



MARKETING SUCCESS STARTS WITH U™



Unica® Interact

Determine, in Real-Time, the Right Message to Present in Inbound Marketing Channels

As the effectiveness of traditional outbound marketing campaigns declines, marketers must take better advantage of moments when customers and prospects contact them.

But how can marketers apply the same analytic rigor to marketing through inbound channels as they typically do for outbound campaigns? How can inbound marketing and personalization factor in both what's already known about the customer and what's just been learned during the most recent interaction? And how can anonymous web visitors be marketed to in real time in the same way as known customers?

The answer is Unica Interact, which richly supports inbound, real-time marketing:

- **Highly manageable, real-time decisioning logic:** a combination of segmentation and business rules enables marketers to easily define strategies for interacting with customers and prospects and, just as importantly, easily modify those strategies and understand the impact of changes
- **Self-learning and arbitration:** a configurable Bayesian algorithm combined with integrated offer arbitration capabilities builds insight over time and helps determine the best offer or message to present to each customer or prospect
- **Performance optimized run-time engine:** to maximize performance, Unica Interact is Java-based, features configurable multi-threaded processing and database connection pooling, and supports horizontal scaling with runtime server failover
- **Role-based user interfaces (UI):** separate user interfaces for marketers, technical analysts, and operational managers of interactive channels create an uncomplicated and intuitive user experience for each person involved in the inbound marketing process
- **Insightful reports and analyses:** provide marketing performance analysis, interactive channel activity analysis, campaign strategy inventories, and deployment auditing – all intended to improve managerial oversight and marketing results

- **Integration with outbound marketing capabilities:** part of single interactive marketing solution at the heart of which is Unica Campaign, enabling inbound and outbound marketing to be coordinated into a single strategy for building customer relationships, using a single technology platform

With Unica Interact, marketers can personalize the experience of customers interacting with web sites, call centers, and other inbound marketing channels.

INCREASE VALUE FROM INBOUND CUSTOMER INTERACTIONS

Interact delivers the optimal targeted message directly to the point of customer interaction. Transactional, demographic, and current session data are leveraged to create a real-time view of the customer. This customer profile is combined with user-defined marketing strategies and integrated self-learning analytics to determine the best message for each customer interaction.

CREATE CROSS-CHANNEL CUSTOMER DIALOGUES

Customers look at an enterprise as one entity, not as a series of distinct channels or marketing programs. First generation approaches to marketing automation offer a siloed approach to managing the customer experience. With this approach, offer details, response definitions, and interaction logic for planned outbound, event-driven, and inbound real-time campaigns reside in multiple applications. Interact extends Unica's best-in-class, centralized marketing logic to real-time channels, creating effective inbound channel dialogues that operate seamlessly with outbound direct marketing strategies. Marketers can easily coordinate integrated cross-channel real-time, event-driven, and batch marketing efforts to create the desired dialogue with the customer. As a result, Unica serves as the "marketing brain" powering the optimal customer interaction sequence.

OPTIMIZE CUSTOMER RELATIONSHIPS NOT JUST RESPONSE RATES

Interact is able to identify quickly the state of a customer's relationship and determine appropriate treatment options. The best treatment is then automatically selected from among identified options, factoring in constraints and suppressions designed to maximize the value to the enterprise.

INCREASE FLEXIBILITY AND LOWER TOTAL COST OF OWNERSHIP

Marketing is becoming more dynamic and any real-time customer interaction platform must keep up. Marketers must be able to quickly and easily modify offer conditions and rules. Creating and managing these can be a significant effort as the number of channels and complexity of logic increases. Unlike first generation real-time interaction systems, which require cumbersome hand coding of rules around each offer, Unica leverages a re-usable central offer repository and easy-to-use graphical user interfaces to define complex real-time targeting strategies. This results in unparalleled flexibility and usability, allowing any number of customer treatment rules to be quickly defined, modified, and deployed without reliance on IT.

ANALYZE AND UNDERSTAND EFFECTIVENESS

Interact provides marketers with advanced customer analytic tools in an easy-to-use web interface. It builds rich customer knowledge in real-time by drawing on data both within and outside the enterprise to deliver a complete cross-channel, real-time view of the customer. Marketers can then pinpoint their most valuable customers and prospects and quickly adapt interactions.

ROBUST, BEST-IN-CLASS FUNCTIONALITY

Interact is designed to ensure success in any organization. Marketers can:

- Manage offer definitions and inventories seamlessly across all channels
- Deliver context-sensitive marketing messages
- Coordinate integrated cross-channel, real-time, event-driven and batch marketing efforts to create profitable customer dialogs

- Leverage segment and value focused treatment strategies across channels
- Automatically track and analyze cross-channel responses in real time

OPEN, SCALABLE ARCHITECTURE

Like all modules in Unica's Suite, Interact is based on an open architecture that makes it easy for IT to implement and allows you to leverage your existing infrastructure and data. Interact utilizes a 3-tier architecture, which separates the client application's presentation layer, Interact business layer and backend data sources, promoting openness and flexibility across the suite. In addition, Interact has been architected for high performance, scalability and interoperability. Featuring a Java-based runtime engine, "real-time profiles" loaded into system memory to minimize database dips, Web service call-outs and documented APIs, Interact delivers the performance needed to take full advantage of the inbound marketing opportunity. Interact is fully compatible with existing touch point applications and is able to process events and deliver recommendations to customer touch points at thousands of transactions per second. As performance needs grow, Interact easily scales across multiple distributed servers.

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 Server, , RedHat, SUSE, Sun Solaris
- **Web-server:** IBM WebSphere and BEA WebLogic
- **Databases:** IBM DB2, Microsoft SQL Server, Oracle
- **Web-based thin client:** Microsoft Internet Explorer 6.0+
- **Web services:** .NET and J2EE



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