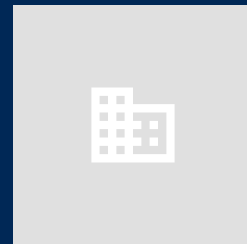


All Categories > Multichannel Marketing Hubs > HCLTech (HCL Software) > HCL Unica



HCL Unica Reviews

by HCLTech (HCL Software) in Multichannel Marketing Hubs

4.6 ★★★★★ 108 Ratings

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Overview

Reviews

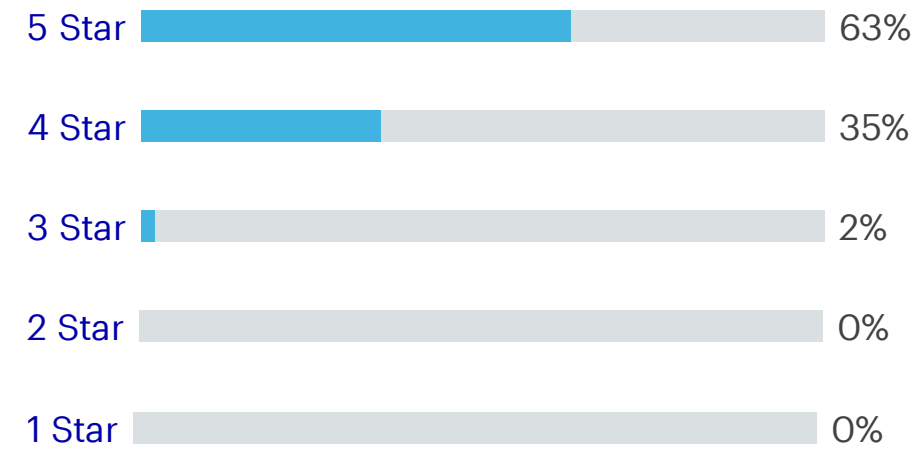
Alternatives

Likes and Dislikes

HCL Unica Ratings Overview

4.6 ★★★★★ 108 Ratings (All Time)

Rating Distribution



Distribution based on 108 ratings ⓘ

Review weighting ⓘ

Reviewed in Last 12 Months

[Email Page](#)

94% Would Recommend

Customer Experience

Evaluation & Contracting 4.6

Integration & Deployment 4.4

Service & Support 4.6

Product Capabilities 4.7

Overall experience with HCL Unica

How helpful reviews are selected ⓘ

● FAVORABLE REVIEW

4.0 ★★★★★ December 4, 2022

A solid product with deep user community and good integrator expertise in region.

We have benefited from a strong user community and regional integrators with expertise that have helped us deliver a successful deployment. The Unica suite has met our needs and the recent acquisition by HCL has reinvigorated the product roadmap.

[Read Full Review](#)

● CRITICAL REVIEW

3.0 ★★★★★ March 18, 2022

Eliminates manual work and also saves resources

UNICA is hosted on behalf of clients to give them access to customer and prospect data for marketing and service activities. We used this for an analytics team with a strong understanding of data or marketers that employ pre-built, pre-defined campaign segments and it allows us to keep track of all of our touch points with a single person, whether it's a customer or a ...

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Likes and dislikes about HCL Unica

● LIKES

Overall Unica is a robust and reliable platform, suitable for data intensive marketing uses. We utilize the multi-channel, next best conversation optimisation and workflow capabilities to deliver solid business results. We have enjoyed currency on the platform with the vendor supplying regular updates, and the support on the core modules has been good.

December 4, 2022

[Read Full Review](#)

● DISLIKES

It would be helpful to have additional tracking on the components that are added to the templates section so that users can see when and by whom they were last modified. Many companies create templates and then either never utilize them instead of copying and pasting last months campaign or, worse, fail to maintain them, potentially introducing problems.

March 18, 2022

[Read Full Review](#)

[View more likes and dislikes](#)

Top HCL Unica Alternatives

Other vendors considered by reviewers before purchasing from HCLTech (HCL Software)

60% considered Adobe

46% considered Salesforce

37% considered Acoustic

[All HCL Unica Alternatives \(30\)](#)

[Compare HCL Unica with competitors](#)

[Compare HCL Unica vs MoEngage Customer Engagement Platform](#)

[Compare HCL Unica vs Marketing Cloud](#)

[Compare HCL Unica vs Adobe Campaign](#)

Product Features and Ratings

Paid Media Management

4.5  (99)

Reviewer Insights and Demographics

Company Size

<50M USD	8%
50M-1B USD	33%
1B-10B USD	31%
10B+ USD	27%
Gov't/PS/Ed	1%

Industry

IT Services	36%
Healthcare and Biotech	10%
Banking	8%
Miscellaneous	8%
Other	37%

Deployment Region

Asia/Pacific	41%
North America	40%
Europe, Middle East and Africa	19%

Most Helpful HCL Unica Reviews

[See All 108 Product Reviews](#)

5.0 ★★★★★ Nov 3, 2022

Review Source: ⓘ

Best In Class Marketing Automation Platform for Marketers

Reviewer Function: General Management Company Size: <50M USD Industry: IT Services Industry

I have been working with Unica Platform more than 15 years. I have been involved more than 20 implementations in different industries. The platform evolved with the business and tech world transformations. It is probably the most comprehensive and high ...

[Read Full Review](#)

5.0 ★★★★★ Oct 15, 2022

Review Source: ⓘ

Unica provides pecision marketing at scale

Reviewer Function: IT Company Size: 3B - 10B USD Industry: Miscellaneous Industry

Unica provides precision marketing at scale. Enterprise with large audiences, complex inbound and outbound campaigns, billions of touches per year with customers need strong marketing campaign automation platform like Unica. Unica provides the ease ...

[Read Full Review](#)

5.0 ★★★★★ Oct 17, 2022

Review Source: ⓘ

Powerful Tool to navigate variety of audiences

Reviewer Function: Operations Company Size: 500M - 1B USD Industry: IT Services Industry

I have been using Unica from several yearsand it has always provided solutions over my expectations for cross channel campaign management.

[Read Full Review](#)

5.0 ★★★★★ Oct 20, 2022

Review Source: ⓘ

Unica, still standing!

Reviewer Function: IT Services Company Size: <50M USD Industry: IT Services Industry

I've worked with various crms throughout my 20+ years in campaign management. Unica is my favorite and I enjoy being in Unica every day for my clients!

[Read Full Review](#)

5.0  Oct 3, 2022

Review Source: 

UNICA is powerful segmentation capabilities for outbound and multi channel campaign Tool

Reviewer Function: IT Security and Risk Management Company Size: 30B + USD Industry: IT Services Industry

UNICA campaign is best campaign development and execution tool for creating strategic segment for outbound campaign execution, multi channel and multi wave campaign execution tool for measuring all marketing campaigns effectiveness by ...

[Read Full Review](#)

4.0  Oct 19, 2022

Review Source: 

Overall a robust tool for marketing

Reviewer Function: Data and Analytics Company Size: 50M - 250M USD Industry: IT Services Industry

Unica has been my go to tool for marketing automation setup for various clients . I really like how it has been evolving with the upgrades from where it began.

[Read Full Review](#)

4.0  Oct 17, 2022

Review Source: 

Remarkable omni-channel campaign management, scalable and highly customizable

Reviewer Function: Marketing Company Size: 50M - 250M USD Industry: Insurance (except health) Industry

We use Unica for omni-channel campaigns with complex offers tracking. It allows us to deploy and maintain hundreds of campaigns with a very small team.

[Read Full Review](#)

5.0 ★★★★★ Oct 18, 2022

Review Source: ⓘ

Great for outbound campaign management.

Reviewer Function: Operations Company Size: 3B - 10B USD Industry: Finance (non-banking) Industry

We chose Unica for its robust outbound campaign management capabilities. The user interface was easy to adopt for campaign developers. The reuse and automation capabilities meet all our needs. We have a dedicated marketing data mart which ...

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4.0 ★★★★★ Oct 25, 2022

Review Source: ⓘ

Strong tool as backup...will need to upgrade to newest version to accurately assess

Reviewer Function: Marketing Company Size: 500M - 1B USD Industry: Retail Industry

This is a complimentary tool for us, not our primary martech.

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5.0 ★★★★★ Sep 22, 2022

Review Source: ⓘ

UNICA is one the best and oldest campaign management tool

Reviewer Function: Marketing Company Size: 30B + USD Industry: Healthcare and Biotech Industry

UNICA is user friendly campaign management tool for creating and executing all types of marketing campaigns. We are using UNICA for sending offers to the customers through mobile channel, call center, social media and email channel. UNICA can ...

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4.0 ★★★★★ Oct 18, 2022

Review Source: ⓘ


Great tool and workers but integration with other tools broke down.

Reviewer Function: Data and Analytics Company Size: 500M - 1B USD Industry: Retail Industry

Loved the product and support. The tool itself is great and I was able to learn a lot from it and create a lot of cool automated workflows.

[Read Full Review](#)

5.0  Oct 23, 2022

Review Source: 


Robust data selection/segmentation tool

Reviewer Function: Data and Analytics Company Size: 3B - 10B USD Industry: Retail Industry

Overall experience has been good with the implementation partners (HCL)

[Read Full Review](#)

4.0  Sep 29, 2022

Review Source: 


V11 Unica Plan and Campaign Integration

Reviewer Function: Software Development Company Size: 250M - 500M USD Industry: Healthcare and Biotech Industry

Under a SOW, we used HCL Professional Services to install Campaign and Plan in two environments. They worked with our infrastructure teams to ensure our teams understood the product and could support it. They provided project plans, functional ...

[Read Full Review](#)

5.0  Oct 24, 2022

Review Source: 


Unica is best in the class for inbound and outbound marketing

Reviewer Function: IT Company Size: 30B + USD Industry: Healthcare and Biotech Industry

Unica Interact Inbound performance and marketing configuration for MarTech is best in the class.

[Read Full Review](#)

4.0  Sep 14, 2022

Review Source: 

A Brilliant Multi Channel Marketing Platform

Reviewer Function: Sales and Business Development Company Size: 3B - 10B USD Industry: Banking Industry

Unica is a very user-friendly marketing automation platform that gets the job done with ease. Never have I faced any problem whatsoever with the software and all functions work flawlessly. I extensively use the scheduler and engagement tracker and they ...

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