

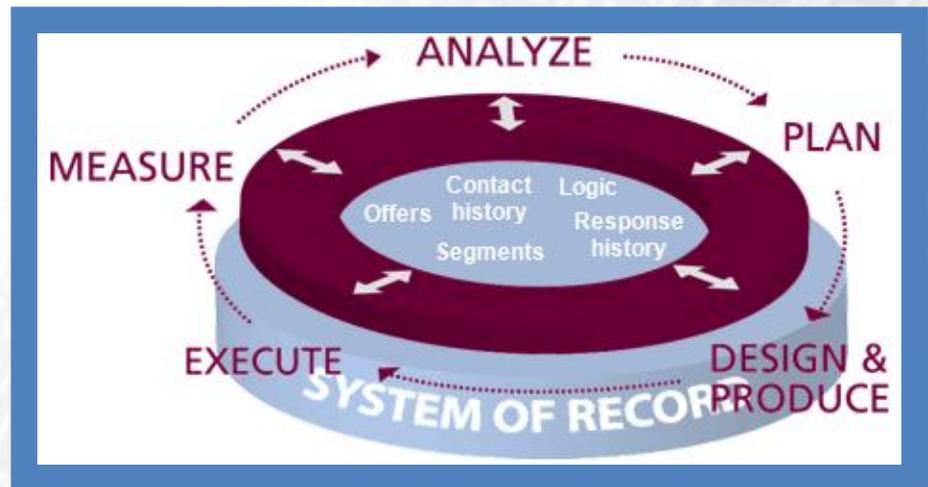


Get more done with your marketing campaigns

Introduction

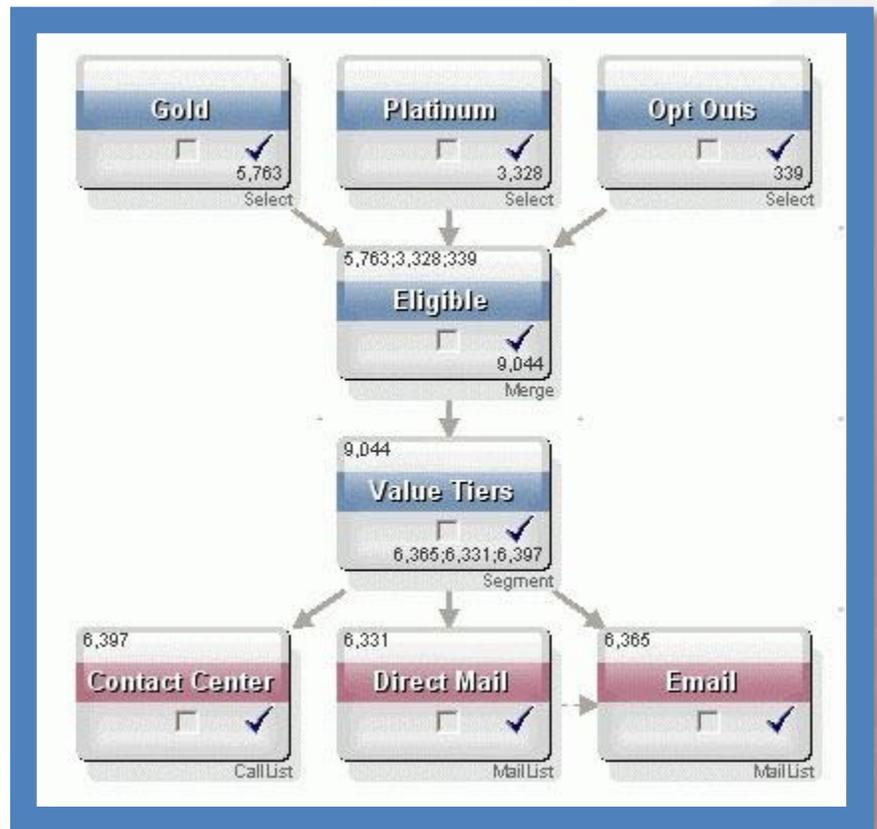
Whether you are selling your services/products online or not, marketing campaigns is an indispensable tool for digital marketers. In today's competitive market making calls to your customer or simply sending out emails about your new offers with a flat list of customers is not enough. It is very effective to have a tool to deliver personalized contents (to create a dedicated experience for your customers) across multiple channels and then track the response to those campaigns. IBM Unica Campaign, being member of IBM enterprise marketing management solutions, can give digital marketers a quick start when it comes to campaign management.

IBM Unica allows you to plan, create, execute and analyze your marketing campaigns across multiple channels.





In Unica a campaign consists of flowcharts which in turn comprises of processes which are configured to perform a particular task in a campaign e.g. selection of a set of customers, contact process which writes out the result of a campaign.



Above is an example of one of the flowcharts exist in a particular campaign. In first level two Select processes select the customers in Gold, Platinum package and a third process contains the list of customers who are to be opted out of marketing campaigns.

Next, a Merge process combines customers in Gold and Platinum segments exclude the ones who are opted out.

In the third layer a Segment process segments all the customers (identified by Merge process) in value tiers based on their points (or scores).

Finally, the customers with highest value will output by Call List process to the list which will be used to directly contact the customers by phone with the offer. The customers with medium-value will output by Mail List process in order to send a direct email with the offer. The remaining customers will receive the office via email.



Unica Campaign provides powerful offer management features. It allows you to have a central repository of offers to promote reuse and consistency. You can create offers based on template custom attributes. Those attributes can be dynamically generated for campaign target.

Unica Campaign is not only about designing and execution of the campaigns, it also provides powerful features to track the response(s) of your campaigns. In Unica Campaign "response tracking" refers to the process of determining whether events or action taken by individuals are in response to offers they have been given.

Below are example of the information about responses to campaigns that Unica Campaign captures:

- Who responded
- The action that was performed along with the data and time of it. For example, a click on a web-site link, a purchase of a particular item.
- Which offer they responded to

In summary, Unica Campaign is powerful and feature rick campaign management tool which enable you to accurately measure marketing activities across segments, products, channels, brand and time. It also complements extensive reporting enhancements. Besides, Unica campaign can be integrated with other Unica products like IBM Unica CustomerInsight, Unica Marketing Operations etc. For example, visual selection capability of customer populations (provided by CustomerInsight) can be subsequently used in Unica Campaign.

"Unica provides clients in many industries with the **BROADEST RANGE OF CAMPAIGN MANAGEMENT** capabilities..."



"Our evaluation shows Unica to be the Leader in the relationship marketing scenario largely on the strength of a **DEEP CAMPAIGN MANAGEMENT** application..."

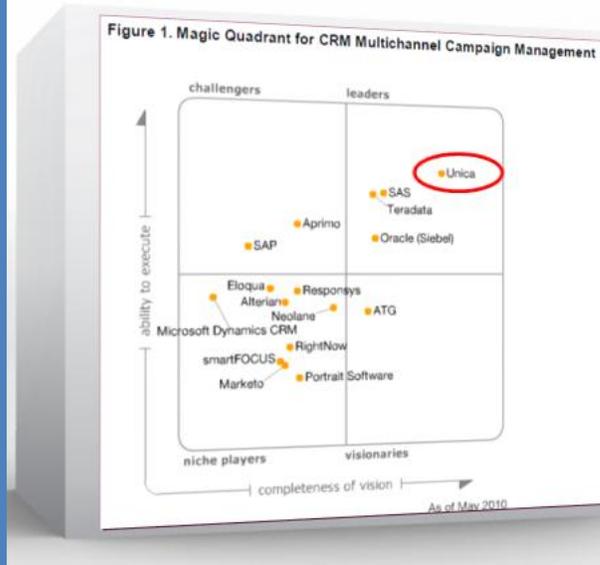


"Over the past two years, Unica's platform has extended and morphed to deliver **CROSS-CHANNEL MARKETING** capabilities...."





Gartner's CRM Multichannel Campaign Management Magic Quadrant, 2010



“Marketing departments should consider Unica when MCCM [multichannel campaign management] is a significant strategic requirement.”

Gartner

Who We Are -

Royal Cyber is modernized e-business Solutions provider specializing in software deployment. We are IBM Premier Business partner, IBM Authorized trainer and Microsoft Certified Gold Partner. Since the company's inception in 1997, our experts have been leaders in providing training and consultancy of IBM Rational, WebSphere, Tivoli, Lotus, Cognos and Microsoft family Solutions to businesses worldwide including many Fortune 500 companies.

Headquartered in Chicago, Illinois we have a global footprint with offices and development centers across North America, Asia, Europe, Africa and the Middle East. Royal Cyber strategic move of establishing an offshore center in Asia has helped us to reduce costs and provide highly competitive rates to our valued clients.

Our global presence and diverse workforce has enabled us to provide innovative and customized IT solutions. Today we are the global leader in software consultancy and provide best-in-class services with reliability, safety and security to maintain global redundancy for seamless delivery.