

# HCLSoftware

## HCL Unica Marketing Solutions

Unlock the Power of Personalized Marketing at Scale

### Customer Results

A global bank experienced:

17-week

reduction in campaign cycle times

3x

increase in customer responses

35%

overall ROI

A large US retailer experienced:

20%

increase in operating profit

2x

new reward zone membership in three months

82%

reduction in cycle time for campaign

Maximize the impact of your marketing efforts by delivering consistent and personalized omnichannel experiences. With HCL Unica you can build and deploy targeted communications – in minutes.

#### HCL Unica Capabilities

- **Audience Management**

Build and deploy hyper-personalized omnichannel marketing campaigns at unparalleled scale with the right message, on the right channel, to the right audience, at the right time.

- **Productivity and Marketing Resource Management**

Put your ideas to work, and streamline your programs from start to finish. Keep track of compliance across teams, schedules, budgets, and activity ROI.

- **Marketing Personalization**

Orchestrate customized offers across all your inbound channels in real-time.

- **Email and Mobile Marketing**

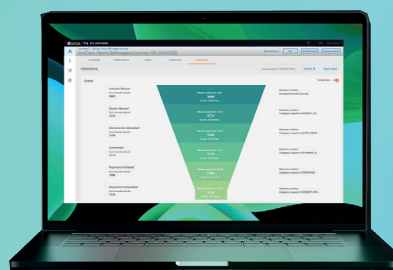
Create and deliver rich digital experiences across email, SMS, push, web, WhatsApp, and social channels.

- **Optimized customer journeys**

Create and fine-tune omnichannel customer journeys on the fly to have personalized brand conversations with your best customers and prospects.

- **Quantitative and qualitative analysis**

Access deep behavioral insights into customers' digital body language to identify barriers to conversion.



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## Why HCL UNICA

**Get as close to personal as possible.** Hyper-personalize your campaigns with precreated formulas allowing your targeting to get as granular as possible.

**Identify the next best action.** Leverage the power of AI-driven insights to optimize real-time deliver tailored, relevant messages to your customers across all channels.

**Scale up marketing campaigns in minutes.** A reliable solution for high-volume marketing communications capable of delivering billions of messages per day.

**Connect your data seamlessly.** Work with your data wherever it is, regardless of the platform it's on — or in.

**Reduce time to market.** Access to a cloud-native platform enabling you to eliminate IT dependencies. Rest easy with trusted compliance. Trusted compliance with privacy with the ability to deploy anywhere.

**Create triggers based on multiple data sources.** Connect multiple data sources and ensure communications are triggered based on behavior across all platforms.

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## Awards



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## What Can UNICA Do For You?

**Consistent communications across all channels.** End to end marketing capabilities to engage customers across outbound, inbound, social and AdTech channels, including direct mail, email, SMS, push, WhatsApp, website, call center, IVR mobile, ATM, Kiosk, POS, LinkedIn, Google AdManager, Facebook and Twitter.

**Trust and compliance.** Integrated consent and contact management ensuring all outreach is fully compliant with channel constraints, enterprise requirements, local privacy regulations and customer preferences.

**Simplified MarTech stack.** Seamlessly integrate your existing MarTech stack, homegrown or third-party, to ensure previous investments deliver ROI.

**Open and unified platform.** 750+ open APIs and flexible third-party integrations that let you harness data from anywhere and collaborate across the organization.