

# HCLSoftware

## HCL Unica Marketing Solutions

Unlock the Power of Personalized Marketing at Scale

### Customer Results

A global bank experienced:

# 17-week

reduction in campaign cycle times

# 3x

increase in customer responses

# 35%

overall ROI

A large US retailer experienced:

# 20%

increase in operating profit

# 2x

new reward zone membership in three months

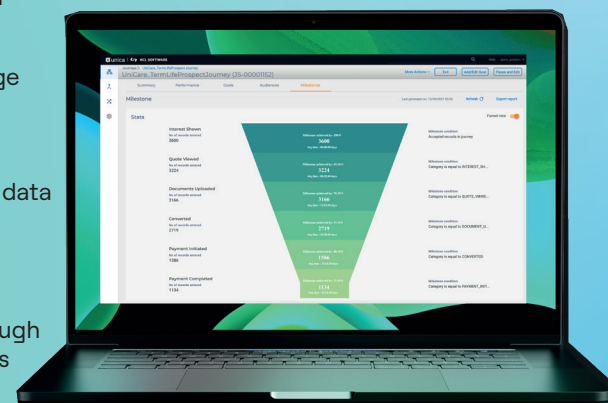
# 82%

reduction in cycle time for campaign

Maximize the impact of your marketing efforts by delivering consistent and personalized omnichannel experiences. With HCL Unica you can build and deploy targeted communications – in minutes.

#### UNICA Modules

- **Campaign:** Build hyper-personalized multi-channel marketing campaigns at scale
- **Plan:** Collaborate with your team to plan, execute and manage each marketing initiative
- **Optimize:** Optimize your contact strategy across each offer, channel and point in time
- **Interact:** Create real-time personalized offers to visitors of inbound marketing channels
- **Journey:** Orchestrate multi-channel journeys and immediately measure their success
- **Deliver:** Create omni-channel experiences across email, SMS, push, web, WhatsApp and social channels
- **Link:** Seamlessly integrate third-party touchpoints and MarTech applications through our flexible no-code platform
- **Discover:** Access deep behavioral insights into online user journeys
- **Collaborate:** Centrally manage enterprise-wide marketing campaigns, while providing geo-based teams with the ability to customize based on their needs
- **Centralized Offer Management (COM):** Integrate with any CMS to centralize your creatives and offers
- **Director:** Monitor and manage all your Unica applications, including your flowcharts, journey engine, web performance, system tables, data sources, plus more
- **Insights:** Understand and communicate marketing campaign performance through pre-built reporting templates



## Key Capabilities

- Orchestrate multi-channel journeys
- Query and analyze data quickly
- Leverage your data where it lives
- Define granular audiences
- Analyze audience behavior
- Deploy AI-driven, next best action
- Personalize across channels
- Campaign templates across all channels
- Lead scoring
- Fully integrated delivery engine
- Access built-in email, SMS, push and WhatsApp templates
- Cloud-native or VM deployment models

## Why HCL UNICA

**Get as close to personal as possible.** Hyper-personalize your campaigns with precreated formulas allowing your targeting to get as granular as possible.

**Identify the next best action.** Leverage the power of AI-driven insights to optimize real-time personalization and deliver tailored, relevant messages to your customers across all channels.

**Scale up marketing campaigns in minutes.** A reliable solution for high-volume marketing communications capable of delivering billions of messages per day.

**Connect your data seamlessly.** Work with your data wherever it is, regardless of the platform it's on – or in.

**Reduce time to market.** Access to a cloud-native platform enabling you to eliminate IT dependencies.

**Rest easy with trusted compliance.** Trusted compliance with privacy with the ability to deploy anywhere.

**Create triggers based on multiple data sources.** Connect multiple data sources and ensure communications are triggered based on behavior across all platforms.

## Awards



## What Can UNICA Do For You?

**Consistent communications across all channels.** End to end marketing capabilities to engage customers across outbound, inbound, social and AdTech channels, including direct mail, email, SMS, push, WhatsApp, website, call center, IVR mobile, ATM, Kiosk, POS, LinkedIn, Google AdManager, Facebook and Twitter.

**Trust and compliance.** Integrated consent and contact management ensuring all outreach is fully compliant with channel constraints, enterprise requirements, local privacy regulations and customer preferences.

**Simplified MarTech stack.** Seamlessly integrate your existing MarTech stack, homegrown or third-party, to ensure previous investments deliver ROI.

**Open and unified platform.** 750+ open APIs and flexible third-party integrations that let you harness data from anywhere and collaborate across the organization.