



Unica Customer Successes

MARKETING SUCCESS STARTS WITH U™



About the Company

- Leading private sector bank in India growing at 38% CAGR
- Nationwide network of 1725 branches & 4232 ATM's in 779 India towns & cities with a customer base touching 19 million



Unica Solution



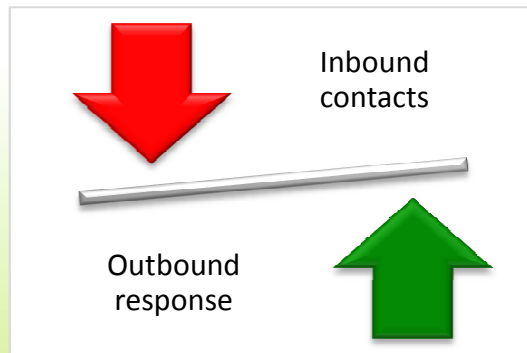
Challenges & Goals

- Facing rapid growth, needed an effective way to market products and services by detecting meaningful customer behavior
- Customer data resided in multiple systems, making it difficult to run campaigns
- Key Goals: Increase share of wallet, acquire profitable customers, and boost customer loyalty, while reducing operating costs and measuring marketing performance across all channels

Unica: The Smart Solution

- Selected Unica for enterprise marketing management. Main reasons for selection: ease of use, quick implementation as well as its robust modeling, customer analysis, and right-time interaction management capabilities.
- Boosted incremental customer retention by 4%
- Reduced acquisition costs by 60% in campaigns
- Can now simultaneously access its multiple data systems resulting in a complete view of its customers across channels and products.
- Run 2,200 event based campaigns per year, using 400+ different triggers
- 2 - 5x improvement over regular campaigns
- Overachieved pilot objectives by a factor of 25, and reached annual target in 6 months

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Challenges

- Outbound campaigns were ineffective – not taking advantage of customer initiated interactions
- Needed to create a single, cross-channel, relationship with each customer
- Disparate teams managed customer dialogs
- Needed to reduce marketing costs through optimization

Results

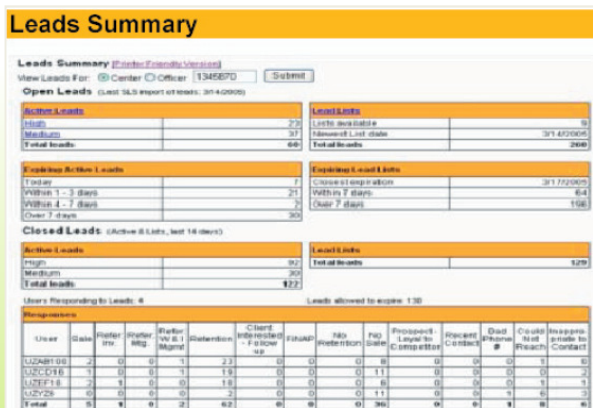
- Relevant, real-time campaigns drive higher response rates
 - 85M targeted offers served each day across 5 channels – direct mail, email, web, call center, and branches
 - €20M increase in earnings expected
- Lowered direct marketing cost 35%
- Faster campaign cycle times: reduced from 26 weeks per campaign to just 4 weeks



Finding the “Good Leads” with Behavior-based Triggers



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Campaign



Detect

Challenges

- Find more “in market” prospects
- Determine good indicators for “in market”
- Align sales and marketing resources proportionally to lead priority

Results

- Results for Retail:**
 - New personal checking sales up 50%
 - New direct home equity production up 29%
- Results for Mortgage:**
 - Closings up 51%
 - Cross sell products up 62%
- Results for Call Center:**
 - New check cards up 44%
 - New deposit accounts up 61%

About the Company

- Telco and broadband provider in Germany
- Subsidiary of the pan-European Telefonica Group



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Challenges

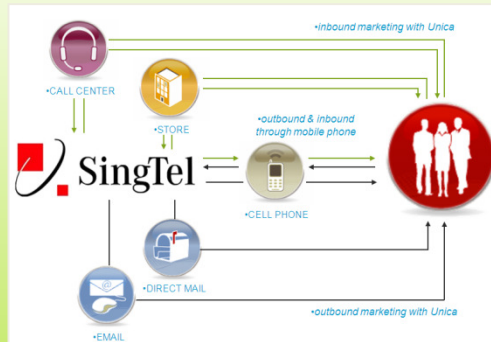
- Needed to coordinate people involved with marketing operations
- Needed a tool to report information in many ways in order to know the impact one marketing program has on the others
- Needed to quantify the value of each program
- Because online traffic accounts for 25% of all sales, O2 needed to build faster and smarter online portal

Results

- Better coordination of all involved people in marketing processes
- Highly adjustable reporting engine to report information in a multitude of ways
- Can now monitor each user interaction with the portal, and assign a value to the marketing program that brings the visitor to the site
- Better and faster targeting in addition to the Next Best Offer Engine, all to improve online interactions

About the Company

- Singapore Telecommunications, Ltd.
- Wireless and landline phone and broadband Internet provider



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Challenges

- Increase usage and cross-sell/up-sell other service lines
- Sell mobile advertising opportunities to third-parties

Results

- Serves real-time offers to agents in call centers and at retail stores to facilitate cross-sell/up-sell
- Send offers and advertisements to mobile phones
- Cross-sell/up-sell success rate increased from <10% to >40%

“Unica’s solution arms our call center and retail representatives with the highest-impact offers - in real time - so that we can extend and expand our customer relationships.”

*Wong Soon Nam,
VP of Consumer Marketing, SingTel*



About the Company



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Challenges

- Shift from customer acquisition to building loyalty with Reward Zone program
- Evolve marketing spend from mass to 1:1
- Target based on timing, trends, and triggers

Results

- Doubled Reward Zone membership in 3 months
- 17% increase in operating profit
- More Effective Campaigns = More, Bigger, Better Baskets
 - 10% increase in trips to store
 - 20% increase in shopping basket size
 - 20% increase in margin
- Process Improvements
 - 82% reduction in cycle time
 - 3x improvement in efficiency

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Challenges

- Marketing required extensive IT support
- Prioritization for new campaigns was highly obstructed
- No single campaign repository, no sharing, no automation, no templates
- Limited targeting capabilities: focus was on look, not message

Results

- Global rollout of CHIME solution (Channel Integration Marketing Engine built on Unica Enterprise) empowers marketers
- More than 400 recurring “turnkey” campaigns with more than 50 executed daily
- Highly targeted emails engaged customers:
 - 50% increase in open rate
 - >100% improvement in click through
 - Doubled Gross Merchandise Volume (GMV) per email sent
- Personalized on-site campaigns delivered 300% increase in click through rate over the *leading* default campaign

About the Company

- World's top maker of household products
- Brands include: Tide, Gillette, Pampers, Charmin, and more



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Challenges

- Decentralized European direct marketing program was inefficient
- No share and re-apply of best practices; constantly re-inventing the wheel
- No consistent quality across markets
- Each country had its own database, making pan-European marketing efforts difficult and expensive

Results

- Efficient pan-European marketing deployment that is centralized across 16 countries
- 300% increase in campaigns executed with same headcount due to campaign automation and streamlining
- Creating websites & magazines that have editorial content for affinity groups and lifestages (e.g. new moms)
- The content and the call to action (coupons, samples, and more) are customized to each individual

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Challenges

- Franchise business model created complex data challenges
- Customers behaved in real time; IHG marketing focused on batch processing
- Needed a dynamic, relevant, multi-channel approach
- Large scale operations needed to support millions of customer interactions each day

Results

- 250% increase in clicks per day
- Revenue per impression rose from \$0.18 per to \$0.77 (400% total increase)
- Moved oversight of transactional email from IT to Marketing
- One comprehensive marketing platform, powered by Unica, integrated email and transactional data to the database
- Full tracking and reporting with better deliverability, faster deployment, and centralized business ownership

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Campaign



Distributed
Marketing

Challenges

- Lack of visibility/coordination with field
- Agencies designing and executing their own campaigns
- Complex infrastructure with 750 client databases at agents
- Needed a system that would meld centrality of data with distribution of campaign administration

Results

- 2,500 users run more than 6,000 campaigns per year
- Campaign design & targeting controlled by centralized marketing
- Timing and validation controlled by agencies who have closer contact with clients
- Cost reductions and productivity gains from centralization and automation
- Consistent brand management across the country
- Centralized view of campaign success

About the Company

- Major Japanese automotive manufacturer
- Marketing centralized across more than 20 European countries



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Challenges

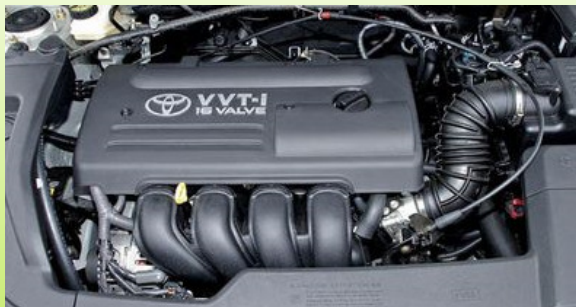
- Wanted to increase brand awareness, encourage model selection, and ultimately local dealer sales across the continent
- Siloed online marketing and direct marketing were not effective
- Wanted to create a dialog between customers and local dealers
- Needed to drive an increase in traffic to dealers and website through combination of direct mail and email
- Had a marketing strategy for multi-faceted trigger based marketing, but not a technology infrastructure to support the plan

Results

- Over 25 trigger campaigns run automatically each night across 26 languages
- Personalized emails engage customers with website content, news and special offers
- Campaign coordination lowered marketing cost across more than 20 countries in Europe
- Improved campaign effectiveness and process efficiency

About the Company

- Toyota is the world's largest automobile company (by both sales and production)
- Toyota Germany and Austria are using Unica



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Challenges

- Small market share in this geography relative to global presence
- Disjointed and disconnected customer journey as customers move from pre-sale to purchase and retention
- Customer value was not being maximized at each point in the customer lifecycle
- Overall marketing costs too high given results

Results

- Automated marketing activities across the customer journey
- Campaigns proactively drive brand advocacy, loyalty and subsequent re-purchase
- Campaign costs reduced by 75%
- Campaign response increased 100%
- Cost per sale reduced by 50%
- Campaign time reduced by 50%
- Repurchase rates increased from 20% to 50%