

## Unica Campaign Guide

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IBM Unica Campaign: User's Guide

Unica Campaign is a web-based solution that enables you to design, run, and analyze direct marketing campaigns. Creating and managing campaigns One of the first things you do in Unica Campaign is to create a marketing campaign to identify your objective. Each campaign is defined by its business objective, initiative, and effective date range.

Unica Campaign overview - help.hcltechsw.com

Unica Campaign optionally integrates with a number of other products. Creating and managing campaigns. One of the first things you do in Unica Campaign is to create a marketing campaign to identify your objective. Each campaign is defined by its business objective, initiative, and effective date range.

Unica Campaign overview - help.hcltechsw.com

" Step: Map user tables in Campaign " on page 38 IBM Unica Campaign: Installation Guide. Campaign: Campaign guide. ...

IBM Unica Campaign: Installation Guide

Non-ASCII data in Unica Campaign. Unica Campaign supports the use of localized data and non-United States locales, including multiple user-preferred locales within the same installation of the application. Configuration properties for Unica Campaign. The configuration properties for Unica Campaign are located at Settings Configuration. For more details on the configuration properties, see the Campaign Administrator Guide.

Administrator Guide - HCL Product Documentation

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Managing flowcharts

Note: If the Schedule process in your flowchart tells the flowchart to run before a previous run is complete, Unica Campaign holds the request until the previous run is finished. Only one run can be held in this manner. In certain cases, this might mean that the flowchart does not run as many times as you expect.

The Schedule process

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The Cube process

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To change the name of a cell in a flowchart process

IBM Campaign ( formerly Unica Campaign – a.k.a " Unica " ) is software designed for the purpose of campaign management. Unica provides a graphical user interface to design, execute, and measure customer-driven communication across all marketing channels. The software also stores contact and response history which enable the user to know which customers have responded to which offers over time.

IBM Unica Campaign – Marketing Campaign Management

Unica Campaign 10.0.0 English Documentation: File or Directory: IBM Marketing Software Products Recommended Software Environments and Minimum System Requirements. IBM Campaign Administrator's Guide v10.0. IBM Campaign SOAP API Guide v10.0. IBM Campaign and Engage Integration Guide for IBM Marketing Cloud.

HCL Unica Product Documentation/campaign/10\_0\_0/en\_us/

HCL Software Unica Suite is the enterprise marketing platform to deliver Precision Marketing at Scale Designed from ground up for marketers and powered by AI, it empowers marketing automation across a wide variety of outbound and inbound channels – direct mail, email, website, call center, IVR mobile, ATM, Kiosk, POS and much more.

Unica Marketing Platform - HCL Software

The Mindmajix IBM Unica Campaign training enables you to master all the concepts of this campaign management software right from the basics to advanced level with practical examples. This course will make you proficient in IBM Unica Campaign basics, data selection, and manipulation, data refinement and output, etc., through hands-on sessions with real-time use cases and projects.

IBM Unica Campaign Training | Online Certification Course ...

This video is dedicated to beginners willing to learn further the very basic functionalities of IBM Unica Want to get in touch! Connect with me on LinkedIn :...

IBM Unica Campaign basics in 10 lessons - YouTube

Before upgrading Unica Campaign, you must undeploy your current installation of Unica Campaign. Undeploying and upgrading Unica Campaign Jump to main content Product Documentation

Undeploying and upgrading Unica Campaign

Home; Developer Guides; Macros for HCL Unica. Macros can be used in Unica Campaign and Unica Interact to enhance your flowcharts.. Macros Reference. This section describes each available macro that is available for use in Campaign, Interact, or both.

ADD\_MONTHS macro

Campaign is online Enterprise Marketing Management (EMM) software consisting of a server at the back end, which is an ActiveX client, providing security to the Marketing Platform. Campaign enables organizational administrators in designing, executing, and analyzing their direct marketing campaigns efficiently.

The Best IBM Unica Campaign Interview Questions [UPDATED] 2020

HCL Unica customers will get a HCL License portal URL and login credentials via email. This portal will have the license entitlements allotted as per the purchase done by the customer. The customer needs to follow below mentioned steps to complete the registration process and configure the devices for HCL Unica products.

Licensing Guide - help.hcltechsw.com

ivIBM Unica Leads: User Guide Chapter 1. Getting Started with Leads Leads are potential sales opportunities that come from campaign responses, inbound calls, Web inquiries, and other marketing channels.