



MARKETING SUCCESS STARTS WITH U™

## Unica® Interactive Marketing OnDemand

### Make Interactive Marketing Easier, Faster, and More Effective with Unified Analytics, Email, and Web Personalization

Unica® Interactive Marketing OnDemand is the first solution to unify web analytics, email marketing, and web personalization in a single application. Through one interface, marketers can analyze visitor behavior — and immediately use these insights to design and deliver more effective email and website personalization. They can implement powerful interactive marketing initiatives, without burdening IT or requiring complex multi-vendor integration. Suddenly, it's easy and practical to personalize each customer and visitor interaction. With Interactive Marketing OnDemand, marketing becomes timelier, more relevant, and *more profitable*.

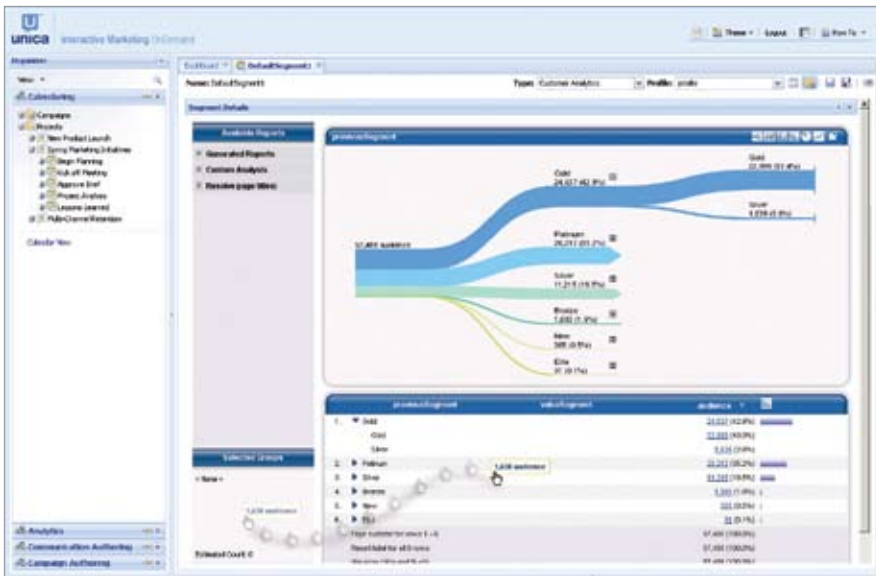
#### PERSONALIZED MARKETING, WITHOUT HIGH COSTS OR COMPLEXITY

As customers and prospects interact with websites and marketing programs — both online and offline — they're sharing invaluable information about themselves. Timely responses featuring personalized web content and email cut through clutter and achieve far better results.

So how can companies personalize their marketing without high costs, complexity, and difficult custom integration? The answer is Unica Interactive Marketing OnDemand.

Interactive Marketing OnDemand is the latest innovation from Unica, the world's recognized leader in marketing software solutions. Unica has helped over 1,000 organizations turn their passion for marketing into measurable business success. Interactive Marketing OnDemand's unified interface accelerates marketers through every stage of personalized online and cross-channel marketing with proven, best-of-breed components:

- **Web analytics:** get customizable dashboards to stay on top of key online metrics and programs; in-depth reports on site and online marketing performance; detailed ad hoc analysis, slice-and-dice, segmentation, and targeting; and easy integration with partners and data sources
- **Customer analytics:** add richness to a web analytics view of customers by incorporating insights from their past responses to marketing or offline activity using the same reporting, ad hoc analysis, segmentation, and targeting tools
- **Email marketing:** target, author, and execute personalized campaigns with a few clicks, by dragging and dropping target segments, creative, and offers; access personalization data directly within email authoring tools to easily create dynamically personalized email content without data integration headaches
- **Website personalization:** extend email segmentation, offers, and messages to websites; author new, web-specific personalization rules, for example, targeting “anonymous” visitors based on deep knowledge about them
- **Landing pages and website optimization:** create, personalize, host, link to, and track customized landing pages and forms with no IT involvement; quickly test site elements to optimize duration, click through, or other goals; systematically optimize pages without complex, expensive testing solutions
- **Offline marketing:** extend marketing strategies to direct mail, telemarketing, and other offline channels; reuse segments, offers, and landing pages to improve productivity and consistency
- **Resource optimization:** manage digital assets, define and manage projects, and publish calendars to streamline execution and improve productivity



Marketers can instantly begin acting on their insights by dragging and dropping any group of customers or visitors they analyze to turn them into a marketing segment.

## EMPOWER MARKETING TEAMS TO SUCCEED WITH INTERACTIVE MARKETING

Unica Interactive Marketing OnDemand's unified toolset transforms the promise of relevant and interactive marketing into reality. Using its best-of-breed web analytics, email marketing, and web personalization capabilities, marketers can:

- **Eliminate the cost, complexity, and delay** previously required to integrate analytics, email, and web personalization: now, analysis, targeting, content authoring, personalization, and execution are all available through one intuitive interface
- **Unlock all the value hidden in online interactions** by accessing detailed visitor and customer behavioral data directly from email authoring and web personalization tools
- **Execute programs end-to-end without depending on IT, web teams, or third-parties** by eliminating the need for technical resources to recode page tags, integrate data or applications, work with complex APIs, post custom landing pages, update web content, or perform page testing
- **Leverage Unica's unmatched marketing expertise**, including the wealth of knowledge and best practices developed during nearly two decades of working with leading marketing organizations worldwide

## FAST, FLEXIBLE INTEGRATION WITH UNICA SOFTTAGS

A single, lightweight Unica SoftTag supports all of Interactive Marketing OnDemand's site interactions, including clickstream data for web analytics, email clickthrough and conversion reporting, A/B testing, and personalized web content rendering. Since all business logic stays within the application interface, it needn't be coded into JavaScript tags. The initial page tagging is far easier, and the tags won't require time-consuming recoding to accommodate business evolution.

## ABOUT US

Unica Corporation (NASDAQ: UNCA) is the recognized leader in 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. 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 1,000 organizations worldwide depend on Unica for their marketing management solutions.

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

Our mission is to deliver the best eye care products quickly, conveniently, and at the lowest prices to anywhere in the world. And one priority is to reach the 95% of site visitors who we can't reach via email. It's more important than ever to effectively engage visitors and provide them with relevant marketing messages. With Interactive Marketing On-Demand, we can use visitor behavior to better understand product interests for each particular visitor and immediately present appropriate website offers.

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