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### Highlights:

- Increase response rates in inbound channels—maximize the relevancy of messages presented in real time
  - Improve each customer's experience by personalizing their interaction with your company
  - Leverage investments in inbound channels such as websites and call centers
  - Combined with Unica Campaign, you can maintain a consistent dialogue with customers across all channels
  - Achieve better overall marketing result
  - Combined with Coremetrics Intelligent Offer, you can increase the relevance of marketing messages delivered in real time
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## IBM Unica Interact

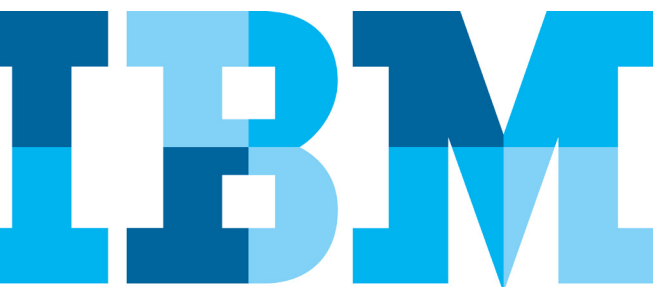
*Determine the right message to present in inbound marketing channels—in real time*

As the effectiveness of traditional outbound marketing campaigns declines, marketers must take better advantage of moments when customers and prospects contact them.

But how can marketers apply the same analytic rigor to marketing through inbound channels as they typically do for outbound campaigns? How can inbound marketing and personalization factor in both what's already known about the customer and what's just been learned during the most recent interaction? And how can anonymous web visitors be marketed to in real time in the same way as known customers?

IBM® Unica® Interact allows marketers to personalize in real time the experience of customers interacting with websites, call centers and other inbound marketing channels. Unica Interact uses powerful, behavioral targeting analytics and marketer-defined business logic to deliver the optimal marketing message in each channel. Combined with IBM Unica Campaign, it enables inbound and outbound marketing to be coordinated into a single strategy for building customer relationships, using a single technology platform

The use of Unica Interact in combination with [IBM Coremetrics® Intelligent Offer](#) allows personalized offers to be delivered with product recommendations, increasing the relevance of marketing messages delivered in real time.



## Take full advantage of inbound customer contact

Unica Interact offers a variety of marketing management features:

- **Highly manageable, real-time decisioning logic:** a combination of segmentation and business rules enables marketers to easily define strategies for interacting with customers and prospects and, just as importantly, easily modify those strategies and understand the impact of changes
- **Self-learning and arbitration:** a configurable Bayesian algorithm combined with integrated offer arbitration capabilities builds insight over time and helps determine the best offer or message to present to each customer or prospect
- **Performance optimized run-time engine:** to maximize performance, Unica Interact is Java-based, features configurable multi-threaded processing and database connection pooling, and supports horizontal scaling with runtime server failover
- **Role-based user interfaces (UI):** separate user interfaces for marketers, technical analysts, and operational managers of interactive channels create an uncomplicated and intuitive user experience for each person involved in the inbound marketing process
- **Insightful reports and analyses:** provide marketing performance analysis, interactive channel activity analysis, campaign strategy inventories, and deployment auditing—all intended to improve managerial oversight and marketing results
- **Integration with outbound marketing capabilities:** part of a single Interactive Marketing solution at the heart of which is Unica Campaign, enabling inbound and outbound marketing to be coordinated into a single strategy for building customer relationships, using a single technology platform

## Greater relevance for better customer experience and higher response rate

Unica Interact's real-time, inbound marketing capabilities enable marketers to:

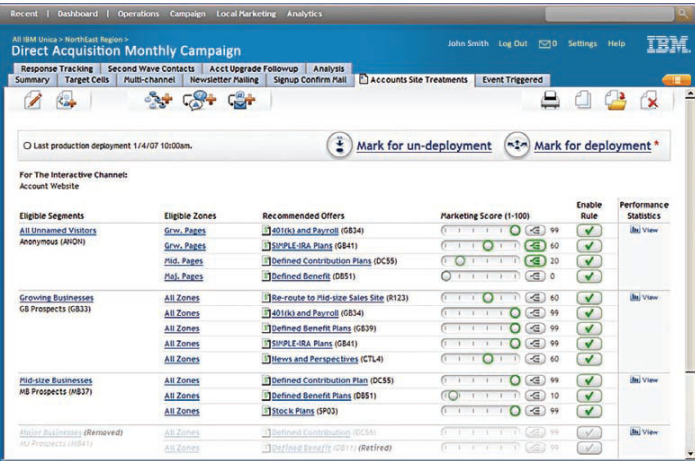
- **Increase response rates in inbound channels:** advanced analytics maximize the relevancy of messages presented in real time, increasing response rates
- **Improve customer experience:** personalizing the experience of interacting with your company can have a major positive impact on perception and loyalty
- **Leverage investments in inbound channels:** targeted marketing adds to the ROI of websites, call centers, and other inbound channels originally built for operational reasons
- **Maintain a consistent dialogue with customers across all channels:** using Unica Interact with the rest of the IBM Unica Enterprise Marketing Management (EMM) solutions means marketers can centralize cross-channel messaging decisions, following customer and prospect dialogues wherever they go
- **Achieve better overall marketing results:** for marketers not doing inbound marketing today, Unica Interact creates another channel to achieve overall marketing goals

## High performance and superior scalability

Unica Interact has been architected for high performance even when facing the heaviest volume of customer interactions. Leveraging its Java runtime engine and architecture for horizontal scaling, Unica Interact can consistently deliver thousands of transactions per second with sub-half-second response times and when configured optimally for each deployment.

## Role-based user interfaces

To provide fast access to the right information and tools, in an intuitive format every user can quickly understand and utilize, Unica Interact features user interfaces specific to each user role.



Unica Interact features user interfaces specific to each user role, such as the intuitive interface for marketers seen above.

## About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of online and offline marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes. The IBM EMM Suite helps marketers understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social and traditional marketing channels.

IBM EMM provides robust web and customer analytics, event detection, campaign management, real-time interaction management and recommendations, lead management, digital marketing optimization, email marketing, targeted advertising, search engine marketing and marketing resource management capabilities.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM's time-tested and comprehensive offerings are giving companies such as E\*TRADE, ING, Orvis, PETCO, United Airlines, Telefonica I Vivo and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today: a more consistent and relevant brand experience across all channels.

*“With IBM Unica Interact, we are able to arm our call center and retail representatives with the highest-impact offers—in real time—so that we can extend and expand our customer relationships.”*

— Leading Telecommunications Provider

## For more information

To learn more about IBM Unica Interact, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/software/marketing-solutions](http://ibm.com/software/marketing-solutions)

## Smarter Commerce: An integrated approach

IBM Unica products are part of the IBM Smarter Commerce initiative. Smarter Commerce is a unique approach that increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world. To learn more about Smarter Commerce, visit:

[ibm.com/smarterplanet/commerce](http://ibm.com/smarterplanet/commerce).



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