IBM Unica eMessage

Engage customers and prospects with timely, personalized communications

Highlights:

- Best-in-class email campaign management; leverages the marketing-leading capabilities in Unica Campaign

- Full range use of customer data for segmentation, targeting, personalization and event-triggering

- Snapshot rendering available across more than three dozen email platforms

- Robust content creation and management

- Extensive reporting and analysis to ensure messages get delivered to recipient inboxes and look the way you intended

- Cross-channel integration creates an Interactive Marketing dialogue with customers

Email and mobile channels are critical communications outlets for most marketing organizations today. But how can you send fully targeted and personalized messages without completely integrating your customer data with an email service provider or other messaging service? And how can your marketing messages be delivered quickly and cost-effectively, given how difficult that integration would be? You could handle execution of your email and mobile marketing yourself, but it means you must take on the complexity of ensuring delivery and maintaining deliverability.

IBM® Unica® eMessage offers marketers a comprehensive solution to create, preview, and test email, mobile messaging and landing page campaigns. With Unica eMessage, marketers can extend IBM Unica Campaign's best-in-class campaign management capabilities to deliver more effective stand-alone and cross-channel campaigns— integrating your communications across all your Interactive Marketing channels.

The easiest, most powerful way to create, preview and test your email campaigns

Unica eMessage is one of the easiest to use, advanced-featured email solutions on the market today. Used in combination with Unica Campaign, Unica eMessage extends your marketing platform further by introducing a powerful suite of solutions that will allow you to create, preview and test your email campaigns.
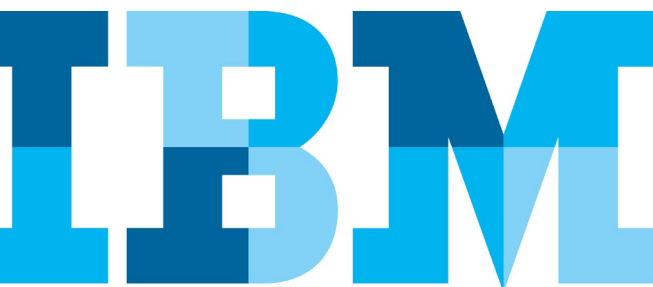
Unica eMessage can help manage your campaign's deliverability, ensuring your messages get delivered to recipient inboxes, look the way you intended and protect your email reputation with ISPs. Unica eMessage can also create landing pages on-the-fly—an extra added value that is built into the solution.

With Unica eMessage, email marketers have everything they need to make highly targeted and personalized email campaigns part of their cross-channel marketing strategy. Unica eMessage allows you to use the full range of your customer data for segmentation, targeting, personalization and event-triggering.

Unica eMessage makes it possible to deliver compelling content to sustain long-term customer life cycles. Marketers will benefit and improve their ability to understand their consumer's online behavior through post click analytic reporting, allowing them to track results and conversions for the "click after the click."

Unica eMessage offers:

- **Best-in-class campaign management:** leverages the marketing-leading capabilities in Unica Campaign
- **Cross-channel integration:** email and mobile messaging, and landing pages woven together with other outbound and inbound channels, both online and offline, create an Interactive Marketing dialogue with customers—understand your customers, their experiences and their actions
- **Targeting and personalization functionality:** allows you to use the full range of your customer data for segmentation, targeting, personalization, and event-triggering
- **Robust content creation and management:** drag-and-drop assembly of templates, digital assets and personalization logic
- **Rendering snapshots:** see your email across more than three dozen email platforms, including all major models of smartphones, before it goes out
- **Deliverability management and reports:** protect your reputation with the ISPs by leveraging our tools and expertise to ensure messages get delivered to recipient inboxes and look the way you intended
- **Extensive reporting and analysis:** deep insight into campaign performance, from delivery metrics to ROI—and even individual-level post-click web behavior and rendering for different browsers and devices

- **Track customer behavior** 'after the click' and learn how email drives revenue across your website and retarget consumers with precision
- **Visualize and measure the impact** of email campaigns on web traffic to refine your cross-channel initiatives
- **Seamlessly follow consumers** from click to browse to determine your email's reach and influence on website traffic

Unica eMessage supports the entire life cycle of email and mobile marketing messages, from idea through to post-campaign analysis.

Faster, easier, cheaper, better, smarter

Unica eMessage's powerful combination of creation tools and delivery services makes the email marketing process:

- **Faster:** fewer steps and less manual data movement
- **Easier:** less integration work, outsourced delivery and deliverability, and a single vendor relationship to manage
- **Cheaper:** no need to pay premium prices just to get messages delivered
- **Better:** synchronization with other outbound and inbound channels enables an interactive, cross-channel dialogue with customers
- **Smarter:** a more complete understanding of the revenue messages drive deep insight into post-click-through customer behavior
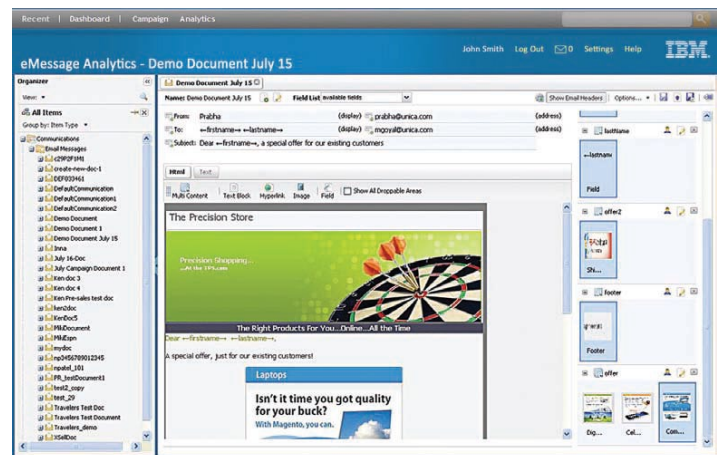
Unica eMessage's drag-and-drop message editor makes it easy to assemble new message content.
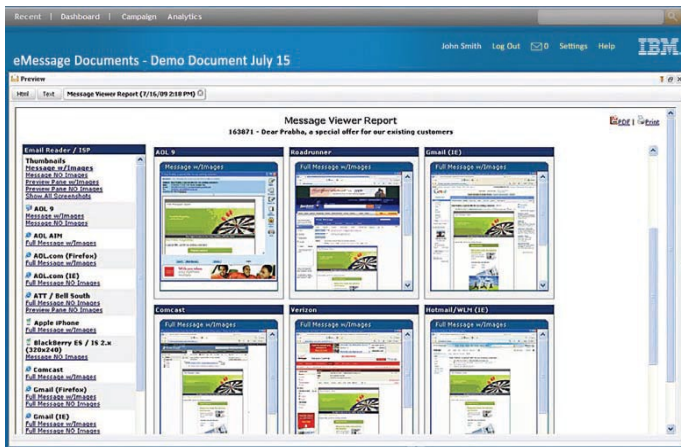
Unica eMessage previews how emails will look in a wide variety of email client types.

Builds on the power of Unica Campaign

Unica eMessage is a companion product to Unica Campaign. Unica eMessage requires Unica Campaign, and leverages and complements Unica Campaign's core campaign management capabilities.

Unica eMessage also comes with a rich set of reports and other analytics, covering issues such as performance, execution, deliverability and more.

"By bringing our email marketing capabilities in-house with IBM Unica eMessage, we were able to expand the scope of our efforts, increase our velocity, and save 40 percent over traditional outsourced email service provider solutions."

— Global retail leader of outdoor and sporting goods

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 | 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.

For more information

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

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