivery services makes the process of sending email and mobile marketing messages:

- **Faster:** fewer steps and less manual data movement
- **Easier:** less integration work, outsourced delivery and deliverability, and a single vendor relationship to manage
- **Cheaper:** no need to pay premium prices just to get messages delivered
- **Better:** synchronization with other outbound and inbound channels enables an interactive, cross-channel dialogue with customers
- **Smarter:** a more complete understanding of the revenue messages drive and deep insight into post-click-through customer behavior

#### BUILDS ON THE POWER OF UNICA CAMPAIGN

Unica eMessage is a companion product to Unica Campaign. Unica eMessage requires Unica Campaign, and leverages and complements Unica Campaign's core campaign management capabilities.



Unica eMessage's drag-and-drop message editor makes it easy to assemble new message content.



Unica eMessage previews how emails will look in a wide variety of email client types.

Unica eMessage also comes with a rich set of reports and other analytics covering issues such as performance, execution, deliverability and more.

**ABOUT US**

Unica, an IBM Company, is the recognized leader in marketing software solutions. Unica's advanced set of enterprise marketing management and cloud-based marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer analytics and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 1,500 organizations worldwide depend on Unica for their marketing management solutions.

Unica is based in Waltham, Massachusetts with offices around the globe. For more information, visit [www.unica.com](http://www.unica.com).

“By bringing our e-mail marketing capabilities in-house with Unica eMessage, we were able to expand the scope of our efforts, increase our velocity, and save 40 percent over traditional outsourced e-mail service provider solutions.”

*Orvis*



**Unica, an IBM Company**  
 Reservoir Place North  
 170 Tracer Lane  
 Waltham, MA 02451  
 USA

T +1.781.839.8000  
 F +1.781.890.0012  
 E [unica@unica.com](mailto:unica@unica.com)  
**[www.unica.com](http://www.unica.com)**

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

Unica and the Unica logo are registered trademarks of Unica, an IBM Company, with the U.S. Patent and Trademark Office. MARKETING SUCCESS STARTS WITH U is a trademark of Unica, an IBM Company. All other trademarks are the property of their respective owners.

PS-EM-1110-PDF

© 2010 Unica, an IBM Company. All rights reserved.