



Unica's Akin Arian Pens Visionary Book on Multichannel Marketing

Web analytics guru helps marketers achieve online and offline marketing campaign success

WALTHAM, Mass., Apr 21, 2008 (BUSINESS WIRE) -- Unica Corporation (Nasdaq: UNCA), a leading global provider of enterprise marketing management (EMM) solutions, today announced that Akin Arian, Unica's web analytics evangelist, has authored a visionary new book, titled "Multichannel Marketing: Metrics and Methods for On and Offline Success." The book, now available at www.multichannelmetrics.com, provides a missing key for unlocking today's multi-channel marketing strategies.

"Customer centricity is more challenging than ever before, thanks to the multi-channel revolution. It's no secret that in order to succeed in today's business climate, marketers must have a deep understanding of their customers; they must be able to understand customer relationships that span online and offline channels," said Arian, senior segment manager, Internet Marketing Solutions Group at Unica. "In our course of work with customers at Unica we see offline marketers running multi-channel metrics within their confines. We also see the multi-channel metrics that online marketers are running within the web world. But there has been little sharing done between the groups yet. I wrote this book to help my colleagues from both sides of marketing understand the value that they bring each other from sharing their methods and working together."

Unica will not receive any proceeds from sales of this book.

About Unica

Unica Corporation (NASDAQ: UNCA) is a leading global provider of enterprise marketing management (EMM) software and services. The most comprehensive EMM suite on the market today, Unica's Affinium(R) software streamlines the entire marketing process from analysis and planning to project management, execution and measurement. More than 600 companies worldwide depend on Unica for their enterprise marketing management solution.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

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