

# Hands-On Unica Campaign Training: Join Our Workshop



Unica Campaign is a marketing automation platform that helps businesses design, execute, and manage campaigns across channels. It enables audience segmentation and provides tools for campaign planning, execution, and performance tracking, offering insights into customer behavior.

## What Can You Expect from the Workshop?

1

### Introductions and Overview

- Kick off the workshop with a brief introduction of the participants and an overview of the session objectives. Understand the key goals and outcomes to ensure everyone is aligned and ready to dive into Unica's advanced features and best practices.

2

### Experience Unica in Action

Instructor-led Session:

- **Complex Campaign Architecture Review:** Gain insights into the architecture of complex campaigns, exploring how Unica can be effectively utilized. Understand the flow and structure of inter-related flowcharts, setting the stage for your hands-on work.
- **Review of Templates and Best Practices:** Explore the templates and best practices that will be used throughout the workshop. Learn how these can streamline campaign creation, reduce QA time, and improve performance by leveraging reusable campaign components.
- **Customization and Personalization:** Discover how Unica's advanced features like raw SQL, derived fields, and custom macros can enhance campaign personalization. Learn how to efficiently design and execute campaigns that require complex segmentation and personalization.

3

### Hands-on Experience

- **Creation of Unica Campaign Flowchart:** Roll up your sleeves and start creating your own Unica campaign flowchart. Work through each step with guidance from the instructor, ensuring you understand how to leverage Unica's tools to their full potential.
- **Optimization Techniques:** Learn how to optimize flowcharts for performance by implementing best practices such as time dependencies, effective use of derived fields, and strategic segmentation. Understand how to avoid common pitfalls like unnecessary table mapping and the overuse of custom macros.
- **Advanced Data Handling:** Dive into advanced data handling techniques using Unica. Understand how to manage data access and hygiene, use raw SQL for complex data queries, and effectively use the platform scheduler for automation.

4

### Crafting Efficient Campaigns

- Master the art of designing and optimizing campaigns with Unica. Discover how to automate and optimize multi-channel campaigns that drive meaningful engagement through targeted and personalized marketing efforts.

5

### Q&A and Wrap-Up

- Conclude the workshop with a Q&A session. Address any lingering questions, clarify concepts, and ensure you leave with the confidence to implement what you've learned in real-life scenarios. Wrap up with a summary of key takeaways and next steps.



## Who is This Designed For?



Are you looking to enhance your marketing strategies with efficient flowcharts and personalized customer segmentation?



Do you manage or are involved in automating campaigns and utilizing data-driven insights for targeted marketing efforts?



Are you keen on mastering tools like Unica Campaign for better campaign management, including monitoring, offer management, and troubleshooting?

**Register now**



Interested? Get in touch with our Experts!

**Online**



**Sales**

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Format: Online, instructor-led event (MS Teams)