



**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.

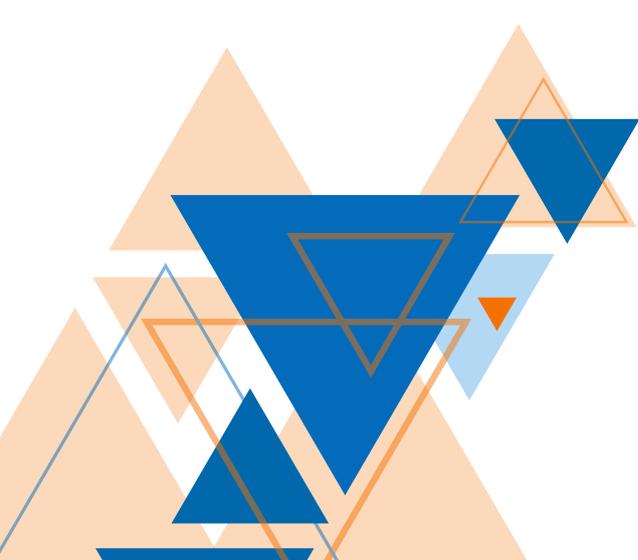
**Quickly diagnose and resolve customer struggle:** Gain clarity on where your users struggle, identify patterns and pro-actively address issues before amplification.

**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.



#UNICAisINSIGHTS



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**HCL**

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