

**Unica Audience Central V12.1.4  
Release Notes**



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# Chapter 1. System requirements and compatibility

Unica Audience Central system requirements and compatibility details.

This section provides the following information for this release of Unica Audience Central:

- Where to find a quick summary of system requirements and prerequisites
- Where to find system requirement and compatibility information

Unica Audience Central supports 64-bit operating systems only.

## **Where to find a quick summary of system requirements and prerequisites**

For a quick summary of system requirements and prerequisites, see the Unica Audience Central Installation Guide

## **Where to find complete system requirement and compatibility information**

For a list of HCL Marketing Software product versions compatible with this product and a list of third-party requirements for this product, see the Unica Recommended Software Environments and Minimum System Requirements document.

# Chapter 2. About the product

Unica Audience Central is a centralized tool to create and maintain audience levels that can be targeted by a campaign. In Unica release 12.1.4, Unica Audience Central integrates with Unica Campaign and Unica Interact.

## Features

The list of features in Audience Central for the 12.1.4 release are as follows:

### Create audience levels

An audience level is a collection of identifiers that can be targeted by a campaign. For example, a set of campaigns could use the audience levels `Household`, `Prospect`, `Customer`, and `Account`. Each of these levels represents a certain view of the marketing data available for a campaign.

An audience level is composed of a fixed number of keys or database table fields, which together uniquely identify a member of that audience level. For example, the audience level `Customer` might be identified by a single `IndivID` field or by a combination of a `HouseholdID` field and a `MemberNum` field.

### Mapping audience levels to system tables

You can map the following parameters in each audience levels to an associated system tables:

- **Map Contact history table**
- **Map Response history table**
- **Map Detailed contact history table**
- **Map Segment membership table**

### Mapping additional base tables to an audience profile

You can also map one or more base tables to an audience level.

# Chapter 3. Known issues

The following table lists the Known Issues in Unica Audience Central 12.1.4:

**Table 1. Known Issues**

<b>Issue ID</b>	<b>Description</b>
HMA-344958	The number of segments created using a mapping only considers rule based strategic segments.

# Chapter 4. Before you contact HCL technical support

If you encounter a problem that you cannot resolve by referring the documentation, your company's designated support contact can log a call with HCL technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your HCL administrator for information.

## Information to gather

Before you contact HCL technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

## System information

When you call HCL technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the **About** page, which provides information about your installed HCL applications.

## Contact information for HCL technical support

For ways to contact HCL technical support, see the HCL technical support website:

<https://www.hcltech.com/products-and-platforms/contact-support>