

IBM Unica Interact Reports Package
Version 8.5.0 Publication Date: June 7, 2011

Release Notes



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Preface

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Contacting IBM Unica technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

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

Information you should gather

Before you contact IBM Unica technical support, you should gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages 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" below.

System information

When you call IBM Unica 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 IBM Unica applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, you can obtain the version number of any IBM Unica application by viewing the `version.txt` file located under each application's installation directory.

Contact information for IBM Unica technical support

For ways to contact IBM Unica technical support, see the IBM Unica Product Technical Support website: (<http://www.unica.com/about/product-technical-support.htm>).

1 About the IBM Unica Interact Reports Package

- [About the IBM Unica Interact Reports Package](#)

About the IBM Unica Interact Reports Package

The Interact Reports Package delivers reporting schemas that you can use to track campaign, offer, and cell performance based on the interactive channel and other Interact-specific metrics. The reports package contains the following:

- Schemas and schema templates that are registered with Marketing Platform during installation. They describe the attributes and metrics that represent the product's reporting schema and include:
 - Five base schemas that are the basis of the reporting schema (with no custom attributes)
 - One schema template that you can use to create new schemas
- IBM Cognos 8 customizable model and reports to be deployed on a IBM Cognos 8 BI Server
- Reference documentation that describes the IBM Cognos model and reports

The Interact reports retrieve data from three data sources:

- Interact system tables (design environment)
- Interact learning database
- Interact runtime database

Reporting Schemas

Following are the schemas:

- Interact Views provides the standard attribute views of Interact design environment system tables (campaign, offer, cell, TreatmentRuleInv, and so on).

- Interact Performance is used for measuring performance starting at the campaign or interactive channel level across a combination of other dimensions: offers, cells, segments, interaction points, and over time (hours/last 24-hours or days/last 7 days). The metrics are divided into contact and response metrics.
- Deployment History is used by reports that provide information about interactive channel deployments.
- Interact Runtime Views is used by reports that retrieve eligibility statistics, defaulted statistics, and event activity from the runtime system tables.
 - Eligibility statistics are summarized by the following dimensions: interactive channel, interaction point, offers, cells, and time.
 - Defaulted statistics are summarized by the following dimensions: interactive channel, interaction point, and segment.
 - Event activity is summarized by hour and day.
- Interact Learning View is used by reports that retrieve data from the Interact learning database.

Template

The package contains a template for the Interact Performance schema so that you can create additional performance reporting schemas for additional audience levels.

Reports

Following are the reports available from the Campaign Analysis section and Campaign Analysis tab:

- Channel Deployment History
- Interactive Cell Performance Over Time
- Interactive Cell Performance by Offer
- Interactive Offer Performance Over Time
- Interactive Offer Performance by Cell
- Interactive Offer Learning Details
- Interactive Cell Lift Analysis
- Channel Learning Model Performance Over Time

Following are the reports available from the Interactive Channel Analysis tab:

- Channel Deployment History
- Channel Event Activity Summary
- Channel Interaction Point Performance Summary
- Interactive Segment List Analysis
- Channel Learning Model Performance Over Time

Following are the available dashboard reports:

- Interaction Point Performance