



MARKETING SUCCESS STARTS WITH U™



## Unica® Leads

### Deliver Quality Leads That Improve Close Rates and Drive Greater Revenue

In today's results-driven marketing environment, marketers must do more than just generate leads and throw them over the fence to the sales team. Leads must be qualified, enriched, prioritized and tracked. But how can marketers improve their lead management process? How can they get better visibility into the performance of leads after they are handed off to the sales team or partners? How can marketers improve the routing of leads to ensure leads are timely and delivered to the right person for quick action?

The answer is Unica Leads, which improves the end-to-end lead management process:

- **Lead creation:** capture leads from campaign responses, inbound calls, Web inquiries and all sources so nothing falls through the cracks
- **Lead enrichment:** add additional internal and external data such as key contact, selling, and competitive information to enhance lead quality and reduce sales preparation time
- **Lead qualification:** rank leads using unlimited criteria to maximize sales productivity
- **Lead prioritization:** determine priority level so that highest value leads are handled first
- **Lead assignment:** automatically assign the lead to the best individual/partner and monitors lead capacity to ensure that nobody is overloaded
- **Lead notification:** alert the sales rep that a new lead is waiting, ensuring prompt action
- **Lead delivery:** seamlessly delivers the lead to existing SFA/CRM tools to drive sales rep adoption
- **Alerts:** provides management with the visibility to take action and reassign leads that are not acted upon within specified time frames
- **Lead tracking:** provides lead status in real time from capture through closure, guaranteeing leads are followed up on
- **Measurement:** Track results and close the loop on every lead generated to determine the most effective partners and the most qualified lead sources

With Unica Leads, marketers can more effectively qualify, prioritize, and assign leads, notify and deliver leads to sales teams and qualified agents, and measure results from leads passed.

#### ENHANCE LEAD QUALITY AND CONVERSION RATES

Lead sources include direct marketing, web site, call centers, advertising, events, and partners—but all are not actionable leads. With Leads, you automatically capture and consolidate leads from multiple sources, cleanse and enrich them with internally and externally available contact, sales, and competitive data. Leads are then scored based on such factors as predicted profitability, type of lead, and propensity to buy. They are prioritized and automatically assigned to the best qualified and available sales person who is notified that a new lead is available for immediate action. The result is actionable leads that have a much higher follow-up and closure rate.

#### IMPROVE LEAD DISTRIBUTION AND ASSIGNMENT

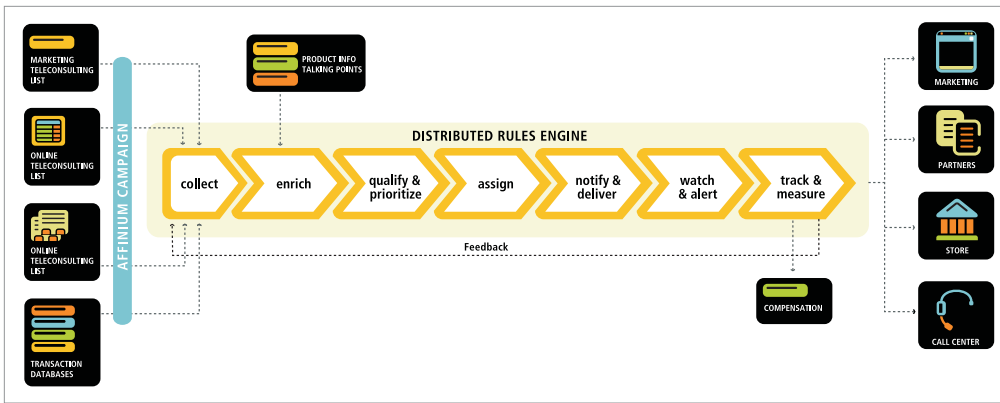
Leads lets you automate lead assignment using easily defined, flexible business rules that incorporate sophisticated analytics, capacity constraints, regional overlays, and product group or segment hierarchies. Leads can be seamlessly assigned to channel partners, or to internal contact management, call center, or sales force automation systems. Alternatively, leads can be managed within Leads' own interface.

#### ENSURE TIMELY LEAD FOLLOW-UP

Leads lets you immediately alert staff that a new lead is waiting to ensure prompt action. Depending on business rules and user preferences, notifications are delivered to the best channel for each user: email, SFA, call center system, etc. Unica Leads provides automated rules that provide managers with the ability to re-assign leads if a lead is not acted upon in a timely fashion.

#### GATHER VALUABLE FEEDBACK

Leads provides marketing and sales with real-time visibility into the disposition of leads, from capture through closure, offering an effective method for garnering valuable feedback on lead quality and helping you understand the return on marketing initiatives. Marketers are able to report on accepted and rejected



Leads empowers marketers to intelligently distribute leads and analyze lead generation effectiveness.

Leads in order to identify the most effective lead sources and processes, re-assigning quality leads for further action or refining future marketing programs to deliver better leads. An easy-to-use acceptance/rejection process provides marketers with immediate feedback on lead statuses and rejection reasons, ensuring that good leads don't get stale and that future marketing efforts target the right prospects. Armed with actionable knowledge about what messaging, offers, and channels are most effective at each stage in the sales process, you can positively affect both lead generation and maturation.

**ROBUST, EASY-TO-USE FUNCTIONALITY**

Leads is designed to ensure success in any organization with the right functionality for ease of use and rapid adoption across marketing and sales. It features a distributed rules engine coupled with an interface designed for business users that lets people closest to customers securely create and modify lead management rules. The result is greater collaboration between corporate marketing, field sales, and channel partners to fine-tune lead management strategies while adhering to corporate requirements.

Key functionality includes:

- Web based interface for ease of use and low cost of ownership
- The industry's most complete lead assignment rules
- Simple lead acceptance and feedback process that fits into your business flow
- Built-in reporting including sophisticated analysis and exception reporting for rapid discovery of improvement opportunities
- Ability to enrich leads with information that is relevant to the sales process

- Tools for rapidly integrating leads from multiple sources
- Robust referral management capabilities
- Enables automated re-directing of leads that are not followed-up on
- Seamless delivery to existing systems to drive sales rep adoption

**AN OPEN, FLEXIBLE ENVIRONMENT**

Like all modules in Unica's Suite, Leads is based on an open architecture that makes it easy for IT to implement and allows you to leverage existing infrastructure and data. The highly flexible platform quickly integrates into your environment and cost effectively scales to meet your requirements—from hundreds of leads per week to tens of thousands per day.

**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 systems: IBM AIX, Microsoft Windows, Red Hat Linux, and Sun Solaris
- Application servers: IBM WebSphere, Weblogic
- Databases supported: IBM DB2, Oracle, SQL Server 2005
- Web-based thin client: Microsoft Internet Explorer 7.0+



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