

INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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IBM Unica Campaign

Introduction to Unica Campaign

Concepts and need for Unica

- Marketing Campaigns
- Campaign Life Cycle
- Unica in marketing campaign

User Groups and Roles

- Users and concepts
- Adding New User
- Modify Users
- Remove Users
- Edit user information
- Assign role to Users

User Groups and Concepts

- Adding New Group
- Modify Groups
- Remove Groups

Unica Roles & configuration

- Roles and Concepts

Offer management

- Concepts of offers
- Offer templates
- Offer Creation
- Offer operations

Campaign management

- Concepts of Campaign
- Unica Campaign Overview
- Campaign Creation
- Campaign operations

Flowcharts

- What are flowcharts?
- Concepts of flowcharts
- Adding Flowchart to campaign
- Flowchart Creation
- Flowchart Processes
- Data manipulation processes
- Run Processes
- Optimize Processes

Data manipulation processes

- Select
- Merge
- Sample
- Segment
- Extract

Run Processes

- Snapshot
- Schedule
- Mail list
- Cal list
- E Message

Optimize Processes

Stored objects

- Derived fields
- User variables
- Custom macros
- Templates
- Stored Table Catalogs

Reports

- Flowchart cell reports
- Segment Crosstab reports
- Calendar of Campaigns
- System-wide reports
- Object-specific reports