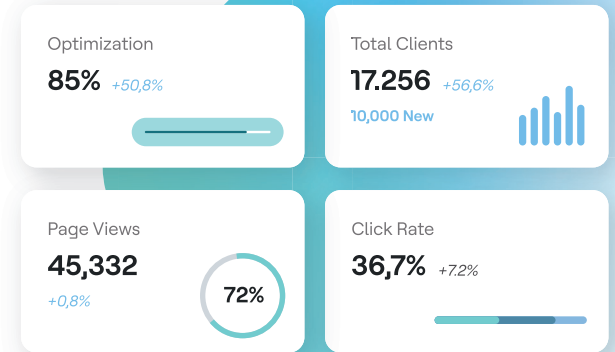


## HCL Unica+

MarTech for the Intelligence Economy

An **AI-first, data-driven** platform built to drive **hyper-personalized, memorable** experiences.



## The Emergence of the Intelligence Economy

Marketing in the attention economy relies heavily on budget to break through the noise. But with today's content overload, audiences are fatigued—and engagement is in decline. In fact, 89% of consumers unsubscribe due to repetitive offers (Optimove, 2025).

Enter the **Intelligence Economy**—where context, intent, and trust drive connection. By understanding customer context and delivering relevance, brands can build lasting relationships.

**HCL Unica+** is purpose-built for this shift—where context, trust, and speed define success.

It is an AI-first, data-driven platform that empowers real-time, hyper-personalized engagement at scale—leveraging deep customer insights and intent to turn every customer interaction into a growth opportunity.

Maximize the impact of your marketing efforts in the Intelligence Economy by understanding customer context in real-time and activating that data for relevant and timely engagement. With HCL Unica+, you can deliver smarter, faster and scalable communications.

## Why HCL Unica+

### AI-first Platform:

HCL Unica+ is designed to help you build an agile, accessible and long-term, value-driven architecture from day one. Leverage it to capture and unify real-time behavioral signals such as digital body language and event stream data with historical data to reveal deeper customer context and unlock new types of customer insights. These insights help you understand intent, anticipate needs and turn every interaction into a strategic opportunity.

### Data-driven by Design:

AI is the foundation of HCL Unica+, equipping marketers with an insightful view into customer intent, along with the speed and adaptability needed to drive higher productivity. With an integrated model workbench, Agentic AI-powered automation and GenAI-driven recommendations, the platform enables you to create, optimize and scale campaigns with minimal effort by offering tools that grow alongside your AI maturity.

### Hyper-personalized Engagement at Scale:

HCL Unica+ dynamically tailors each message based on who your customer is, what they're doing and where they are in their journey. Using intelligent orchestration and contextual data, your MarTech delivers the right message at the right time through the right channel. This drives higher relevance, stronger engagement, and significantly better conversion rates because every interaction feels personal, not programmatic.

### AI is the Catalyst for Contextual Engagement

AI empowers context through two key functions:

- 1. Enrichment:** Predicting customer needs and prescribing optimal experiences.
- 2. Activation:** Using those insights to ideate, generate, execute and automate marketing campaigns with speed and precision.

# AI-first Features of HCL Unica+

HCL Unica+ introduces a reimagined user experience featuring a modern, intuitive interface and an integrated ensemble of AI models: Predictive, Generative and Agentic.

## AI Agents

### Insights Agent

AI-Powered insights give marketers a data-driven edge.

→ Use context to transform engagement into conversion and loyalty.

### Segmentation Agent

Automate zero-touch, segment-of-one targeting with contextual precision.

→ Deliver hyper-targeted and personalized experiences that convert.

### Content Optimizer Agent

Personalize messaging dynamically to match customer context and intent.

→ Achieve higher conversion rates by increasing message relevance.

## AI Applications

### MaxAI Assistant

Your always-on marketing assistant for real-time decisions and optimization.

→ Improve marketer productivity by reducing manual work and boosting campaign effectiveness.

### MaxAI Workbench

Build and deploy predictive models without the complexity.

→ Drive higher offer acceptance rates with better audience prediction and targeting, leading to higher ROI.

### Real-time Personalization

Enables hyper-relevant engagement.

→ Deliver personalized experiences that feel timely, intuitive, and valuable.

## AI Foundations

### Customer One-View

Unite event stream data with past behavior to create dynamic customer profiles.

→ Understand not just who your customer is, but what they're doing and why it matters.

### Digital Body Language

Capture unique signals for deeper analysis of customer intent.

→ Interpret digital body language and behavioral signals to act in the moment that counts.

### Privacy and Compliance

Privacy Guardrails with AI-powered governance and trust.

→ Build trusted customer relationships and reduce compliance risk.

## Industry voices



With HCL Unica+, we're entering a new era, one that enhances marketers' capabilities thanks to AI, all at the service of our customers' satisfaction. The change in UX/UI enables marketing teams to focus on the performance of their campaigns, with a global and efficient vision."



**Thomas RICOUX**

Head of Marketing, Digital & Customer Relationship, MACIF – Leading French Insurance company



HCL Unica+ is an extremely interesting evolution in the MarTech landscape and represents a step change in the field of CX, a cutting-edge approach built on top of the most mature Marketing Automation platform ever created, designed by marketers for marketers."



**Timothy Biddiscombe**

Chief Executive Officer, Purple Square



The age of random applications of AI, automation and data is over as customers and marketers alike have heightened expectations for engagement, rich with intentionality and notable outcomes. CMOs and their teams deserve marketing technologies that meet this new era of intelligence head on with platforms that deliver context and understanding of both the customer and the business, drawing from data and insights from across the organization and across the digital and physical reality of the customer."



**Liz Miller**

VP & Principal Analyst, Constellation Research.