



Highlights

- Increase response rates and results from marketing efforts
 - Detect downward purchasing trends; act quickly to avoid losing customer value
 - Identify product interest and cross-sell opportunities
 - Recognize immediately when customers are losing interest and engage to rebuild loyalty
 - Scale event-based marketing efforts massively
 - Put new event-based marketing programs into action quickly
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IBM Unica Detect

Improve cross-selling and retention by detecting when customers are most receptive

Truly understanding your customer means not just listening to what they tell you explicitly, but also interpreting what they do and recognizing when something significant happens—or doesn't happen.

But how do you efficiently monitor the behavior of individual customers, especially when it is captured in large volumes of transactional data such as purchases or account activity? How do you spot patterns and nuanced changes in behavior that only appear over time? And once you see something significant, how do you ensure you respond immediately, rather than long after it's too late?

With IBM® Unica® Detect, you can build effective, event-based marketing programs quickly and with minimal effort, boosting cross-selling and retention rates and improving on-boarding programs. Unica Detect identifies accurate, timely indications of when customers are most receptive to offers or the most in need of extra effort to keep them loyal.

Unica Detect provides a complete set of event-based marketing capabilities:

- **Sophisticated pattern detection:** patented 24x7 customer and website visitor behavior pattern technology
- **Custom business rule creation:** fast, easy creation of business rules specialized for a particular business or objective



- **Libraries of predefined triggers:** cover many industries and marketing goals “out-of-the-box”
- **Flexible use of data sources:** no need for a data warehouse, even when using data from multiple online and offline channels—raw data feeds suffice
- **Low cost of ownership:** state-based software architecture means minimal hardware and storage requirements—even for extremely large data volumes
- **Integrated with execution capabilities:** direct integration with IBM Unica campaign management and lead management products for immediate, action-based responses

Implement event-based marketing rapidly and cost-effectively

Unica Detect has event-based marketing capabilities that enable you to:

- **Increase response rates and results from marketing efforts;** event-based marketing is typically five to ten times more effective than traditional marketing efforts
- **Detect downward purchasing trends** and act quickly enough to avoid losing customer value
- **Identify product interest and cross-sell opportunities** by monitoring for signs of product interest
- **Recognize immediately when customers are losing interest** and engage to rebuild loyalty
- **Scale event-based marketing efforts massively;** even hundreds of triggers are easily managed, but inconceivable through manual means
- **Put new event-based marketing programs into action quickly;** dozens of new patterns for complex events can be defined and automated within weeks or even days

Extensive library of event detection triggers

In addition to the ability to create customer event detection triggers easily, Unica Detect comes with hundreds of “out-of-the-box,” industry-specific triggers that you can use immediately. These triggers cover a wide variety of industries and event detection types, including the following three examples.

“Out-of-the-box” event triggers for credit card providers

Unica Detect provides these and other built-in event triggers for use in the credit card industry:

- Credit utilization over 80 percent
- Drop in card spending
- Lack of activity for a new account
- Large expense of certain types (for example, grocery, home improvement, travel)
- Payment more than a certain percentage of total balance
- Unusually high weekly purchase volume
- And many more

“Out-of-the-box” event triggers for retail banking

Unica Detect provides these and other built-in event triggers for use by retail banks:

- Balance above or below a certain level
- Deposit greater than a specified amount posted
- Non-home bank ATM withdrawal
- Wire transfer deposit
- Unusual in-branch withdrawal
- Unusually large check paid
- And many more

“Out-of-the-box” event triggers for telecommunications

Unica Detect provides these and other built-in event triggers for use by telecommunications service providers:

- Customer recharges their prepay account with more than a certain amount
- Increase in roaming compared to the past
- Increase in calls to customer care center
- Unusual rise or drop in account usage
- Customer has called a number belonging to a competitor
- No calls to landlines within a certain time frame
- And many more

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.

“Thanks to the event-based marketing approach of Unica Detect, we can introduce new promotion-based dialogues and have prolonged interactions that are consistent over time.”

—Leading Global Telecommunications Operator

For more information

To learn more about Unica Detect, 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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