

Identify the **areas of improvement!**

Our assessment of your Unica Campaign operations will provide you with a high-level evaluation and recommendations. Depending on your needs and priorities, this may include:



Campaign Configuration:

High-level review of one (1) complex use case with the recommendations for optimized flowchart design



Personalization:

Assessing the utilization of dynamic content and personalized messaging



Automation:

Optimizing workflows, triggers, and scheduling for efficiency



Performance Metrics:

Analyzing Unica platform performance to locate technical challenges affecting operations and delivery



Integration:

Checking data requirements and data flow between Unica Campaign and other platforms and exploring opportunities for better integration



Training and Support:

Assessing team proficiency and identifying training needs for better platform usage

What's Included in the Audit?

- ✓ 1-3 remote discovery sessions, totaling 2-4 hours, depending on scheduling and availabilities
- ✓ Sessions will include your key users and/or stakeholders – no significant preparation needed
- ✓ Sessions conducted via remote screen share with one or more Munvo Unica experts



DURATION
2-4 hours

Expected Outcome of the Audit:



After discovery sessions, Munvo will prepare and deliver findings and recommendations via a **30-to-60-minute remote screen-share session** and will provide slides separately. This can help you improve your return on your Unica investment.



Still have Questions? We Offer a
No-Commitment Consultation
with our Experts!

Online



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