



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
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IBM Unica eMessage

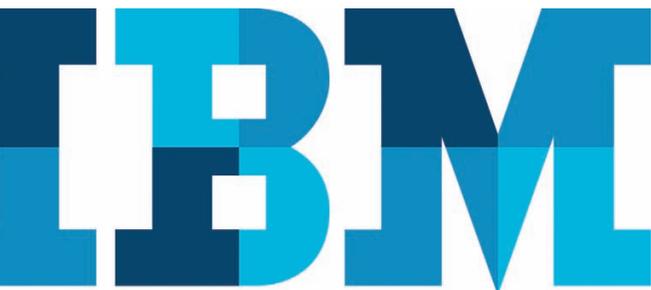
Engage customers and prospects with timely, personalized communications

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 offers:

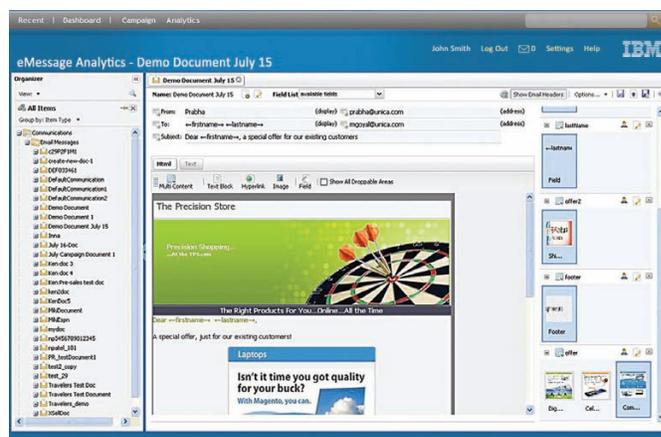
- **Best-in-class campaign management:** leverages the marketing-leading capabilities in Unica Campaign
- **Cross-channel integration:** email and mobile messaging, and landing pages woven together with other outbound and inbound channels, both online and offline, create an Interactive Marketing dialogue 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

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 and deep insight into post-click-through customer behavior



Unica eMessage's drag-and-drop message editor makes it easy to assemble new message content.

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/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

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