# IBM Unica Campaign

*Deliver personalized, relevant marketing messages across all channels*

## Highlights:

- Reduce campaign cycle time and time-to-market and increase campaign volume

- Reduce costs of marketing campaigns

- Improve response rates and business results by increasing the precision of campaign targeting

- Deepen customer relationships, loyalty and lifetime value

- Enable cross-channel marketing by using centralized decisioning

Speaking directly to each individual customer is the key to successful marketing. But how do you target thousands—or millions—of individuals with just the right message? How do you track and honor individual customer preferences? How do you quickly and cost-effectively design, execute and measure customer-driven communication strategies across all of your channels, online and offline?

Research shows that more than 50 percent of consumers start online, but use a variety of online and offline channels during their buying process. However, most organizations are unable to deal with this reality. They can't interact with customers consistently across all channels or move them smoothly through a multichannel buying cycle.

With IBM® Unica® Campaign and its companion products, you can plan, design, execute, measure, and analyze multiwave, cross-channel, and highly personalized marketing campaigns. Unica Campaign's recognized, best-of-breed functionality and scalability play key roles in defining and executing interactive dialogues with customers and prospects.

Unica Campaign's integration with IBM Coremetrics® Web Analytics allows cross-channel, multi-wave marketing campaigns to make easy use of digital behavior data to improve campaign targeting and relevance.

## Target each customer with the optimal message

Unica Campaign, the industry's most highly acclaimed, best-in-class campaign management application, incorporates features for:

- **Segmentation, offer and channel assignment:** a powerful, flexible, flowchart-based user interface to manage the entirety of a campaign's logic, including audience segmentation, exclusions, and assignment of offers and channels
- **Marketing system of record:** a central repository that enables use, reuse, and tracking of campaign building blocks, including audiences, segments, offers, treatments, and exclusion rules
- **Interaction history:** a complete history, for each customer or prospect, of contacts made, offers presented, context and campaign details, and response or nonresponse—critical to building an effective, ongoing dialogue
- **Scheduling, list generation and output formatting:** com-plete campaign execution capabilities, including the ability to schedule multiple campaign waves and use our patented Universal Data Interconnect™ (UDI) technology to access data from multiple sources and output campaign data in nearly limitless formats
- **Response attribution:** closes the loop by attributing responses of various types (direct, indirect, and inferred) to campaigns using several attribution methods (best match, fractional, multiple, and custom)
- **Reporting and analysis:** standard campaign reports and other key analyses are included, with a flexible and open data mart that allows custom data fields to be incorporated into reports and any third-party reporting tool to be used

IBM's suite of Unica solutions offers companion products that complement Unica Campaign's capabilities:

IBM **Unica eMessage:** engage customers and prospects with timely, personalized email and mobile messages

IBM **Unica Interact:** determine, in real time, the right message to present in inbound marketing channels

IBM **Unica Optimize:** optimize results, balancing marketing goals, contact preferences, and business constraints

IBM **Unica Distributed Marketing:** empower local marketing teams to build contact strategies and execute campaigns
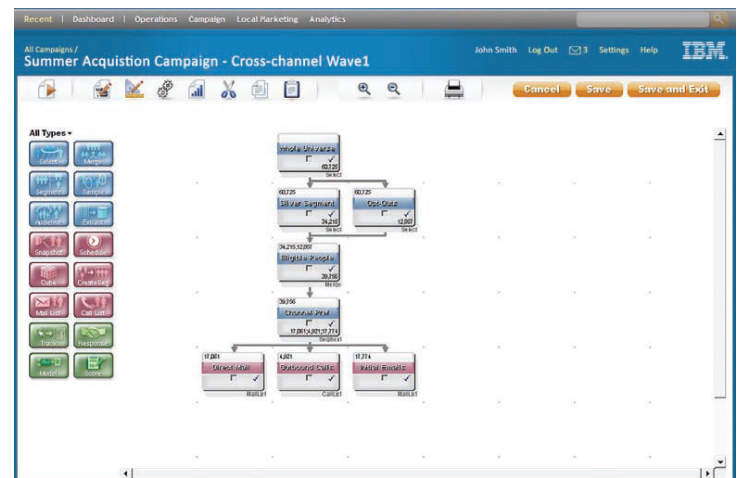


*Figure 1*: Unica Campaign's flowchart interface maximizes power and flexibility, enabling marketers to design and manage the most complex, cross-channel campaigns.
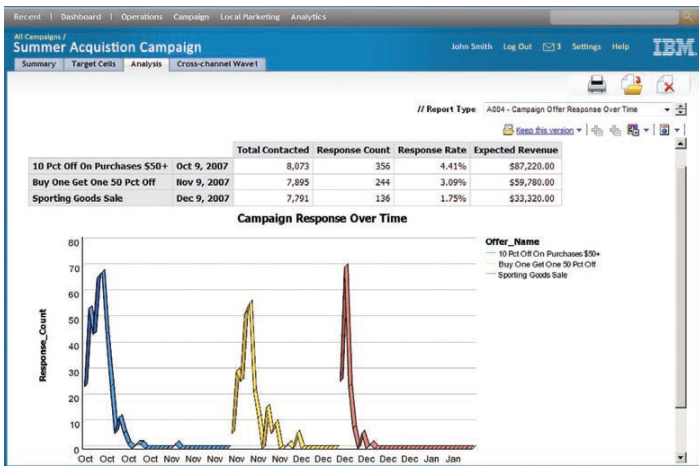
*Figure 2*: With Unica Campaign, marketers can close the loop on all cam- paigns and review reports to assess success and impact.

*"With Unica Campaign, we can ensure that our customers receive more relevant and meaningful communication and offers from us, building trust and enhancing their overall experience with our bank."*

— Leading European Bank

## Access data anywhere—and act on it

A key technology in Unica Campaign is IBM's patented UDI technology, which connects simultaneously to existing data-bases, log files, operational systems, and flat files. UDI enables you to have Unica Campaign up and running quickly without creating proprietary data marts or data models.

## About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of online and offline marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes.

The IBM EMM Suite helps marketers understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social and traditional marketing channels. IBM EMM provides robust web and customer analytics, event detection, campaign management, real-time interaction management and recommendations, lead management, digital marketing optimization, email marketing, targeted advertising, search engine marketing and marketing resource management capabilities.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM's time-tested and comprehensive offerings are giving companies such as E*TRADE, ING, Orvis, PETCO, United Airlines, Telefonica | Vivo and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today: a more consistent and relevant brand experience across all channels.

## For more information

To learn more about Unica Campaign, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/software/marketing-solutions

## Smarter Commerce: An integrated approach

IBM Unica products are part of the IBM Smarter Commerce initiative. Smarter Commerce is a unique approach that increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world. To learn more about Smarter Commerce, visit:
ibm.com/smarterplanet/commerce.

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