



Highlights

- Marketing-oriented dashboards and visualizations
 - Flexible manipulation of data
 - Visual selection of campaign targets
 - Sampling or full data sets
 - Easy access to cross-channel data no matter where it resides
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IBM Unica CustomerInsight

Visually explore customer data, identify opportunities, and take action immediately

Truly understanding customers is fundamental to successful marketing. To do so, marketers need the ability to explore and analyze reams of customer data, and go back to the data often as things change.

But how can marketers still be nimble and effective with their marketing if they have to ask technical or analytical staff for help with data analysis every time? Self-serve reporting is available, but is usually static and not very intuitive. How can marketers see the data in visual, graphical formats that make it easy for them to spot opportunities? Most importantly, how can marketers swiftly shift from analytical mode to action by launching campaigns or other initiatives based on opportunities they've discovered?

With IBM® Unica® CustomerInsight, marketers have an intuitive way to explore customer data without asking for help from technical specialists. Unica CustomerInsight enables marketing users to gain critical insights through a highly flexible data visualization interface, making it easy to spot customer trends and opportunities, and take immediate action to select target audiences for marketing campaigns and programs—all in a single interface.



Analyze massive customer data sets, visually and easily

Unica CustomerInsight helps marketers analyze and explore customer data on their own and turn insight into action:

- **Marketing-oriented dashboards and visualizations:** Packaged dashboard and visualizations are designed to answer marketing-oriented questions rather than leaving marketers to wrestle with more generic analytical tools.
- **Flexible manipulation of data:** Marketers can slice and dice, drill down or create their own charts to find the answers to any of their questions.
- **Visual selection of campaign targets:** Marketers can load customer groups of interest as a target audience into IBM Unica Campaign and execute campaigns immediately to take advantage of any discovered opportunity.
- **Sampling or full data sets:** Marketers can use samples to increase performance or switch to full data sets to validate and increase precision of identified insights.
- **Easy access to data:** Using our patented Universal Data Interconnect™ (UDI) technology, marketers can access cross-channel data no matter where it resides, whether it's centralized in one data mart or spread across multiple sources.

Move rapidly from insight to action

The visual data exploration and selection capabilities of Unica CustomerInsight help marketing business users:

- Better understand and identify key customer segments
- Reduce the time, effort, and cost needed to move from insight to action

- Eliminate unnecessary analytical systems or costs allocated from analytics teams by empowering marketers to do their own analytics
- Improve marketing results by evolving from simply pulling lists for campaigns to building highly effective, analytics-driven campaigns

Leverage powerful, flexible dashboards, charts, and visualizations

Unica CustomerInsight brings together an extraordinary spectrum of dashboards, charts, and other visualizations, all designed to make it easier than ever for marketers to understand and segment customers, without technical assistance. Here are just a few of Unica CustomerInsight's built-in visual tools:

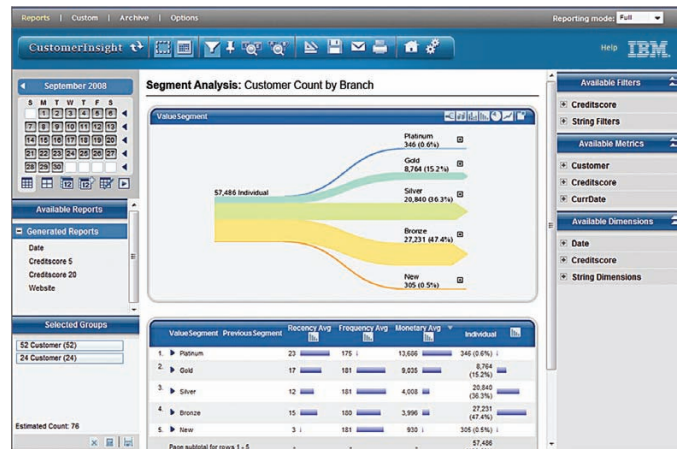


Figure 1: Branch Analysis

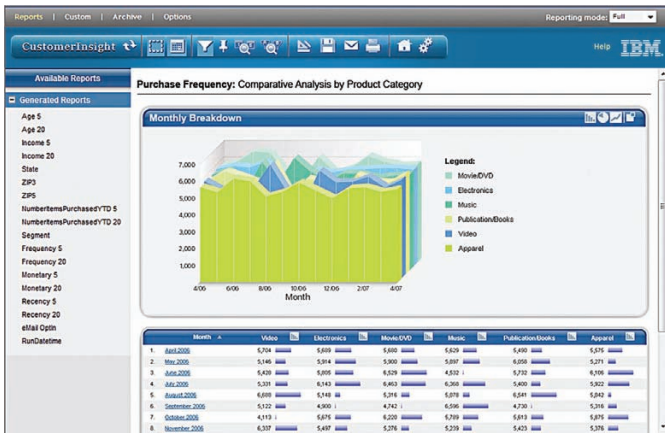


Figure 2: Comparative Analysis Charts

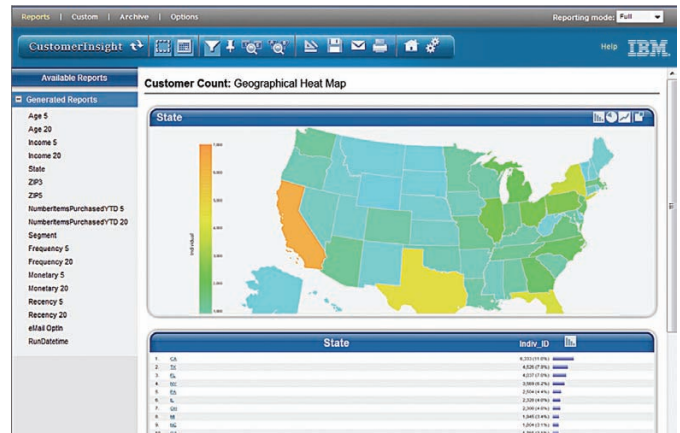


Figure 4: Geographical Heat Maps

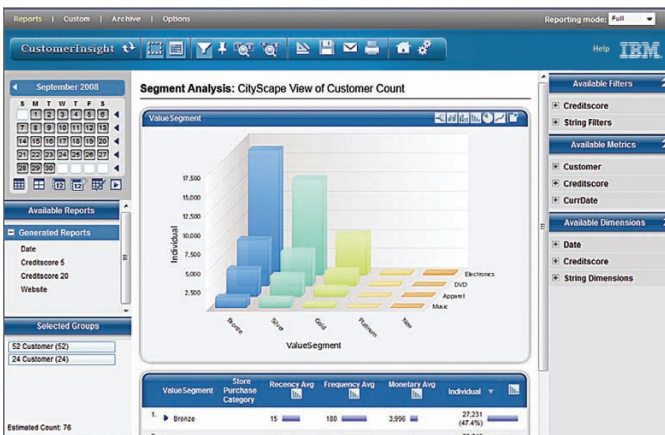


Figure 3: Data Viewed as a "CityScope"

About IBM Unica solutions

IBM Unica products are innovative marketing solutions that turn your passion for marketing into business success. Our comprehensive approach to interactive marketing enables organizations worldwide to understand their customers and use that understanding to engage buyers in highly relevant, interactive dialogues across digital, social, and traditional marketing channels.

Recognized as a leading integrator of enterprise systems for multiple industries, we help organizations with a wide variety of projects, analyzing real-time information and returning measurable value to stakeholders. In addition, we provide worldwide support for a variety of industry-partner content, services, and applications.

For more information

To learn more about Unica CustomerInsight, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/software/info/unica.

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.



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Software Group
Route 100
Somers, NY 10589 U.S.A.

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