

A black and white photograph of a winding road with a guardrail, blurred to suggest motion. An orange horizontal bar is positioned below the road image.

Unica Enhances Its Enterprise Marketing Management Suite with Improved Field Marketing Solution

Affinium® Campaign Collaborate™ enables those closest to the customer to drive demand and increase response rates

Business Wire

ACCELERATING
MARKETING
PERFORMANCE


WALTHAM, Mass. (April 30, 2007) Unica® Corporation, a global provider of Enterprise Marketing Management (EMM) solutions, today announced enhancements to its Affinium® Campaign Collaborate™ solution that will help corporations maximize the effectiveness of their field marketing operations. Campaign Collaborate enables those closest to the customer to execute campaigns that are territory and target appropriate while maintaining corporate standards. Among the enhancements added in Affinium Campaign Collaborate 7.2 are improved list management capabilities for field marketers as well as enhanced security.

Affinium Campaign Collaborate enables organizations to distribute the appropriate level of marketing decision making and campaign management capabilities to regional marketers. These are often line-of-business users, salespeople, and others for whom marketing is a part-time responsibility. Campaign Collaborate gives these users significant flexibility to select targets for corporate-driven campaigns as well as customize and tailor initiatives that can be run locally – all the while, staying within guidelines set by corporate marketing. Integrated calendaring facilities ensure corporate and field marketers stay in synch on all local marketing initiatives.

“Collaborate enables the distributed marketing organization to have the best of both worlds... centralized control and analysis along with decentralized marketing autonomy. Now the field and headquarters can do what they need to do and still be in alignment. Every insurance company, bank, and franchise organization needs Collaborate,” commented Patrick Dineen, SVP Marketing & Sales, Quaero Corporation.

Banking, insurance, retail, B2B technology and hospitality are some of the industries where field marketing operations are often deployed to help with customer on-boarding, customer prospecting, regional event communications and more. While companies benefit by executing campaigns at a local level, many struggle to ensure that corporate branding and customer contact guidelines are maintained. Coordinated field marketing is critical to achieving successful cross-channel customer experience and a unified brand.

[MORE»](#)



“For large, mass market financial services providers, the question is not whether to allow field marketing, it’s how to execute appropriately,” says Kathleen Khirallah, Managing Director for TowerGroup’s Banking Practice. “An effective field marketing solution must ensure that corporate business rules, logic, and best practices are enforced throughout the organization yet be flexible in terms of the degree of autonomy provided to the field.”

Affinium Campaign Collaborate allows organizations to distribute marketing decisions and capabilities throughout the organization while ensuring that corporate standards are enforced.

“We selected Unica’s field marketing solution to help us improve our targeting, decrease campaign management expenses, and enhance the level of marketing support and infrastructure we provide to our agents. Using Collaborate will allow us to empower field agents with marketing tools,” said Nicolas Schimel, Vice Managing Director, Generali Conseils.

“We frequently see marketing organizations struggling with collaboration between central marketing and the field,” said Laurent De Schouwer, Managing Director of WDM Database International. “With Campaign Collaborate, central marketing can distribute the right amount of marketing decision-making out to those that know the customer best – local marketers.”

About Unica

Unica® Corporation is a leading global provider of Enterprise Marketing Management (EMM) software. Focused exclusively on the needs of marketers, Unica delivers the most comprehensive EMM suite on the market. Unica’s Affinium® software streamlines the entire marketing process for brand, relationship and internet marketing – from planning and budgeting to project management, execution and measurement. Offered on premise or on demand, Affinium delivers key EMM capabilities including: web and customer analytics, cross-channel lead and campaign management, and marketing resource management. Unica’s solution uniquely provides a marketing system of record that enables marketers to easily manage marketing information and assets, rapidly assemble campaign components, and track performance. Just as sales force automation has streamlined sales operations, Unica’s EMM solution is poised to revolutionize marketing. Today, more than 500 companies worldwide have adopted Unica’s Affinium as their EMM solution.

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

MORE»

Unica sponsors The Marketers' Consortium, an online community where marketers and industry experts discuss the critical challenges of today's fast paced, interactive, customer-driven world. The Marketers' Consortium's notable moderators have included Don Peppers, Peppers and Rogers Group, and Elana Anderson, Forrester Research. Visit The Marketers' Consortium blog at www.unica.com/share.

...

Copyright 2006 Unica Corporation. Unica, the Unica logo, Affinium trademarks of Unica Corporation. All other product names, service mentioned herein are trademarks of their respective owners.

Forward Looking Statements

The information provided in this press release above contains forward-looking statements that relate to future events and future financial performance of Unica. These forward-looking statements are based upon Unica's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Unica's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change; and Unica disclaims any obligation to update or revise the forward-looking statements in the future. Matters subject to forward-looking statements involve known and unknown risks and uncertainties, including volatility of stock price due to the difficulty in predicting operating results and the long sales cycle for Unica's software; failure by Unica to develop new software products and enhance existing products; failure to retain key staff; failure by Unica to maintain historical maintenance renewal rates; the potential that Unica software will not help a customer streamline its processes, maximize its effectiveness, provide greater flexibility, decrease expenses or spend less time executing its marketing programs; and failure to properly protect Unica's proprietary rights and intellectual property. These and other factors listed in the Annual Report on Form 10K for the fiscal year ended September 30, 2006 under "Risk Factors" could cause Unica's performance or achievements to be materially different from those expressed or implied by the forward-looking statements.