

Unica Campaign & Optimize

FOR CMO

- An one stop omni channel marketing platform that not only delivers best in class precision targeting 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

- Seamlessly syndicate target audiences to engagement journeys and other channels in few clicks
- Bring the power of precision targeting to your digital campaigns with integrated messaging capability (Email/SMS/PUSH)
- Centralize your offers across channels and manage them with the flexibility and agility to drive more ROI
- Enrich your offers with content from anywhere to power your call to action
- Take more control of your campaigns with flowchart auto - notifications, deep search and audit history capabilities
- Get more mileage out of your campaigns with contact strategy optimization that is easier to build and faster to execute
- Act now with access to powerful insights delivered through native out of the box reports

FOR IT

- Premise/Cloud agnostic Cloud-Native Dockerized deployments to align with your strategy and operations
- Reduce the platform upgrade cycle with Fast Upgrade
- Manage and monitor your Unica infrastructure efficiently with Unica Director
- Integrate with 3rd party systems faster with Unica Link's low code integration framework
- Deliver highly available and performing Unica solution to your business with clustering/ fail over capability of Unica Campaign & Optimize
- Bring great efficiency to your operations with 500 plus REST APIs to automate routine Unica tasks
- Lower your TCO with open source stack (MariaDB/Tomcat/JBOSS) & no Cognos dependency