IBM Unica Campaign and the IBM Netezza Data Warehouse Appliance

Speaking directly to each individual customer is the key to successful marketing. But how do you target thousands — or millions — of individuals with just the right message? How do you track and honor individual customer preferences? How do you quickly and cost-effectively design, execute and measure customer-driven communication strategies across all of your channels, online and offline?

Research shows that more than 50 percent of consumers start online, but end up using a variety of online and offline channels during their buying process. Currently, most organizations are unable or unprepared to deal with this reality. They can’t interact with customers consistently across all channels or move them smoothly through a multichannel buying cycle.

With the IBM® Unica® Campaign software and the IBM® Netezza® data warehouse appliance, users can plan, design, execute and analyze multi-wave, cross-channel communications, and create highly personalized marketing campaigns faster than the competition. The combination of IBM Unica Campaign’s completeness of functionality, and the IBM Netezza data warehouse appliance’s fast performance and ease-of-use, can power the technological innovation that marketing organizations need today.

IBM Netezza data warehouse appliances

The IBM Netezza 1000 is a purpose-built, standards-based data warehouse appliance that architecturally integrates database, server and storage into a single, easy to manage system. Scaling from 1 terabyte to 1.5 petabytes, the IBM Netezza 1000 data warehouse appliance delivers high-performance out-of-the-box, with no indexing or tuning required. It is also delivered ready-to-go for immediate data loading and query execution and integrates with all leading ETL, BI and analytic applications.

Highlights

- Reduce campaign cycle time and time to market by utilizing the IBM Netezza data warehouse appliance as the data source for IBM Unica Campaign.
- Reduce the cost of marketing campaigns through IBM Netezza data warehouse appliance’s low total cost of ownership.
- Improve response rates and business results through IBM Unica Campaign’s precision targeting, and the “big data” capabilities of IBM Netezza data warehouse appliances.

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The IBM Netezza High Capacity Appliance extends the IBM Netezza data warehouse appliance family to new extremes of data capacity, scaling to more than 10 petabytes of user data. This enables organizations to meet a variety of analytical and historical data storage requirements with a single cost-effective appliance. Designed to process and store massive amounts of data, the IBM Netezza High Capacity Appliance is a data-archival, analysis and disaster-recovery appliance designed to help organizations uncover patterns and trends from large data sets.

**Target each customer with the optimal message**

IBM Unica Campaign, the industry’s most highly acclaimed, best-in-class campaign management application, incorporates features for:

- **Segmentation, offer and channel assignment**: A powerful, flexible, flowchart-based user interface to manage the entirety of a campaign’s logic, including audience segmentation, exclusions, assignment of offers and channels.
- **Marketing system of record**: A central repository that enables use, reuse and tracking of campaign building blocks, including audiences, segments, offers, treatments and exclusion rules.
- **Interaction history**: A complete history of contacts made, offers presented, context and campaign details for each customer or prospect, and their response or non-response — critical to building an effective, ongoing dialogue.
- **Scheduling, list generation and output formatting**: Complete campaign execution capabilities, including the ability to schedule multiple campaign waves, and use IBM’s patented Universal Data Interconnect™ (UDI) technology. This allows access to data from multiple sources and output campaign data in nearly limitless formats.
- **Response attribution**: Closes the loop by attributing responses of various types (direct, indirect and inferred) to campaigns using several attribution methods (best match, fractional, multiple and custom).
- **Reporting and analysis**: Standard campaign reports and other key analyses are included, with a flexible and open data mart that allows custom data fields to be incorporated into reports and any third-party reporting tool to be used.

**IBM’s suite of Unica solutions offers companion products that complement IBM Unica Campaign’s capabilities**

- **IBM Unica eMessage** — engage customers and prospects with timely, personalized email and mobile messages
- **IBM Unica Interact** — determine, in real-time, the right message to present in inbound marketing channels
- **IBM Unica Optimize** — optimize results, balancing marketing goals, contact preferences, and business constraints
- **IBM Unica Distributed Marketing** — empower local marketing teams to build contact strategies and execute campaigns

![Figure 1: Unica Campaign’s flowchart interface maximizes power and flexibility, enabling marketers to design and manage the most complex, cross-channel campaigns.](image1)

![Figure 2: With Unica Campaign, marketers can close the loop on all campaigns and review reports to assess success and impact.](image2)
“With IBM Unica Campaign, we can ensure that our customers receive more relevant and meaningful communication and offers from us, building trust and enhancing their overall experience with our bank.”

— Leading European Bank

Access data and act on it — fast
Now, IBM Unica customers can take advantage of the IBM Netezza data warehouse appliance as an easy-to-deploy, easy-to-use and easy-to-maintain data source. The IBM Netezza data warehouse appliance is the perfect complement to IBM Unica Campaign implementations. Together, these products can help clients create focused and flexible customer interactions with speed and simplicity.

About IBM Unica solutions
IBM Unica products are innovative marketing solutions that turn user passion for marketing into business success. IBM’s 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, IBM helps organizations with a wide-variety of projects, analyzing real-time information and returning measurable value to stakeholders. In addition, IBM provides worldwide support for a variety of industry-partner content, services and applications.

For more information
To learn more about IBM Unica Campaign, 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.

About IBM Netezza data warehouse appliances
The IBM Netezza data warehouse appliance revolutionized data warehousing and advanced analytics by integrating database, server and storage into a single, easy to manage appliance that requires minimal set-up and ongoing administration while producing faster and more consistent analytic performance. The IBM Netezza data warehouse appliance family simplifies business analytics dramatically by consolidating all analytic activity in the appliance, right where the data resides, for blisteringly fast performance. Visit netezza.com to see how our family of data warehouse appliances eliminates complexity at every step and lets you drive true business value for your organization. For the latest data warehouse and advanced analytics blogs, videos and more, please visit: thinking.netezza.com.

IBM Data Warehousing and Analytics Solutions
IBM provides the broadest and most comprehensive portfolio of data warehousing, information management and business analytic software, hardware and solutions to help customers maximize the value of their information assets and discover new insights to make better and faster decisions and optimize their business outcomes.