



Unica V12.1.x
Discover -
Behavioral Insights

Unica - Discover



Unica Discover provides behavioral insight into the online user journey, allowing you to deliver the kind of optimized experience that improves conversion and makes users want to visit again.

Struggle Resolution: Identify pain points, leverage in-session messaging and activate marketing recovery campaigns in real-time.

Rich Behavior Insights: Ability to capture and analyze behavioural data to improve user experience, deliver engagement analytics and reduce time to ROI.

Business Impact Analytics: Leverage user shopping data and site analytics to detect customer behaviour changes, reveal revenue enhancement opportunities and understand true business impact.

Deep visibility into the user experience: Understand how your users navigate through their online journey by using session replay to visualize their actual experience.

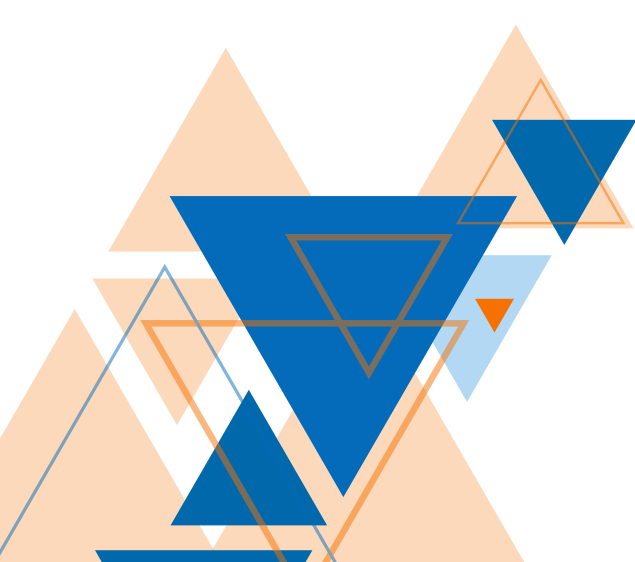
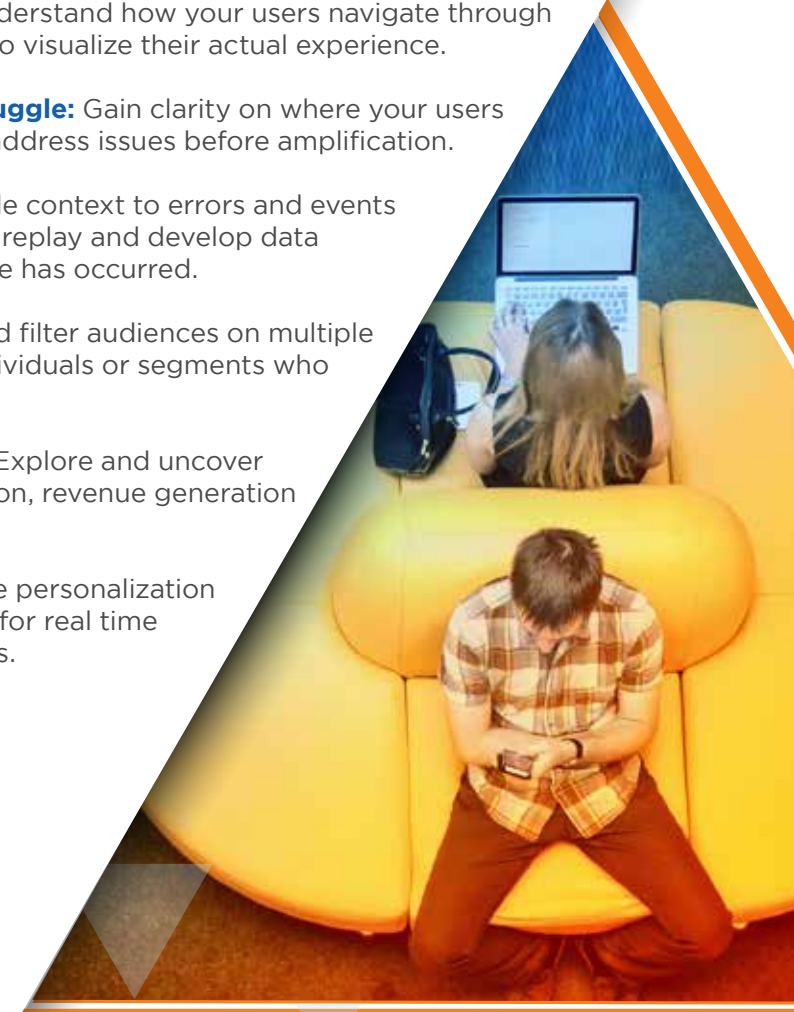
Quickly diagnose and resolve customer struggle: Gain clarity on where your users struggle, identify patterns and pro-actively address issues before amplification.

Reporting based on contextual data: Provide context to errors and events within your user experience through session replay and develop data segmentation reports, revealing why struggle has occurred.

Flexible segmentation of data: Segment and filter audiences on multiple data points enabling you to engage with individuals or segments who have experienced the same journey.

Quantify business impact & opportunities: Explore and uncover opportunities to improve conversion, retention, revenue generation and brand perception.

Real time, event-based messaging: Enhance personalization and targeting by leveraging behavioral data for real time in-session updates and marketing campaigns.



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HCL

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About HCL

HCL is a leading global technology company helping forward looking enterprises re-imagine & transform their businesses. Founded 1976 we have cultivated a deep tradition of partnering with large scale enterprises to drive innovation into real world applications. Today we are focused on providing an integrated portfolio of technology products, solutions and services driven by our Mode 1-2-3 growth strategy:

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