

## Unica Interact

### FOR CMO

- An one stop omni channel marketing platform that not only delivers best in class real-time personalization but also comprehensive end to end marketing capabilities
- With an out of the box integrated marketing platform, marketing can focus on business outcomes and not on integrating functions
- Choice of deployment options and open source stack to suit your corporate strategy and lower your TCO
- Future proof your investment with a platform that is modern, open, cloud-native and innovative with AI/ML capabilities

### FOR BUSINESS

- Achieve quick ROI with personalization strategies that are 50% faster to build and manage on a new and improved UI/UX flow
- Deliver field tested personalized content and offers with A/B testing that will resonate more with your customers
- Listen to real time events, infer behavior patterns on inbound channels and follow it up with engagement on other channels
- Deliver an unified brand experience to your customers with targeting (segment sharing) that is aligned across outbound and inbound channels
- Amplify your personalization with enhanced capabilities around offer inclusion, exclusion rules, FlexOffers, dimension macros and much more
- Augment personalization strategies with AI/self-learning around event patterns, custom binning, random offers and offer recency

### FOR IT

- Premise/Cloud agnostic Cloud-Native Dockerized deployments to align with your strategy and operations
- Reduce the platform upgrade cycle with Fast Upgrade
- Bring great efficiency to your operations with 500 plus REST APIs to automate routine Unica tasks
- Provide more control to your touchpoints through offer caching, synchronous execution and cross session contact tracking
- Enhanced security for Design time and Run time environments, API access and proxy support
- Lower your TCO with open source stack (MariaDB/Tomcat/JBOSS) & no Cognos dependency