



Quaero Launches New Marketing Solution For Financial Services Companies

Charlotte, NC, October 16, 2006 – Quaero, a leading marketing performance consulting firm, today announced the launch of a new solution for retail bankers seeking to grow deposits and increase customer responsiveness. Quaero DepositPATH™ provides daily transaction behavior analysis, allowing marketers enhanced insight into customer needs and giving them the ability to respond accordingly.

Using Unica's Affinium 7 campaign management software, DepositPATH™ helps bankers plan, execute and measure results across entire marketing campaigns. The solution determines when customers have a financial need and which bank products appeal most, allowing bankers to maximize customer value.

DepositPATH™ Helps Retail Bank Marketing Grow Customer Value

“DepositPATH™ can be deployed in less than 90 days, empowering retail banks to quickly improve their effectiveness in connecting with customers,” said Steve Schultz, Senior Vice President of Client Services at Quaero. “The combined strength of Unica's Affinium 7 with Quaero's proven expertise in financial services provides marketers with a solution to some of the most frustrating customer management challenges for retail banks today.”

Hosted directly through Quaero or available as an installed system at individual banks, DepositPATH™ allows marketers to understand customer behavior, identify and act on sales and service opportunities, measure and report on overall marketing effectiveness in building customer value. The solution includes more than 50 customizable reports allowing marketers to evaluate every aspect of their marketing strategy, specific campaigns gleaned new found insight about customer segments, specific offers and channel contribution. As your marketing sophistication evolves, so does the DepositPATH solution. The Quaero partnership provides a practical road map to help banks move at their own pace from core campaign and customer management to coordinated cross-channel multi-wave customer management.

“To stay competitive and increase customer value, today's banks continue to strive for structure and focus in their marketing solutions allowing them to efficiently embrace customer centric marketing, delivering personalized, relevant information just when the customer is ready. With the help of Unica's Affinium 7, Quaero is delivering a



1930 Camden Road Charlotte NC 28203 877.570.2199



turnkey solution that will ensure banks maximize customer retention, share-of-wallet, profitability, and reduce overall marketing costs,” said Fred Chapman, Director of Segment Management, Unica Corporation.

For information about DepositPATH™ please visit www.quaero.com or contact Rachel Schulman at rschulman@psbpr.com or 212-752-8338.

About Quaero

Quaero is a marketing and technology services company that helps Fortune 500 enterprises accelerate and improve marketing performance globally. The company helps organizations generate significant growth by bridging the gap between marketing and technology and create a culture of effective marketing. Quaero serves hundreds of category-leading clients in the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Retail, Telecommunications, and Business Services industries.

For more information, call 1-877-570-2199 ext 5050, or visit the Quaero web site at www.quaero.com.

About Unica

Unica® Corporation (NASDAQ: UNCA) is a leading global provider of Enterprise Marketing Management (EMM) software. Focused exclusively on the needs of marketers, Unica's Affinium® software delivers key EMM capabilities, including: web and customer analytics, demand generation, and marketing resource management. Affinium streamlines the entire marketing process for brand, relationship and internet marketing - from planning and budgeting to project management, execution and measurement. As the most comprehensive EMM suite on the market, Affinium uniquely delivers a marketing system of record - a purpose-built solution through which marketers easily manage marketing information and assets, rapidly assemble campaign components, and report on performance. Unica's EMM solution is to marketing what sales force automation is to sales organizations. Today, more than 400 companies worldwide benefit from Unica's EMM vision.

Founded in 1992, Unica is headquartered in Waltham, Massachusetts, with additional offices in the United States, Australia, France, Germany, India, Singapore, Spain, and the United Kingdom. For more information, visit www.unica.com.

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