

# **Unica Optimize V12.1.5 User's Guide**



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# Chapter 1. Unica Optimize overview

Unica Optimize is a web-based extension of Unica Campaign that allows you to determine the optimal contact strategy for each customer. You can optimize over time, looking across the proposed offers and channels across multiple marketing campaigns.

Using Unica Optimize helps you:

- Limit contact fatigue
- Prevent conflicting offers
- Meet channel or inventory capacity limitations
- Maximize marketing returns on investment (ROI) or profitability

With Unica Optimize, you can effectively target customers with timely, relevant offers. These optimized offers increase response likelihood, generate positive ROI, and develop long-lasting, profitable customer relationships, while meeting corporate goals.

## Advantages of using Unica Optimize

Use Unica Optimize to take a large set of targets and compare them to a complex set of rules to find the best candidates for a particular offer.

Unica Optimize considers not just the local data available within a single campaign, but data across multiple campaigns, taking into account business constraints at a much higher level (for example, outbound call center capacity). In other words, Unica Optimize helps you maximize your marketing across your entire business, not just for a single campaign or offer. Since Unica Optimize works across campaigns, you can prevent customers from being over-contacted. Preventing contact fatigue lowers the probability that those valuable customers opt-out from further communications or dispose of your communication without reading it. Starting with a larger initial selection expands your opportunities to reach previously under-resourced segments of your customer base. At the same time, the larger selection maximizes overall optimality within your business constraints.

You configure Unica Campaign to select targets for your marketing campaign from your customer data. This selection process can be simple, for example:

- All female customers

Or more complex:

- All female customers
- Between the ages of 25 and 45
- Earn over \$45,000 a year,
- Purchased your product in the last 90 days
- Have not been contacted for at least 30 days

However, in any marketing organization that is product- or offer-centric, multiple campaign designers are competing for the best targets for their product or offer. Teams competing for the same targets often raises the following challenges:

- Cross-campaign collision. Cross-campaign collision occurs when multiple campaigns target the same customer. For example, if you have two campaigns:
  - A mortgage refinancing offer for people who recently moved to a new home
  - A free online banking offer for people who recently opened accounts

It is highly probable that many of your customers might be targeted for both campaigns.

- Customer fatigue. Repeatedly contacting the same customers, leading to decreasing response rates over time. Many of your best customers are good candidates for virtually any offer. Campaigns commonly overlap in their target selection by selecting from your top-tier or most loyal customers.
- Missed opportunities. Some customers might be satisfactory candidates for an offer, but are consistently ignored by the current selection process.

## **Unica Optimize in practice**

Consider the following scenario:

One marketing team creates a campaign that identifies high-value customers that are based on recent use of loyalty cards at the stores in the team's region. Customers that meet these criteria are sent tickets to a private invitation-only sales event at a small set of larger stores.

Another marketing team creates a campaign that identifies high-margin customers that are based on significant spending through the website channel. Customers that meet these criteria receive a special online-only coupon the next time they login to the online store.

Yet another marketing team creates a campaign that identifies top-tier customers that are based on the long-time and consistent use of loyalty cards and correspondingly high spending habits. Customers that meet these criteria receive special mailings with in-store coupons.

Many of the customers are targets for at least two, if not all three of these independent marketing campaigns. Excessive contact might drive away some business, or cannibalize success of one marketing campaign at the cost of another. For example, a high-value customer received both a web coupon and an in-store coupon. The customer might spend the same amount of money regardless, resulting in a wasted contact, and a lower response rate for one of the campaigns. Worse yet, sending out a 15% off coupon and a 20% off coupon to the same customer for the same time frame results in a lower-than-expected response rate from the 15% offer. To combat the fatigue issue, you might have different business rules such as:

- Only four email contacts are allowed in any one-month time period.
- At least 14 days must elapse between direct mailings.

However, since individual campaigns do not interact with each other, this strategy does not support other guidelines, such as "customers who receive the invitation-only sales event offer cannot receive the in-store coupons."

Companies with customer-centric (for example, segment-based) marketing largely avoid these types of offer conflicts, since a single individual controls the entire stream of communications to the customer segment. This segment-based approach has its benefits, but it is a difficult and time-consuming process for a company to change from a product-centric to a customer-centric marketing organization.

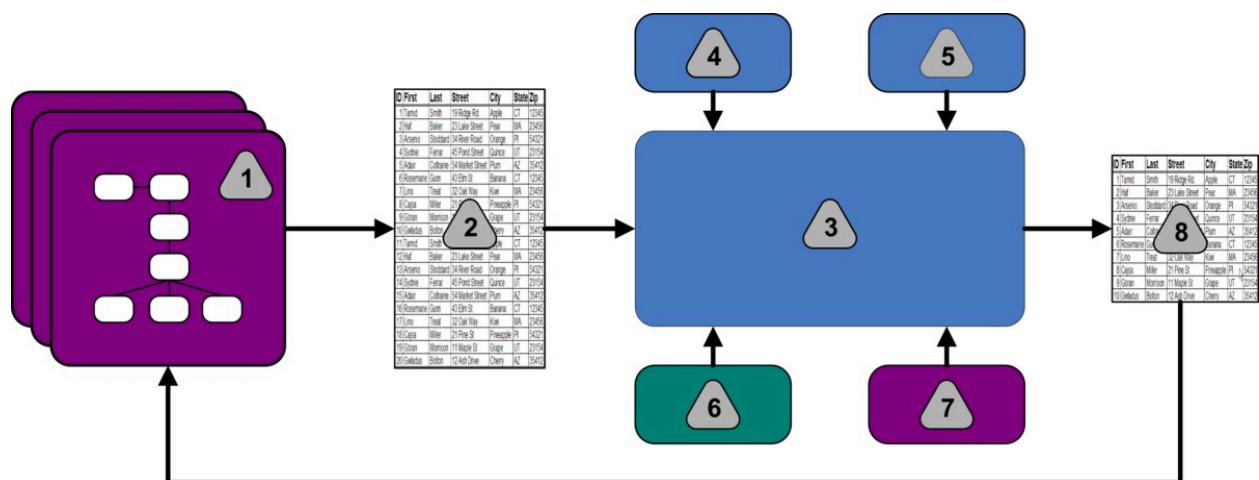
With Unica Optimize, you create a set of constraints or rules that address all three of these situations to determine the best candidates for each across the whole of your customer pool. Using the Max # of Packages rule, you can limit the number of offers a customer receives. Using the Never A with B rule, you can enforce that no one receiving the invitation-

only sales event offer receives any coupons. Each marketer determines a score for each offer. Unica Optimize optimizes the contacts, providing the surviving list of contacts that satisfy the specified rules and constraints. The marketers then extract the contacts for their offer and complete their campaigns, each campaign reaching out to the globally optimized set of best customers.

## Unica Optimize data flow

Unica Optimize works by taking a list of proposed contacts from one or more Unica Campaign flowcharts, applying rules to the proposed list, and generating an optimized list of contacts.

The following diagram shows how data flows between Unica Campaign and Unica Optimize.



1. Unica Campaign flowcharts
2. Proposed contacts
3. Unica Optimize optimization algorithm
4. Constraint rules from Unica Optimize session
5. Business rules from Unica Optimize session
6. Contact history

7. Segments and offer lists from Unica Campaign
8. Optimized contacts

In Unica Campaign, you create flowcharts to select your proposed contacts. You then create a Unica Optimize session. The Unica Optimize session is where you define your constraints and business rules. You run the Unica Optimize session to apply the following items to your proposed contacts by using an optimization algorithm:

- Your rules and constraints
- Contact history
- Any other necessary data from your customer data

The Unica Optimize session returns an optimized list of contacts to Unica Campaign. You can then use this optimized list in a flowchart that uses a contact processes. Contact processes control the actual execution of completed campaigns, which includes:

- The management and creation of contact lists
- The treatment of target audiences
- The logging of data

## Unica Campaign overview

Unica Campaign is a web-based Unica solution you use to design, run, and analyze direct marketing campaigns.

Unica Campaign provides a graphical user interface that supports the direct marketing processes of selecting, suppressing, segmenting, and sampling lists of customer IDs.

After you select your targets, you can use Unica Campaign to define and run your marketing campaign by assigning offers, sending emails, and other actions. You can also use Unica Campaign to track the response to the campaign, creating lists and logging contacts to contact history. You can then use this information in your next campaign.

# Unica Campaign key concepts

Before you use Unica Optimize, be familiar with the following Unica Campaign concepts.

- [Campaigns \(on page 6\)](#)
- [Flowcharts \(on page 6\)](#)
- [Offers \(on page 7\)](#)
- [Cells \(on page 7\)](#)

For more information, see the Unica Campaign User's Guide.

## Campaigns

In marketing, a campaign is a selection of related activities and processes that are performed to achieve a marketing communication or sales objective

Unica Campaign also contains objects that are called campaigns that are representations of marketing campaigns that facilitate design, testing, automation, and analysis.

Campaigns include one or more flowcharts that you design to perform a sequence of actions on your data for running your campaigns.

## Flowcharts

In Unica Campaign, flowcharts represent a sequence of actions that you perform on your data, as defined by building blocks called processes.

Flowcharts can be run manually, by a scheduler, or in response to some defined trigger.

You use flowcharts to accomplish particular marketing goals, such as:

- Determining qualified recipients for a direct mail campaign
- Generating a mailing list for this group of recipients
- Associating each recipient with one or more offers

You can also track and process respondents to your campaign, and to calculate your return on investment for the campaign.

Within each of your campaigns, you design one or more flowcharts to implement the campaign. As you define the flowchart, you configure the processes that make up the flowcharts to perform the required data manipulation or actions.

Each flowchart has the following elements:

- Name
- Description
- One or more mapped tables from one or more data sources
- Interconnected processes that implement the marketing logic

## Offers

An offer represents a single marketing message, which can be delivered in various ways.

In Unica Campaign, you create offers that can be used in one or more campaigns.

Offers are reusable:

- in different campaigns;
- at different points in time;
- for different groups of people (cells);
- as different "versions" by varying the parameterized fields of the offer.

You assign offers to target cells in flowcharts by using one of the contact processes. You track your campaign results by capturing data about customers who received the offer, and customers who responded.

## Cells

A cell is a list of identifiers (such as customer or prospect IDs) from your database.

In Unica Campaign, you create cells by configuring and running data manipulation processes in flowcharts. These cells can also be used as input for other processes in the same flowchart (downstream from the process that created them). There is no limit to the number of cells you can create.

Cells to which you assign one or more offers in Unica Campaign are called target cells. A target cell is a distinct group of homogeneous audience members. For example, cells can be created for any of the following groups:

- High-value customers
- Customers who prefer to shop on the web
- Accounts with on-time payments
- Customers who opted to receive email communications
- Loyal repeat buyers

Each cell or segment you create can be treated differently, with different offers or contact channels, or tracked differently, for comparison in performance reporting.

Cells containing IDs qualified to receive an offer but that are excluded from receiving the offer for analysis purposes are called control cells. In Unica Campaign, controls are always hold-out controls.

The term "cell" is sometimes used interchangeably with "segment." Strategic segments are cells that are created in a session rather than in a campaign flowchart. A strategic segment is no different from other cells except that it is available globally, for use in any campaign. A strategic segment is a static list of IDs until the flowchart that created it originally is rerun.

## Unica Optimize key concepts

This section describes some of the key concepts you need to understand before you work with Unica Optimize.

- [Proposed Contacts Table \(on page 9\)](#)
- [Optimized Contacts Table \(on page 9\)](#)
- [Optimization period \(on page 10\)](#)
- [Unica Optimize template table \(on page 10\)](#)
- [Unica Optimize session \(on page 11\)](#)
- [Optimization rules and constraints \(on page 11\)](#)



## Proposed Contacts Table

The proposed contacts table (PCT) is the list of contacts, associated offers, channels, contact dates, and scores to which Unica Optimize applies optimization rules and constraints. After Unica Optimize sorts through the PCT by using the rules and constraints you create, it produces the list of optimized contacts.

The PCT is created when you create a Unica Optimize session. Unica Campaign populates the PCT with proposed contacts and associated offers. Specifically, you link Unica Campaign with Unica Optimize by including an Optimize process in a Unica Campaign flowchart. When you configure the Optimize process, you select a Unica Optimize session to associate with that flowchart. When you run the flowchart, Unica Campaign writes to the PCT associated with the selected Unica Optimize session.

A PCT can contain proposed contacts from more than one flowchart or campaign.

The columns of the PCT are made up of the following elements:

- The audience level that you select in a Unica Optimize session.

Audience levels are defined in Unica Campaign.

- The fields that are defined in the `UACO_PCTBASE` table
- If you select a Unica Optimize template table in your Unica Optimize session, the columns you define in the Unica Optimize template table.

## Optimized Contacts Table

The optimized contacts table (OCT) is the list of optimized contacts and associated offers that Unica Optimize produces after it applies rules and constraints to the PCT.

The OCT is created when you create a Unica Optimize session. When you run a Unica Optimize session, Unica Optimize analyzes the PCT (populated by Unica Campaign) using the optimization rules and constraints you configured. Unica Optimize populates the OCT with optimized contacts and their associated offers during this process. Unica Campaign then retrieves the results from the OCT for use in a marketing campaign. The OCT is composed of a subset of the PCT fields, and a field for the score that is used for optimization (that is, the score that is being maximized).

## Optimization period

The optimization period is the elapsed time between the earliest proposed contact and the latest proposed contact.

For example, if a PCT contains proposed contact dates between April 1 and April 30, the optimization period is 30 days long.

The optimization period is determined by the dates that are specified in the **Contact Date** field of the PCT. The **Contact Date** field is populated by the values in the Assignment tab of the Optimize process.

## Unica Optimize template table

A database table that you create to include user-defined columns in the PCT for reference by one or more optimization rules.

When you create a session in Unica Optimize, you can select one of the Unica Optimize template tables that you created. You must create the Unica Optimize template table in the same database where the system tables are located.

During the optimization process, the columns that you created in this table are automatically appended to the base PCT fields contained in the `UACO_PCTBASE` table. The defined data types and sizes of these columns are also included. These fields can then be populated by Unica Campaign flowcharts and later used in rules by Unica Optimize.

These fields are not appended to the OCT. However, the OCT references the PCT; therefore, you can also extract any data from additional fields in your post-optimization flowchart.

Examples of the information (columns) you might add to the template table include vendor name, age, or account type. This information is likely specific to the nature of your business. Based on this example, you can then write an Include rule that specifies that only `AccountTypes = "Good Standing"` are eligible to receive "credit offers."

### Related information

[Selecting more than one package from a single Extract process \(on page 155\)](#)

[Retrieving optimized contacts by a PCT or OCT field \(on page 151\)](#)

[Configure a Unica Optimize session to use a score field from the PCT \(on page 112\)](#)

[Creating a template table \(on page 24\)](#)

## Unica Optimize session

In a Unica Optimize session, you define the rules that Unica Optimize uses to include or eliminate contacts and their associated offers from the PCT.

When you create a Unica Optimize session, you select an audience level to be added to the PCT and OCT. You can also include an optimization template table whose fields are appended to the PCT and OCT.

You associate a marketing campaign with a Unica Optimize session in the following way:

1. Create a flowchart in Unica Campaign.
2. Add an Optimize process to that flowchart.
3. Select the Unica Optimize session when you configure the Optimize process.

The same Unica Optimize session can receive proposed contacts from multiple flowcharts and campaigns.

## Optimization rules and constraints

The criteria by which the set of final contacts (the OCT) is determined. You can define multiple rules and constraints within a single optimization, which apply to all campaigns that participate in the Unica Optimize session.

The terms "rules" and "constraints" are often used interchangeably as the difference between them is subtle. Constraints have many possible alternative solutions and the "best alternative" is chosen by maximizing an objective function, for example, maximizing a score value. Rules eliminate possible alternatives.

To understand constraints, consider this example: A constraint specifies that each customer can receive only three offers in any given 30-day window. If a customer is eligible to receive offers A, B, C, and D, the possible combinations of viable alternatives that satisfy this constraint include A, B, C, AB, AC, AD, BC, BD, ..., ABC, ABD, BCD.

To understand rules, consider this example: A Gold credit card offer cannot allowed to be sent within 90 days of a Platinum credit card offer.

When you work with rules and constraints, you need to know the following terms:

- **Customer.** A customer represents any marketable entity. In your implementation, a customer can be an individual person, a household, an account, or any other audience level that is defined in Unica Campaign.
- **Interaction.** A communication of one offer to one customer, also called a contact.
- **Offer.** A message, often promotional, sent to a customer over a contact channel on a specific date. For example, a low credit card interest rate or a coupon for a certain percent discount at a retail store.
- **Channel.** A means of contacting, being contacted by, or interacting with a customer or prospect as part of a campaign. Examples include direct mail, telemarketing, fax, customer service or support, point-of-sale, email, and websites.
- **Package.** All offers sent to the same customer through the same contact processes (in Unica Campaign), delivered on the same channel at the same time. A package represents a single "interruption" to the recipient, but can contain multiple communications or offers. For example, a package can be multiple coupons in a coupon book or multiple offers within the same email. Contact fatigue constraints are likely based on packages rather than offers. For example, a marketing company wants to limit the number of direct mail pieces a prospect can receive, which is based on packages. You can also limit the total number of offers any individual receives, regardless of how those offers are grouped into packages.

- **Scope.** The contacts that are impacted by a rule as specified by the use of a strategic segment, offer, or offer list, or channel. Rules define both the action and the contacts to which that action applies. For example, a rule might state that "high-value customers" must receive between one and three "discount offers" each 60-day period. "High-value customers" might be a strategic segment that is defined in Unica Campaign and "discount offers" might be a smart offer list that is defined in Unica Campaign. The scope of this rule is restricted to this segment and offer list. The action is to specify a minimum and maximum number of contacts over a 60-day time period.

## Overview of using Unica Optimize

The following steps outline how to use Unica Optimize to determine the overall optimal communication strategy across campaigns.

1. (Optional) If you would like to optimize across values in categories you define, create a Unica Optimize template table in the Unica Campaign system table database.

For example, if you have loyalty points for your customers, you might want to include a loyalty point column in your Unica Optimize template table.

2. Create a Unica Optimize session that contains the rules and constraints to apply.

You can create a single Unica Optimize session to handle all campaigns you want to optimize. Or, you can create separate Unica Optimize sessions to handle different types of campaigns, such as campaigns for different communication channels, or campaigns for different lines of businesses. The broader the scope of a single Unica Optimize session, the more opportunity you have to truly optimize across your business. By specifying business rules and constraints, and by using scores such as response likelihood, you can determine the optimal communication strategy for maximizing the value of each customer contact.

3. Set up at least one campaign that has a flowchart with one or more Optimize processes.

When you configure the Optimize process, you select a Unica Optimize session to associate with the process. The eligible contacts are written with their associated offers to the PCT of the selected Unica Optimize session.

4. Set up another flowchart in the campaign that is mentioned in the previous step.

This flowchart retrieves the optimized contacts from the Unica Optimize session and can send marketing communications to the list of contacts. This flowchart is called the post-optimization flowchart.

5. Run the flowchart that contains the Optimize processes.

When you run the flowchart, Unica Campaign writes to the PCT. Unica Optimize accesses this list of proposed contacts and offers. If you have multiple campaigns, each campaign manager must run the Unica Campaign sessions to create a complete proposed contact list for optimization.

6. Optimize Campaign Decoupling

From V12.1.1 onwards, user can decouple campaigns from the Optimize session without having to modify flowcharts. On Optimize session summary screen under Campaigns associated with this optimize session, it lists all associations of this Optimize session with Campaigns. Check boxes have been added against each row. By checking/unchecking a check box you can consider or not consider that entry's association in next Optimize Session Run. Similar changes have been made in Optimize PB. In Edit optimize screen within Optimize PB a new section has been added for Campaigns Associated. Flowcharts Entries for non-participating campaign flowcharts will still be part of PCT but will be ignored while generating OCT. Sum of selected contribution will be displayed under Total number of proposed contacts.

- From the Optimize session summary or from Edit Optimize session (from within Optimize PB), a user can deactivate a campaigns participation in an Optimize session.
- By default, participation is active, from the moment an Optimize session had been selected in the Optimize process in the pre-optimize flowchart.
- If a pre-optimize flowchart is not participating in the Optimize session anymore (i.e. it's deactivated), the following happens:

- The pre-optimize flowchart (If it runs), still populates in the PCT table.
- Its contribution would be updated on the optimize session summary screen.
- Rules and special capacity constraints will NOT be changed to consider different volumes.
- It is up to the user to change rules if needed once participation has changed.
- Participation of a campaign is always evaluated in the NEXT active Session run.
- Once a pre-optimize campaign has been activated (after having been deactivated first) it will again participate in the NEXT active session run.



**Note:** If a session is already running and user tries to update the participating campaigns, then they will be redirected to session run page. Similarly, if user tries to update participating campaigns from Optimize PB, then an appropriate error message is displayed saying stating session is already running.

7. Perform a test run and a production run of the Unica Optimize session to generate the optimized contact list.

Reviewing the rules and the optimization results is an iterative process, especially in the beginning. During the review process, you can change rules or the initial selection criteria to address the goals of each campaign manager. If adjustments are required, you can edit the definitions, rules, and scoring for the session (if you are using the internal scoring table within Unica Optimize). Unica Campaign managers can also modify the flowcharts that submit contacts or scores to Unica Optimize and then run the flowcharts again.

8. Trigger or manually run the post-optimization flowchart to retrieve the optimized contact list from the Unica Optimize session and send the marketing communications.

## Unica Optimize in a multi-locale environment

You can use Unica Optimize in a multi-locale environment, but there are a few caveats.

Support for viewing Unica Optimize in multiple languages is based on the concept of a locale. Locale is the combination of the language that is used in the user interface, and how the interface displays time, numbers, and dates.

Each Unica application supports a specific set of locales, including a default locale. The locale that is used to view Unica Campaign and Unica Optimize is determined by the interaction of the following settings:

- Support for a locale
- The default locale for the application
- The locale preference of the user

Your Unica administrator can define a preferred locale for users.

Unica Optimize and Unica Campaign both support simultaneous access by multiple users with different locale preferences. Consult with your Unica administrator to determine the locales available to you.

There are no locale preferences or restrictions on the names you assign to objects in Unica Optimize or Unica Campaign. You can use any language to name a Unica Optimize session or rule. However, the names you use are not translated. For example, if you have a French locale user with permission to see the Unica Optimize sessions of a Spanish locale user, the French locale user sees the Unica Optimize session and rule names in Spanish.



# Chapter 2. Getting started with Unica Optimize

Unica Optimize can optimize your marketing campaign and improve response from customers, but only if you know what you want to optimize. You need a plan, the data to support the plan, and an implementation method.

Optimization is not a static concept. As your business plans grow and change, so must your optimizations. As you track the results of your campaigns, you can analyze the effectiveness of your optimizations, and modify them as your needs change. Over time, you can reevaluate how you implement Unica Optimize and "optimize your optimizations."

## Planning for Unica Optimize

You must answer several questions before you start to implement Unica Optimize.

### **Choose an audience level**

The audience level is the contactable entity such as customer, prospect, account, or household. A Unica Optimize session works at a single audience level. Depending on the audience level you choose to optimize over, you might need more than one Unica Optimize session.

### **Choose an optimization metric**

After you decide on your audience level, the next question is, "By what metric or goal do I want to optimize?" For example, whether you are maximizing profit, revenue, or ROI. The answer to this question determines what "score" you use for optimization. Some example scores to optimize include:

- Dollars of profit
- Revenue in dollars
- Probability of response
- Expected profitability in dollars
- Profitability in dollar over cost per offer

Unica Optimize maximizes the sum of this score in the optimized (surviving) transactions. All marketing campaigns and flowcharts that participate in the same optimization session must use the same meaning of score for optimization.

## **Determine rules and constraints**

After you know your optimization metric, ask "What rules or constraints does my business have that drive the optimization process?" The following options describe different types of business problems you can address through optimization.

- Channel capacity optimization. With fixed channel capacity, what channels do I use to communicate with which customers and when?
- Customer optimization. With limited opportunities to communicate with my customers, which offers do I give to which customers while managing contact fatigue?
- Offer optimization. Which customers get offer X, when you have only a limited number to distribute?
- Time optimization. Which offers conflict with each other? Which offers do I give only if another offer has already been presented? Which offers are most valuable to present to a particular customer first?
- Budget optimization. How do I allocate my money across different campaigns, offers, or customers?

You can create optimizations that address many of these issues. You can also consider these rules and constraints for use across your organization, including:

- Global suppressions. Ensure customers who elect to not receive email are not contacted by email
- Rules to manage contact fatigue. Limit the number of contacts by segment, by channel, time periods, or specific offers.

## **Choose a time period**

After determining the rules and constraints that are appropriate for your organization, ask "For what time period do I optimize?" Your time window is the amount of time you are

looking into the future across proposed contacts that have not yet been delivered. The larger your time window the more opportunities there are to optimize. However, too large of a time window might be prohibitive for a number of different reasons. For example, trying to use a six-month time window would require that all your campaigns be designed and implemented at least six months in advance.

## **Choose a scoring method**

Unica Optimize uses scores as a measure for choosing one proposed transaction over another when solving the optimization problem. Therefore, you need a method for generating scores. Some common methods include:

- A constant per-offer or offer-cell combination
- A computation per individual, offer, or offer-cell combination
- A predictive model (based on individual, offer, channel, or time)

## **Determine your optimization scope**

As you answer these questions, you might want to start small, with only a few campaigns, one product line, or one business division. Start with simple optimization problems. Although you might want to maximize profit while you work with offer, budget, and customer optimization, it is a better practice to apply fewer rules and constraints at first. Then, analyze your results before you add more. Remember, each time you add more constraints, you reduce the optimality of your results. Therefore, focus on the constraints that are most important to you first and weigh carefully the business benefit of additional constraints. After studying the results of your initial optimization sessions, you can add more rules and constraints to add complexity. Figuring out the right set of rules and constraints to use for your business takes some testing. You need to refine your rules over time.

## **Required data**

After you define what you want to optimize, you must confirm that you have all the data that you need to implement your plan.

Unica Optimize works with Unica Campaign and requires the following data:

- **Response tracking and analysis, including contact and response history.** To manage contact fatigue by ensuring you do not send too many offers to the same person, you must track what you send. To monitor how effective your campaigns and optimizations are, you must track customer response. You can compare the results of contacting a target group versus not contacting members of a statistically similar control group. To evaluate the effectiveness of using Unica Optimize, you might want to hold out a group of proposed contacts that do not undergo optimization and compare that to the results of optimized contacts. Measurement of the benefit of optimization might take multiple forms, for example, increased response rate or ROI, fewer opt-outs, or greater customer satisfaction.
- **Defined offers.** You need a list of all the offers that are included in your optimizations as you design your rules and constraints. You might apply your rules and constraints to specific groups of offers. Groups of offers are defined as offer lists, typically based on the offer attributes or types of offers. If you plan to manually enter scores in the centralized score matrix, you need a list of the offers for which you plan to enter score values.
- **Defined segments.** You must understand all the segments that you want to optimize across as you design your rules and constraints, as you can constrain the applicability or scope of rules and constraints to specific segments. If you plan to manually enter scores in the centralized score matrix, you need a list of the segments for which you plan to enter score values.
- **Defined scores.** As you planned your implementation, you chose a scoring method. You must have a process for generating these scores. For example, if you are populating the scoring matrix with constants, you must choose for which offers and segments you define the scores and determine the actual score values. If you are using computations, you must define the equations. For example, using a derived field to calculate the profitability of a proposed credit limit increase offer that is based on the average carried balance of an individual. If you are using predictive models, you need to collect, aggregate, pre-process, and model your data in your modeling applications.

## Implementing Unica Optimize

The details of setting up Unica Optimize are lengthy; however, the general process is simple.

Follow these steps to start your implementation:

1. In Unica Campaign, define your audience levels, offers, offer lists, and segments.  
See [Building offer templates for Unica Optimize \(on page 25\)](#) for offer template requirements.
2. Create your Unica Optimize sessions (where you define your rules and constraints) and then link the Unica Optimize sessions to the campaigns.
3. After your building blocks (offers/offer lists and segments) are created in Unica Campaign, build your campaigns and flowcharts.

## Define an audience level

The audience level that you select for a session becomes a field in the proposed contacts table (PCT) and optimized contacts table (OCT). This field defines the type of contact that ultimately receives communication from your organization.

When you create a Unica Optimize session, you must select an audience level for that session. A Unica Optimize session works at a single audience level. If your company uses Unica Campaign to communicate with contacts at different audience levels, you must create a separate Unica Optimize session for each audience level that you want to optimize.

## Defining a new audience level for Unica Optimize

You must work with your Unica Campaign administrator to create required audience levels.

You might need to define a new audience level for your Unica Optimize session. Unica Campaign administrators can create new audience levels. When you create an audience level, Unica Campaign creates a virtual contact history table in the Unica Campaign system tables. The administrator must map the Unica Campaign contact history table to a database contact history table (a "physical" contact history table). This step ensures that you have a record of customer contacts. Certain optimization rules are based on whether previous communications were made to a proposed contact. This information is stored

in the database contact history table; therefore, mapping the contact history tables is an important step.

After an administrator creates and maps an audience level to a contact history table, the audience level is available for use in a Unica Optimize session.

For more information about defining a new audience level, see the [Unica Campaign Administrator's Guide](#).

## Create template tables

The template table is a table that you create in your database to append customized fields to the PCT and to the OCT. You can use these fields in your optimizations.

When you create a session in Unica Optimize, you can select a template table. If you select a template table for your session, the PCT and OCT contain the following fields:

- All the fields in the template table
- The predefined fields that are specified in the UACO\_OCTBASE table
- Fields that are associated with the audience level that you choose when you create a session

### Prohibited fields

Do not include fields that are also included in the following tables in your optimization template table:

- The audience level that you choose for your Unica Optimize session. If you choose Customer as your audience level, and that audience level contains a field that is called `CustomerID`, do not include a field with the same name in your template table.
- The `UACO_PCTBase` table. For example, do not include a Unica Optimize template table field that is named `ScorePerOffer` or `CostPerOffer`, since these fields are fields in the `UACO_PCTBase` table.

The repetition of the field name can cause confusion when Unica Optimize retrieves information from the `ContactHistory` table.

## Use database views

Create a single physical database table that contains all possible customized fields that you might want to use in a Unica Optimize session. This practice is preferable to creating separate physical tables, each with its particular pairing of fields, for each session. For example, instead of creating two optimization template tables, one with fields A, C, and E, and another with fields B and D, it is better to create one database table with fields A, B, C, D, and E.

You can then create standard database views that include the permutations you want, based on the same physical table. Each view that you create represents a separate optimization template table that you can use in an optimization session.

## Create a field to represent the Optimize process

You might need to include a Segment process in your post-optimization flowchart to divide customer IDs back into their individual packages. Packages originate from an Optimize process. To select the Optimize process, or package, as the field by which you want to segment, you must include a field in the optimization template table to represent the Optimize process. For example, you might include a field that is called `OptimizeProcess` in your optimization template table, which you later select as the field by which to segment.

## Create a score field

By default, the PCT template contains the `ScorePerOffer` field that you can use when assigning scores in an optimization session. However, Unica Optimize can use any numeric field in the template table for scores in an optimization session. The `ScorePerOffer` field has a float data type. If you must use another data type for your scores, you need to either create a column in your template table or edit the existing score column. You might also have several types of scores that you are comparing to determine which is most optimal for a particular Unica Optimize session. By creating many possible score fields in your template table, you can switch between score types when you configure your optimization sessions without rerunning each of the participating campaigns and flowcharts.

### Related information

[Selecting more than one package from a single Extract process \(on page 155\)](#)

[Retrieving optimized contacts by a PCT or OCT field \(on page 151\)](#)

[Configure a Unica Optimize session to use a score field from the PCT \(on page 112\)](#)

[Creating a template table \(on page 24\)](#)

## Creating a template table

1. Create a database table that contains all possible customized fields that you might want to use in your Unica Optimize sessions.
2. Create database views for each combination of fields that you want to use in a Unica Optimize session.



**Note:** The database table and the database views must exist in the same database where the system tables are located.

3. Add the new table and database views to the `Campaign | partitions | partitionn | Optimize | userTemplateTables | tablename` configuration parameter with a comma delimited list.

For example, `Database1.UACO_UserTable,Database1.view1`.



**Note:** The names of the table and database views must be fully qualified. For example, `database_schema.table_name` or `database_schema.view_name`.



Related information

[Create template tables \(on page 22\)](#)

[Unica Optimize template table \(on page 10\)](#)

## Building offer templates for Unica Optimize

All offers that you work with in Unica Optimize must contain the offer attributes **Cost Per Offer** and **Channel**.

You must confirm that your offer templates include these offer attributes. Without them, the Channel and Cost per Offer attributes in your optimization rules default to values that can cause your rule to be less effective.

For more information about creating offer templates, see the Unica Campaign Administrator's Guide.

# Chapter 3. Unica Optimize sessions

A Unica Optimize session is a combination of rules and scores that apply to a set of proposed contacts.

To begin using Unica Optimize, you must create a Unica Optimize session.

A Unica Optimize session works at a single audience level, for example, customer, household, and account audience levels. If your company uses Unica Campaign to communicate with contacts at different audience levels, you must create a Unica Optimize session for each audience level that you want to optimize.

You might choose to create smaller Unica Optimize sessions for particular types of campaigns, for a particular branch or division of your company, for example. You might use Unica Optimize to optimize within a single campaign by:

- Managing exclusions
- Using contact history to prevent contact fatigue
- Ensuring consistent communications over time

A Unica Optimize session contains the rules and constraints to apply. It can also contain scores to use for each proposed transaction. Scores represent the value of a proposed transaction. Scores can either be:

- Passed in by each flowchart with their proposed transactions in a score field in the proposed contacts table (PCT).
- Assigned in the Segment/Offer Scores matrix within a Unica Optimize session.

Having individual scores (for example, generated by a predictive model) for each proposed transaction is more likely to yield better optimization results. However, if granular scores are not available, the Score matrix allows you to enter scores that are based on the following values:

- The strategic segment into which a recipient falls
- The offer which it being proposed

This matrix provides the means to rank offers for a particular segment, but there is no distinction among individual recipients within the same strategic segment. That is, everyone in the same segment that gets offer X has the same score Y.

Each Unica Campaign flowchart that participates in a Unica Optimize session submits its proposed contacts for optimization by using the Optimize process. The Optimize process specifies to which optimization session it writes its proposed contacts. A Unica Optimize session can receive proposed contacts from multiple campaigns. Unica Campaign flowcharts determine the eligibility criteria for receiving offers and assign those offers as possible communications to the recipients. Unica Optimize considers all possible contacts to a recipient, including those contacts that are made from other campaigns, and including the contact history of the recipient. Unica Optimize then applies the rules and constraints in the Unica Optimize session to identify the best set of offers to send to that individual.

When the campaign administrators run the Unica Campaign flowcharts, they populate the proposed contacts table (PCT) for your Unica Optimize session. Then, you can run your Unica Optimize session. The Unica Optimize session then applies the rules that you created to optimize the proposed contacts it received from Unica Campaign. The rules exclude a subset of the proposed contacts to form the optimized contact list that you can use in Unica Campaign marketing campaigns.

## Unica Optimize session-level advanced settings

You can use advanced settings in each Unica Optimize session to set values for the configuration properties at the session level. These settings work the same as the configuration properties, except that they are applied for the particular Unica Optimize session.

Unica Optimize sessions require intensive processing. There are several configuration properties that you can use to tune this processing. However, these configuration settings are for your entire Unica Optimize installation. Based on the campaigns included in a Unica Optimize session and your optimization rules, the ideal settings for one Unica Optimize session might not be as optimal for another Unica Optimize session.

For example, you can set `CustomerSampleSize` to 1000 for one Unica Optimize session and 1500 for another Unica Optimize session.

To apply advanced settings, select **Use custom session settings** in the Unica Optimize session properties. After you select the **Use custom session settings** check box, you can define values for the Unica Optimize session. If you are defining your Algorithm Tuning, Debug, and Logging settings in your Unica Optimize session, all the session properties override the installation-level settings in your configuration properties.

To edit the advanced settings, expand the **Advanced settings** section of the Unica Optimize session and click **Edit advanced settings**. You can also click **Edit session properties** on the Unica Optimize session **Summary** page.

The first time that you use the advanced settings for a Unica Optimize session, the values for the advanced settings are populated by using the global settings from the configuration properties. If you disable and then re-enable the advanced settings for a Unica Optimize session, the values are populated by using the last saved advanced settings for this session. The advanced settings do not revert to the global settings.

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#### Related reference

[Campaign | partitions | partition\[n\] | Optimize | AlgorithmTuning \(on page 203\)](#)

[Campaign | partitions | partition\[n\] | Optimize | logging \(on page 214\)](#)

[Campaign | partitions | partition\[n\] | Optimize | Debug \(on page 212\)](#)

## Create an Optimize session

Before you can build your optimization rules and constraints, you must create an Unica Optimize session.

You can create a Unica Optimize session in either of the two ways:

- Create Optimize session from scratch.
- Using a pre-existing Unica Optimize session as a template to create a copy.

When you use another Unica Optimize session as a template, the copy that is created copies the rules and scores from the template session. You can then modify your new Unica

Optimize session. The original template session is unchanged. You might want to create a Unica Optimize session that contains all of your standard optimization rules. You can then use that session as a template for all other new sessions to minimize data re-entry. Using sessions as templates both saves time and ensures the consistent application of your business rules and objectives across all Unica Optimize sessions.

This section describes both methods for creating a new Unica Optimize session, and how to edit an existing Unica Optimize session.

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#### Related reference

[Unica Optimize session page reference \(on page 36\)](#)

#### Related information

[Create a session by using the New Unica Optimize session page \(on page 29\)](#)

[Copy an existing session from "All Optimize sessions" listing page \(on page 30\)](#)

## Create a session by using the New Unica Optimize session page

Create a Unica Optimize session to define rules and constraints to optimize your contacts.

1. Select **Campaigns > Optimizes**.

The **All Optimize sessions** page displays.

2. Click **New Unica Optimize session**.

The **New Unica Optimize session** page displays.

3. Complete the fields on the **New Unica Optimize session** page.
4. Click **Save**.

The **Summary** tab for the session displays. You can now add rules and scores to the session.

To edit the session name, objective, or description of a Unica Optimize session, click the **Edit session properties** link on the optimization **Summary** tab. You cannot change the audience level or template table after you create the Unica Optimize session.

To delete a Unica Optimize session, click **Delete**.

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Related reference

[Unica Optimize session page reference \(on page 36\)](#)

Related information

[Create an Optimize session \(on page 28\)](#)

## Create Optimize session using Optimize process box

To create Optimize session using Optimize process box, complete the following steps.


1. In the flowchart open **Process Configuration of Optimize** process box.
2. Navigate to the **Optimize** tab and click **Browse**. The Optimize session listing page displays.  
There is an option to select session from folder and option to create new session.
3. Click **Create new session**.
4. Provide basic information of the session like Session name, Audience level etc. and click Next.
5. Provide additional information like template table, Agent details, Custom settings.
6. Click **Save** and **Next**.
7. Add rules to the session and click **Close**.

## Copy an existing session from "All Optimize sessions" listing page

You can copy an existing Unica Optimize session as a new session.



**Note:** You cannot edit the audience level and template table for the new session. They are the same as the original Unica Optimize session.

1. Go to the **Summary** tab of the Unica Optimize session that you want to copy.
2. Click the **Copy**  icon.

You are prompted to confirm that you want to copy the session.

3. Click **OK**.

The **Edit session properties** page of the new session displays.

4. Complete the fields on the **Edit session properties** page.
5. Click **Save**.

The Summary tab for the session displays. The new session contains the rules and scores of the template session. You can now edit the new session.

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Related reference

[Unica Optimize session page reference \(on page 36\)](#)

Related information

[Create an Optimize session \(on page 28\)](#)

## Copy an existing Optimize session using Optimize process box

You can copy an existing Optimize session from session listing page displayed in Optimize process box configuration panel.

1. In the flowchart, open **Process Configuration of Optimize process** box.
2. Navigate to the **Optimize** tab and click **Browse**. The Optimize session listing page displays. There is option to select session from folder and option to create new session.

3. Mouse hover on the Kebab menu of the session and click the **Duplicate** icon.
4. In the Confirmation pop-up message, click **OK**. Duplicate session is created and listed at the top of the session listing

## Agent capacity optimization and Unica Optimize sessions

You use agent capacity optimization to route high value offers through agents to high value consumers. By routing certain offers for select consumers through your agents, you assure one on one contact with high value consumers and increase the return on your marketing investment.

An agent is associated with many customers, but these customers are not shared with other agents. A customer can be associated with only one agent. You provide this association by using the agent customer relationship table.

Capacity is the number of contacts an agent can handle for the optimization period or run. To use agent capacity optimization, you must create an agent customer relationship table and an agent information table in the Unica Campaign system table database so that this information is used during optimization for agent capacity optimization. These tables are referred to as agent tables.

To use agent capacity optimization, while you create a Unica Optimize session, you must declare a campaign channel that is considered as an agent channel. All offers that are proposed through this channel are routed through agents. You specify one agent information table and one agent customer relationship table for your session. Then, you define one or more Min/Max # offers capacity rules on the agent channel.

The agent customer relationship table contains the unique identification values (IDs) of agents and the audience ID of associated customers. This table must be present in the Unica Campaign system database. The audience level of the audience ID must be the same as the audience level of your Unica Optimize session. The ordinal position of the fields of the agent customer relationship table is fixed, and must have the following information.



- The first column must be the agent ID, having the data type as either an integer, varchar, or text.
- The second column must be an audience ID, having the data type the same as the data type of the audience level. If the audience level consists of two or more fields, then this table should have the same number of fields as the audience ID. The sequence of these audience fields should be the same it is defined in Unica Campaign.

The agent information table contains the unique identification values (IDs) of agents and their capacity. This table must be present in the Unica Campaign system database. The ordinal position of the fields of the agent information table is also fixed, and must have the following information.

- The first column must be agent ID, having the data type as either an integer, varchar, or text.
- The second column must be the capacity of the agent, having the data type as an integer.

The Min/Max # offers capacity rule on the agent channel that you define identifies the customers who are targeted to receive offers through the agent channel. The agent information table and agent customer relationship tables are referenced to filter the list, and any other rules and constraints that you supply are also applied. The result is an agent-specific list of high-value customers for the offer.

### **Scenario example**

The following scenario is an example of when to use agent capacity optimization.

You want to promote a fund-raiser by offering an incentive to customers who participate. Your company wants to offer these discounts for customers in a specific region through an employee/customer relationship. There are three locations in this area. There is an employee (or "agent") that is allocated for each area. Because this company has a limited number of employees and the costs of direct contact are typically high in comparison with other channels, such as email or online, they want to route these offers through employees

only for high profile customers (for example, customers that have an income greater than \$25,000 per month). For other customers, the email channel would be selected.

## Enabling agent capacity optimization

Before you produce any output, you must set up the database properly to support the use of agent capacity optimization.

The relationship between the agent and customer, as well as every agent's capacity to contact customers over the optimization time period, is supplied by the information you enter in the database tables. The capacity of each agent cannot be specified from within the user interface. This must be provided to Unica Optimize by using the agent information table.

1. Create the agent tables in the Unica Campaign system tables database. For more information about Unica Optimize system tables, see the *Unica Optimize System Tables*. You must populate these tables, either by using your customer scripts or by using third-party ETL tools, before you run the Unica Optimize session.
2. Enter the names of the agent tables in **Affinium | Campaign | partition | partition[n] | Optimize | AgentTemplateTables**. When you create a Unica Optimize session, you select from the agent tables. These tables must be populated before you run the Unica Optimize session for processing of agent capacity optimization. To enter multiple tables, use a comma-separated list.
3. Add a channel in Unica Campaign that is used as the agent channel for agent capacity optimization.
4. Create offers that will be routed through the Agent channel. For more information about offers, see the *Unica Campaign Administrator's Guide*.
5. Design a campaign and add a flowchart.

## Producing agent capacity optimization output

After you enable agent capacity optimization, create a Unica Optimize session, select the agent tables, and define the Min/Max # Offers Capacity rule to create your output.

Before you run a Unica Optimize session with agent capacity rules, verify the contents of the tables. It is validated if the agent customer relationship table, as well the Agent information

table, contain the most up-to-date data. This can be done only outside of Unica Optimize, for example, by using a query editor.

1. Create a Unica Optimize session, and select the agent channel, agent customer relationship table, and agent information table for this session.

After you select the tables for your session, you see template details. Ensure whether the agent tables contain the correct audience level for the session that is similar to the configuration of the template tables.

After saving, the session is ready to use.

2. Click the **Rules** tab on the Unica Optimize session you create. Then, select the cross customer Min/Max # Offers Capacity rule on the channel that you selected as the agent channel, which you created during your Unica Optimize session. This rule is the only rule that is supported for agent optimization.

- A minimum capacity of zero is assumed when the Agent channel is selected. It cannot be changed because the capacity comes from the underlying agent information table.
- The time period for agent optimization is always **This optimization period**.
- As with any other rule, the score is taken into account for the Agent channel.
- After you add the Min/Max # Offers Capacity rule on the agent channel, you add one or more other rules according to your business goals.

3. Click **Production run**.

After the Unica Optimize session runs, you can export the data from the optimized contact table (OCT) and route it to agents in your organization.

This is an external procedure from Unica Optimize and is implementation-specific.

For example, ETL routines can be used from the outcome of the optimized contacts table (OCT). Then, this data can be exported to the agents.

4. Your output is under the **Analysis** tab. Your output shows an offer count, as well as the totals for how many contacts were removed and are remaining because of Min/Max # Offers Capacity rule on the agent channel.
5. **Optional:** If you get results that underutilized the agent's capacities, enable **EnableMaxCapacityConsumption** to reduce the loss of agent capacity. Then, rerun the Unica Optimize session.

Keep in mind that Unica Optimize does not provide solutions when the agent has too many contacts or when an agent can work on more than the assigned discussions or contacts. You must take this into consideration when you create and populate your tables.

## Unica Optimize session page reference

Unica Optimize sessions require the following information.

Field	Description
<b>Session name</b>	<p>Enter a name for the session. Each session must have a unique name. Avoid using the following characters:</p> <ul style="list-style-type: none"> <li>• Pound (#)</li> <li>• Dollar (\$)</li> <li>• Ampersand (&amp;)</li> <li>• Less-than (&lt;)</li> <li>• Greater-than (&gt;)</li> <li>• Apostrophe (')</li> <li>• Percent (%)</li> <li>• Asterisk (*)</li> <li>• Question mark (?)</li> <li>• Pipe (vertical bar) ( )</li> <li>• Colon (:)</li> <li>• Comma (,)</li> <li>• Backward slash (\)</li> <li>• Forward slash (/)</li> <li>• Double quotation mark (")</li> <li>• Tab (&lt;tab&gt;)</li> </ul> <p>After you save this session, the session name displays on the <b>All Optimize sessions</b> page.</p>
<b>Audience level</b>	Select an audience level for this session.

Field	Description
	<p>The audience level that you select is appended as one or more fields in the proposed contacts table (PCT) and optimized contacts table (OCT). The audience level defines the type of contact that receives communications from your organization.</p> <p>Audience levels are defined by an administrator in Unica Campaign. For more information about audience levels, see the Unica Campaign Administrator's Guide.</p>
<b>Unica Optimize template table</b>	<p>(Optional) Select a Unica Optimize template table to include user-defined fields to the PCT and OCT for this session.</p> <p>When you select a table, the template table details are displayed in the adjacent section.</p>
<b>Objective</b>	<p>(Optional) Enter the goal of the Unica Optimize session.</p>
<b>Description</b>	<p>(Optional) Enter a description of the Unica Optimize session.</p> <p>After you save this session, the description displays on the <b>All Contact Optimization sessions</b> page.</p>
<b>Agent channel</b>	<p>(Optional) Select an Agent channel for this session if you want to run agent capacity optimization.</p> <p>The default value is None.</p> <p>If you select None, the agent capacity optimization feature is not usable.</p>
<b>Agent information template table</b>	<p>(Optional) Select an Agent information table for this session. This becomes mandatory if you select An agent channel.</p>

Field	Description
	This table contains the agents and their capacity and is populated outside of Unica Optimize.
<b>Agent customer relationship template table</b>	<p>(Optional) Select an Agent customer relationship table for this session.</p> <p>The Agent information template table and the Agent customer relationship table can be used by many sessions in parallel or after each other; however, even though the same two base tables are used, you must define both tables for each session if you intend to run agent capacity optimization. For example, it can contain the complete agent-customer base for the entire organization, or there can be multiple tables that contain data for specific sessions or data that is related to specific business departments.</p> <p>During an Optimization run, only the customers that are in the PCT are taken into account, which are also found in the agent customer relationship table that is related to the specific Unica Optimize session.</p>

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#### Related information

[Create an Optimize session \(on page 28\)](#)

[Create a session by using the New Unica Optimize session page \(on page 29\)](#)

[Copy an existing session from "All Optimize sessions" listing page \(on page 30\)](#)

# Chapter 4. Optimization rules

Unica Optimize uses the rules and scores you define in your Unica Optimize session to mathematically determine the best combination of final contacts you use across your marketing campaigns.

You can create an unlimited number of rules in Unica Optimize, to implement simple or highly complex optimization strategies. These rules might involve strategic segments, offers, offer lists, offer attributes, channels, time periods, or budgets.

## Rules and constraints

In Unica Optimize, you define how optimization behaves by defining different combinations of rules and constraints in a Unica Optimize session.

Most of the time, this guide uses rules and constraints interchangeably and generally calls all rules and constraints within Unica Optimize "rules."

From a strict definition standpoint, rules are requirements that have a single solution.

Global exclusions using the Interactions Where rule, or a Never A with B rule, are rules. For a particular set of offers for an individual, the combination is either allowed or it is not.

The rule is either true or it is not. For example, an A not following B rule states that offer A cannot be given within 30 days of offer B. The customer, Mr. Jones, who is proposed offer A is either:

- Allowed to receive the offer because he has not received offer B within the last 30 days.
- Not allowed to receive the offer because he has received offer B within the last 30 days.

If Mr. Jones has not received either offer A or B in the past, but is proposed offer A and B, he can receive only one of the offers in any 30-day window. Any proposed offer combinations must satisfy this condition.

A constraint typically specifies a minimum or maximum threshold that cannot be exceeded.

There are many possible solutions satisfying the constraint where the goal is to pick the

solution that maximizes a particular objective function, for example, maximizing the sum of scores. Constraints might limit contacts by:

- The maximum number of calls the sales team can make in a week
- The amount of marketing activity that is based on the budget
- The pieces of collateral available in inventory

You can create rules with a single answer, such as "If customerA receives a Platinum credit card offer, customerA cannot receive a Gold offer within the same month." You can also create rules with many possible answers. These rules might limit contacts by the maximum number of calls the sales team can make, or the amount of activity that is based on the budget, or the pieces of collateral available in inventory. Furthermore, you can define customer preferences such as contact frequency and channel capacity in rules.

## Rule order

Unica Optimize runs all optimization rules in a session by using logical AND operations.

Logical AND of rules depends on the proposed transactions of a customer and the scope of rules.

If transactions of a customer come under more than one rule, all of the rules would be processed as an AND operation for that customer.

As a result, the order in which Unica Optimize applies the rules does not affect the optimization results, except for analysis in the Transaction Filtering Summary report. The Transaction Filtering Summary report presents analysis of the number of transactions that are eliminated by each rule in the order in which rules are entered. When a single contact might be rejected by multiple rules, the Transaction Filtering Summary report credits only the first applicable rule in the list.

## Minimum constraints

Unica Optimize handles minimum constraints differently depending on the type of rule in which the constraints are used.



In capacity rules, for example, Min/Max # Offers, Unica Optimize gives as many offers as possible. The following scenario is an example of this. You have an input cell 1 that contains 100,000 contact IDs, which are all 100,000 distinct audience IDs. Offer 1 is assigned to input cell 1. You also have input cell 2 that contains one contact ID, and the audience ID is not in input cell 1. Offer 2 is assigned to input cell 2. The one capacity rule sets the minimum number of offers to 1, and the minimum number of contact ID is set to 100,000. However, it might not be possible to achieve the minimum. For example, if you have a rule that says a minimum of 10,000 of offer X must be given out, there might be fewer than 10,000 proposed offer X in the PCT. Even if there are over 10,000 instances of offer X in the PCT, it might not be possible to give all of them out as they might conflict with offers those individuals might receive.

In For Each Customer rules, Unica Optimize gives out the minimum number of an offer or it does not give out any offers to that recipient. For example, you have a rule that says a minimum of six offers for each customer. CustomerX is only eligible for five. Therefore, Unica Optimize does not propose any offers for customerX.

If an optimization session does not meet a minimum, you can either:

- Expand the number of relevant proposed contacts that are included in the Unica Optimize session.
- Examine the other rules in the Unica Optimize session to see whether they are too restrictive.

## Tracking contacts

To configure contact fatigue rules, you must properly configure how you track contacts.

When managing contact fatigue rules such as the Max # of Packages rule, Unica Optimize automatically uses the contact history that is recorded in the Unica Campaign system tables. In Unica Campaign, each "contact" recorded into contact history is recorded with a specific "contact status." The contact status is specified when configuring the contact process. You can update contact statuses by using the Track process. For example, you can update a "Contacted" status to "Undeliverable." You customize the contact statuses for your particular implementation. The `UA_ContactStatus.CountsAsContact` field determines whether communication with a particular contact status value counts as a contact from the

Unica Optimize contact fatigue perspective. Unica Optimize considers contacts only where `UA_ContactStatus.CountsAsContact` is 1.

For more information about configuring contact statuses, see the Unica Campaign Administrator's Guide. For more information about populating contact status with the Mail List or Track process, see the Unica Campaign User's Guide.

## Rule types

Optimization rules fall into one of three categories: Capacity, Exclude/Include, and For Each Customer (FEC).

The following sections define each rule type and list the available rules of that type.

### Capacity

This rule type specifies the minimum and maximum number of contacts that can occur on a particular channel over a rolling time period. For example, setting a maximum for offer X can specify that it cannot be given out more than 1,000 times over a seven-day period, and that the scope of the constraint is all customers. This category contains the following rules:

- **Custom capacity.** Additional constraints that you can specify based on an aggregation (sum or average) of a score field. For example, a bank that gives out loan offers might specify that the average "risk score" must be below a certain threshold.
- **Min/Max # offers.** Offer capacity rule that allows you to specify a minimum or maximum number of offers to send over a rolling time period. For example, a telecommunications company might limit the number of free cell phone offers given in any 30-day period to 100,000.

You can add Rule Exceptions to Min/Max # Offers rules if you need to change the capacity for a particular time period.

### Exclude/Include

This rule type determines whether Unica Optimize includes or excludes a contact in the optimized contact list. Use this type of rule to apply global exclusions, opt-in and opt-out

lists, or to ensure that particular customers do not receive particular types of offers. This category contains the following rules:

- **Customers in.** Allows you to specify that customers in a specific strategic segment can or cannot receive particular offers. For example, a financial institution might want to exclude credit offers to individuals with low credit ratings.
- **Interactions where.** Allows you to include or exclude specific transactions that are based on any attributes in the proposed contacts table (PCT). For example, a retailer might want to exclude proposed transactions with a score less than or equal to zero from being delivered.

### For Each Customer (FEC)

This rule type determines the contact strategy on a per-customer basis. That is, it determines how your organization communicates with each customer over time. For example, setting a maximum of Y offers, determines that each customer is allowed only Y offers over a specified time period. This category contains the following rules:

- **B only with A.** Sequencing rule that specifies offer B might be sent only after offer A. For example, a mortgage company might specify that a call center representative might initiate a follow-up call only after the initial mortgage offer has been sent by direct mail.
- **Max # duplicate offers.** Rule that controls the maximum number of times you present the same offer to the same recipient over a specified time period. For example, an online web retailer might want to present any given cross-sell offer a maximum of seven times to a web customer over a six-month period.
- **Max # packages.** Contact-fatigue control that prevents over-communicating with customers by controlling the number of different packages (or interruptions) allowed to any recipient over a specified time period. For example, a hotel chain might want to limit the number of communications to their low value customers to a maximum of one per quarter.
- **Min/Max # offers.** Offer capacity rule that allows you to specify a minimum or maximum number of offers to give to a particular segment on a channel over time. For example, a collectibles company might want to limit the dilution of multiple offers

by targeting their best customers with at least 3 and at most 25 different offers in any given 30-day period.

- **Never A followed by B.** Sequencing rule that prevents certain offers from following too closely after other offers. For example, a bank might want to ensure adequate spacing between sending a high-interest certificate of deposit (CD) offer to a customer after sending them a credit-limit decrease notification.
- **Never A with B.** Offer-conflict resolution rule that prevents two conflicting offers (or sets of offers) from ever being given together within a specified time period. For example, a retailer might want to prevent a "\$10 off a purchase of \$100 on the web" offer and a "\$20 off a purchase of \$100 in-store" offer from going to the same individual within the same month.

## Rule scope

The scope of a rule is the set of proposed contacts that are affected by that rule, which can be specified by using various dimensions such as customer, offer, channel, cost, and time.

The following table shows which scopes are available with each rule.

**Table 1. Rule scope**

### Mapping between rule scopes and rules

	In- clude/ Ex- clude	Chan- nels	Of- fer/ Of- fer lists	Offer attri- butes	PCT colu- mns	Seg- ments	Time	Chan- nel B	Of- fer/ Of- fer lists B	Of- fer at- tri- butes B	Min count	Max count
<b>B only with A</b>		X	X	X		X		X	X	X		
<b>Custom ca- pacity</b>		X	X	X	X							
<b>Customers in</b>	X	X	X	X		X						

**Table 1. Rule scope****Mapping between rule scopes and rules**

(continued)

	In- clude/ Ex- clude	Chan- nels	Of- fer/ Of- fer lists	Offer attri- butes	PCT colu- mns	Seg- ments	Time	Chan- nel B	Of- fer/ Of- fer lists B	Of- fer at- tri- butes B	Min count	Max count
<b>Interactions where</b>	X				X							
<b>Max # dupli- cate offers</b>		X	X	X		X	X					X
<b>Max # pack- ages</b>		X				X	X					X
<b>Min/Max # offers capac- ity</b>		X	X	X			X				X	X
<b>Min/Max # offers FEC</b>		X	X	X		X	X				X	X
<b>Never A fol- lowed by B</b>		X	X	X		X	X	X	X	X		
<b>Never A with B</b>		X	X	X		X	X	X	X	X		

**B Only With A rule**

Use the B Only With A rule to ensure that you do not send a follow-up offer unless you send the original offer.

Unica Optimize cannot send Offer B unless it also sends an offer A. When Unica Optimize uses an offer set for offer B, the rule applies to any offer that matches the set. When you use an offer set for offer A, any offer within that set satisfies the requirement for all proposed offer Bs. In other words, a single original offer allows any number of follow-up offers. This rule allows you to control sequencing of related offers. For example, to specify that you send offer B to a recipient only if offer A is also sent to the recipient. This rule allows you to manage follow-up waves of communication within your optimization strategy.

Marketing studies show that the lift achievable with two linked communications can be more successful than either individual communication. For example, a direct mail piece followed by a service representative call. The B Only With A rule allows you to propose linked offers and ensure that offer B is only given to a recipient if they also receive offer A. Therefore, allowed combinations would include giving out offer A only or offers A and B together, but not offer B alone. For example, to first make an offer using direct mail and then follow up using a telemarketing call, create the telemarketing call as Offer B and the direct mail as Offer A. If Unica Optimize determines that the customer cannot receive the direct mail, then this rule automatically eliminates the telemarketing call that was paired with it.

If you have two offers, Offer1 and Offer2, which must be sent together or not at all, you can create two B only with A rules. Create one rule as Offer1 only with Offer2 and the other rule as Offer2 only with Offer1. Unica Optimize delivers both of the offers or neither of them. In this scenario, Unica Optimize ensures that sufficient contact opportunities exist on the required channels to send both Offer1 and Offer2. Unica Optimize also ensures that the combination of offers (as opposed to other alternative offers that can be given on those channels instead) together are optimal.

Use this rule when one offer must always precede another.


The scope of the B only with A rule is always the current optimization period. That is, Unica Optimize considers only the proposed contacts within the Unica Optimize session. Unica Optimize does not give out offer B if offer A was given out in the past. This rule ensures that offer B is selected only if offer A is also selected within the proposed transactions that are considered during the current Unica Optimize session. This rule does not look at contact history to see whether offer A was received in the past.

## Definitions for the B Only With A rule

Detailed description of the values to enter when configuring the B Only With A rule, including examples.

**Table 2. B Only with A rule field definitions**


**A two-column table that describes the fields in the B Only With A rule.**

Field	Values
Each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
can receive an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any Offer</b> specifies that Unica Optimize consider all offers and offer lists for this field.</li> <li>• <b>Offer/Offer list</b> limits this field to the offer or offer list you select.</li> <li>• <b>Offer Versions</b> limits the rule to offers that contain the offer attribute values you specify in the query builder, including parameterized offer attributes.</li> </ul> <p> <b>Note:</b> This offer is the prerequisite offer for the follow-up offer. When you select an offer list in this field, any offer within that list satisfies the requirement for any follow-up offer proposed.</p>

**Table 2. B Only with A rule field definitions**

**A two-column table that describes the fields in the B Only With A rule.**

**(continued)**

Field	Values
only if they receive an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any Offer</b> specifies that Unica Optimize consider all offers and offer lists for this field.</li> <li>• <b>Offer/offer list</b> limits this field to the offer or offer list you select. This offer is the prerequisite offer for the offer in the second offer field. When an offer list is selected in this field, any offer within that list satisfies the requirement for any offer proposed in the second offer field.</li> <li>• <b>Offer Versions</b> limits the rule to offers containing the offer attribute values you specify in the query builder, including parameterized offer attributes.</li> </ul> <p> <b>Note:</b> This offer is the follow-up offer. When you use an offer list for the follow-up offer, the rule applies to every offer in that list that is given to the customer.</p>

### Examples of the B Only With A rule

"Each customer in segment New Customers, can receive an offer from channel Email concerning offer/offer list Follow Up only if they receive an offer from channel Email concerning offer/offer list Initial." This rule ensures that customers in the New Customers segment are not sent a Follow Up offer unless they are sent an Initial offer.



"Each customer in segment Any Segment, can receive an offer from channel Telemarketing concerning offer/offer list FreeNightAtDisney only if they receive an offer from channel DirectMail concerning offer version Destination = Orlando, Florida." This rule assumes that the air travel offers have a parameterized attribute called destination. This rule ensures that only customers sent an offer with a destination of Orlando, Florida receive the free night at the Walt Disney World resort offer.

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#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Custom Capacity rule

The Custom Capacity rule allows you to build your own constraints that are based on the sum or average of a column in your PCT.

This rule is flexible and can be used in many situations. For example, you can use this rule to keep a Unica Optimize session within a budget. Create a Custom Capacity rule where the sum of a CostPerOffer column in the PCT must be less than or equal to 10,000. This rule defines that all the offers given out must cost less than \$10,000.


You can also use this rule to limit the range of offers given out. For example, create a Custom Capacity rule where the average of the APR of the offer is greater than or equal to 7. This rule ensures that you do not give out too many offers with a low APR.

## Definitions for the Custom Capacity rule

Detailed description of the values to enter when configuring the Custom Capacity rule, including examples.

**Table 3. Custom Capacity rule field definitions**

**A two-column table describing the fields in the Custom Capacity rule.**

Field	Value
Sum or average	<ul style="list-style-type: none"> <li>• <b>Sum</b> specifies that Unica Optimize adds the values of the PCT column before comparing it to the value.</li> <li>• <b>Average</b> specifies that Unica Optimize takes the average of the values in the PCT column before comparing it to the value.</li> </ul> <p> <b>Note:</b> While you are using the values from the PCT, the sum or average is based on the values in the final OCT.</p>
of the PCT column	The name of a numeric column in the PCT you want to constrain your Unica Optimize session by.
should be	Select an operator to compare the PCT column to the value: less than or equal to or greater than or equal to.
the value	A positive number to which you compare the sum or average of the PCT Column. The number can be an integer or decimal.
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder.</li> </ul>

**Table 3. Custom Capacity rule field definitions**

**A two-column table describing the fields in the Custom Capacity rule.**

**(continued)**

Field	Value
	<p>Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</p> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>
from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>

### Examples of the Custom Capacity rule

"The Sum of the CostPerOffer should be <= the value 100000 concerning the offer/offer list Any Offer from channel Any Channel." This rule limits the budget of the entire campaign (any offer on any channel) to \$100,000.

"The Sum of the RiskScore should be <= the value 100 concerning the offer/offer list Any Offer from channel Any Channel." This rule limits the amount of risk your business is exposed to by your campaign.

"The Average of the APR should be >= the value 8 concerning the offer/offer list CreditOffers from channel Any Channel." This rule prevents giving out only low interest rate offers to ensure profitability.

"The Sum of the CostPerOffer should be <= the value 20000 concerning the offer/offer list Offer Version: All CampaignName = SpringSale from channel Any Channel." This rule limits

the budget for any offer where the parameterized offer attribute CampaignName equals SpringSale to \$20,000. This rule requires that you configure the offer to use a derived field or a Unica Campaign generated field to pass the Unica Campaign name to the offer. Using offer versions, you can create Unica Optimize sessions that span campaigns and constrain the budget for each campaign individually.

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#### Related information

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Customers In rule

This rule allows you to include or exclude contacts that are based on strategic segments that are defined in Unica Campaign.

You can refine the scope of this rule to affect only a particular channel or a particular offer or offer lists that are defined in Unica Campaign.

Use this rule to enforce global suppression across all participating campaigns. For example:

- To create 'do not contact' lists or to support global control groups (can be channel-specific).
- To prevent customers who have opted-out of a channel from receiving messages on that channel.
- To prevent customers with a particular characteristic from receiving an offer. For example, preventing customers who are in default from receiving the highest value offers.

You might have a segment that is called "DoNotCall" representing the highest value customers that request not to be contacted by phone. Use this rule to ensure all individuals in the "DoNotCall" segment do not receive any telemarketing offers.

## Definitions for the Customers In rule

Detailed description of the values to enter when configuring the Customers In rule, including examples.

**Table 4. Customers In rule field definitions**

A two-column table that describes the fields in the Customers In rule.

Field	Value
This Unica Optimize session should	<ul style="list-style-type: none"> <li>• <b>Exclude</b> removes those contacts that meet the criteria that follow.</li> <li>• <b>Include</b> keeps all proposed contacts that belong to the selected segment. It also keeps remaining contacts not belonging to selected segments, and not matching the offer, channel, and offer version criteria. It does not exclude contacts that do not meet the criteria. If you select <b>Any Customer</b>, then all proposed contacts are kept, regardless of offer, channel, and offer version criteria.</li> </ul>
customers in the segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
for offers from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>

**Table 4. Customers In rule field definitions**

**A two-column table that describes the fields in the Customers In rule.**

**(continued)**

Field	Value
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>

### Examples of the Customers In rule

"This Unica Optimize session should Exclude customers in the segment OptOutTable for offers from channel Any Channel concerning offer/offer list Any Offer." This rule removes all proposed contacts for any customers in the OptOutTable.

"This Unica Optimize session should Include customers in the segment GoodCreditRating for offers from channel Any Channel concerning offer/offer list Credit Offers" This rule ensures that only customers in the GoodCreditRating segment receive Credit Offers, regardless of channel.

"This Unica Optimize session should Exclude customers in the segment DoNotCall for offers from channel Call Center concerning offer/offer list Any Offer" If you create a segment called DoNotCall containing all customers who filled out a form that said they did

not want any solicitation calls, you can exclude them from receiving any offers delivered by the Call Center channel.

"This Unica Optimize session should Include customers in the segment Email for offers from channel Email concerning offer/offer list Any Offer." This rule ensures that the optimized contact list contains only email offers for those customers in the Email segment.

"This Unica Optimize session should Include customers in the segment HighCreditScores for offers from channel Any Channel concerning offer/offer list Platinum Cards." This rule ensures that the optimized contact list gives only platinum card offers only to customers in the HighCreditScores segment.

"This Unica Optimize session should Include customers in the segment Any Customer for offers from channel Any Channel concerning offer/offer list Platinum Card Email with Expiration Date > 1/30/07." This rule ensures that the optimized contact list contains only platinum card email offers that expire after 1/30/07.

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#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Interactions Where rule

The Interactions Where rule allows you to include or exclude contacts that are based on any criteria available in the PCT data.

Use this rule to use specific customer, campaign offer, channel, cost, or time criteria to suppress specific proposed offers. These criteria come from the same tables you would use in Unica Campaign. This rule is especially useful when you do not have an explicit segment

to suppress. It also provides much greater flexibility and is powerful in implementing complex suppressions.

This rule gives you direct access to optional fields included in the Unica Optimize template table and the proposed contacts table (PCT). For example, you can use an Interactions Where rule to prevent customers whose percentage of returned products exceeds 10% from receiving discount offers. This rule requires that the Unica Optimize template table that is used for the Unica Optimize session contains a variable that represents the percent of returned products. This variable must be populated by each of the participating campaigns for each submitted audience ID.

## Definitions for the Interactions Where rule

Detailed description of the values to enter when configuring the Interactions Where rule, including examples.

**Table 5. Interactions Where rule field definitions**

**A two-column table that describes the fields in the Interactions Where rule.**

Field	Value
This Unica Optimize session should	<ul style="list-style-type: none"> <li>• <b>Exclude</b> removes those offers that meet the criteria that follow.</li> <li>• <b>Include</b> keeps only those offers that meet the criteria that follow.</li> </ul>
Interactions where	Narrows the inclusion or exclusion to the offer criteria you specify in the query builder.

## Examples of the Interactions Where rule

"This Unica Optimize session should Exclude interactions where CustomerValue < 100 and OfferValue > 10 and Channel = Phone." This rule ensures that high-value offers are not given to low-value customers using an expensive communication channel (phone).



"This Unica Optimize session should Include interactions where Score  $\geq$  10." This rule ensures that the optimized contact list contains only those proposed offers with a value greater than or equal to ten in the Score field.

## Max # Duplicate Offers rule

Use the Max # Duplicate Offers rule to limit the number of times a customer receives the same offer in a time period from a channel.

You can create a single Max # Duplicate Offers rule for all offers in an offer set. For example, create a Max # Duplicate Offers rule for a set of offers. Set a max of 0, then each customer can get only one of any offer. There are zero duplicates, but an individual can get many different offers.

Use this rule to limit the number of duplicate offers that might be given to the same individual, potentially over different channels. You can prevent duplicates of any offer by creating a smart offer list in Unica Campaign representing all offers. For example, you can use this rule to ensure that if you send a customer an offer through email, you do not send the customer the same offer in regular mail within a one-month period.

## Definitions for the Max # Duplicate Offers rule

Detailed description of the values to enter when configuring the Max # Duplicate Offers rule, including examples.

**Table 6. Max # Duplicate Offers rule field definitions**

**A two-column table that describes the fields in the Max # Duplicate Offers rule.**

Field	Value
For each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>

**Table 6. Max # Duplicate Offers rule field definitions**

A two-column table that describes the fields in the Max # Duplicate Offers rule.

(continued)

Field	Value
the number of duplicate offers from the channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
over the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period allows you to truly control your offer presentation strategy.</li> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used. The entire optimization period is considered as a single time window. In addition, contact history is not considered.</li> </ul>

**Table 6. Max # Duplicate Offers rule field definitions**

A two-column table that describes the fields in the **Max # Duplicate Offers** rule.

(continued)

Field	Value
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>
should not exceed	Limits the maximum number of duplicate offers that can be sent to each customer to the value you enter. If you set this value to one, the customer receives at most two, that is one duplicate, of the same offer. Use zero to eliminate the possibility of duplicate offers.

### Examples of the Max # Duplicate Offers rule

"For each customer in segment High Value Customers, the number of duplicate offers from the channel Any Channel over the time period 30 days concerning offer/offer list Any Offer should not exceed 4." This rule allows only four of the same offer to be in the optimized contact list for any high-value customer during any 30-day period.

"For each customer in segment Any Customer, the number of duplicate offers from the channel Direct Mail over the time period 30 days concerning offer/offer list Any Offer should not exceed 2." This rule allows only two of the same offer to be in the optimized contact list for each customer during any 30-day period.

"For each customer in segment Any Customer, the number of duplicate offers from the channel Any Channel over the time period 30 days concerning offer/offer list Brokerage Product should not exceed 3." This rule allows no more than four (one original and three duplicates) of the same Brokerage Product offers to be in the optimized contact list for each customer in any 30-day period.

"For each customer in segment Any Customer, the number of duplicate offers from the channel Any Channel over the time period 90 days concerning offer/offer list Brokerage Product = free consultation should not exceed 2." This rule allows no more than three of the free consultation Brokerage Product offers (one original and two duplicates) to be in the optimized contact list for each customer in any 90-day period.

"For each customer in segment Any Customer, the number of duplicate offers from the channel Any Channel over the time period 90 days concerning offer/offer list , For Every value Of Cost Per Offer should not exceed 2." This rule allows no more than three of the offers (one original and two duplicates) with same value of Cost per Offer, to be in the optimized contact list for each customer in any 90-day period.

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#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Max # Packages rule

Use the Max # Packages rule to prevent contact fatigue. Define the maximum number of packages or interruptions that any customer receives over a particular time period.

By managing contact fatigue, you can avoid possible opt-outs or customer backlash.

Multiple instances of this rule can be used to construct a contact strategy that ensures spacing of communications, without over inundating your customers or prospects with too many messages. In Unica Campaign, packages are all contacts that are made to the same audience entity in the same contact process in the same flowchart run. Packages represent interruptions. Configure contact processes in Unica Campaign to adhere to this definition if you use contact fatigue rules in Unica Optimize.

You can define the Max # Packages rule for a particular channel. You might also limit the scope of your rule to a segment.

Use this rule to help manage a contact strategy to prevent contact fatigue by controlling the number of "interruptions" or packages that are sent to each customer. It is an important rule that can prevent over-communicating with your customers. For example, you can define a rule to limit the maximum number of packages that are sent to high-value customers to 3 over any 30-day period.



**Note:** Packages are defined in Unica Campaign. All offers sent to the same customer through the same contact process are considered a single "package" delivered on the same channel at the same time. For example, a package represents multiple coupons in a coupon book or multiple offers within the same email. Flowcharts that are created in Unica Campaign must adhere to this practice. That is, separate contact processes must be used for communications on different channels or for offers given to the same individual at different points in time. Conversely, if multiple offers are delivered in a single "package" to a recipient, those offers must all be assigned within the same contact process.

## Definitions for the Max # Packages rule

Detailed description of the values to enter when configuring the Max # Packages rule, including examples.

**Table 7. Max # Packages rule field definitions**

**A two-column table that describes the fields in the Max # Packages rule.**

Field	Value
For each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
over the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period allows you to truly control your offer presentation strategy.</li> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used.</li> </ul>

**Table 7. Max # Packages rule field definitions**

A two-column table that describes the fields in the Max # Packages rule.

(continued)

Field	Value
	The entire optimization period is considered as a single time window. In addition, contact history is not considered.
the number of packages from the channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
should not exceed	Limits the maximum number of packages that can be sent to each customer to the value you enter.

### Examples of the Max # Packages rule

"For each customer in segment Recent Accounts, over the time period 30 days, the number of packages from the channel Any Channel should be between minimum 0 and maximum 2." This rule limits the contacts in the optimized contact list so that the number of packages for each customer who recently opened accounts is no more than two in any 30-day period.

"For each customer in segment Any Customer, over the time period 30 days the number of packages from the channel Email should be between minimum 0 maximum 5." This rule ensures that the number of email packages any customer receives is limited to five for any 30-day period.

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Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

## Min/Max # Offers Capacity rule

Use the Min/Max # Offers Capacity rule to set capacity constraints. Define the maximum and minimum number of offers that are sent across customers, or for a particular offer, channel, or rolling time period.

You can add an exception to this rule if you need to change the capacity for a particular time period. For example, you can change the call capacity of a call center around holidays.

Use this rule to control the usage of an offer or channel over some rolling time period. A rolling time period is a number of days, such as seven days. Which seven days depend on when the Unica Optimize session runs. For example, between January 1 and January 7 if run on January 1, and between January 2 and January 8 if run on January 2.

To control the number of offers given to an individual, see the [Min/Max # Offers For Each Customer rule \(on page 69\)](#).



**Note:** Avoid using offer capacity constraints whenever possible, as these constraints reduce the optimality of the overall solution. If you must use offer capacity constraints, try to use either a minimum or a maximum instead of both. If you must use both a minimum and a maximum, avoid using close minimum and maximum values, such as setting the minimum equal to the maximum. Such a narrow range reduces the degree of flexibility Unica Optimize has to optimize.

You might want to limit the number of free cell phone handsets you give away to existing customers who upgrade to a premium monthly plan. You can create an offer capacity rule that limits the maximum number of "Free cell phone with 2-year premium subscription" offers to 20,000.

If you do not have enough number of offers for satisfying a Capacity rule, this causes a generation loop error. If you set `ContinueOnGenerationLoopError` to `True` and you receive an error, the customers from the set that caused the error are marked as unprocessable. It is possible that Unica Optimize might have violated some rules and generated this result without honoring all rules and data. For more information about the generation loop error, see [Offer Filtering Summary report \(on page 165\)](#).



**Related reference**[Definitions for Rule Exceptions \(on page 102\)](#)[Offer Filtering Summary report \(on page 165\)](#)**Related information**[Adding a Rule Exception to a Min/Max # Offers capacity rule \(on page 101\)](#)

## Definitions for the Min/Max # Offers Capacity rule

Detailed description of the values to enter when configuring the Min/Max # Offers Capacity rule, including examples.

**Table 8. Min/Max # Offers Capacity rule field definitions****A two-column table that describes the fields in the Min/Max # Offers Capacity rule.**

<b>Field</b>	<b>Value</b>
Total number of offers from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
over the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period</li> </ul>

**Table 8. Min/Max # Offers Capacity rule field definitions**

A two-column table that describes the fields in the Min/Max # Offers Capacity rule.


(continued)

Field	Value
	<p>allows you to truly control your offer presentation strategy.</p> <ul style="list-style-type: none"> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used. The entire optimization period is considered as a single time window. In addition, contact history is not considered.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>

**Table 8. Min/Max # Offers Capacity rule field definitions**

A two-column table that describes the fields in the **Min/Max # Offers Capacity** rule.

(continued)

Field	Value
should be between	<ul style="list-style-type: none"> <li>• <b>minimum</b> allows you to specify the minimum number of offers you want to be sent. Unica Optimize optimizes offers so that at least this number of offers are given out, if possible, given the constraints.</li> </ul> <p> <b>Note:</b> It might not be possible to achieve the minimum.</p> <p>For example, you have a rule specifying that a minimum of 10,000 of offer X must be given out. You cannot achieve this minimum in either of the following situations:</p> <ul style="list-style-type: none"> <li>◦ The PCT contains fewer than 10,000 contacts.</li> <li>◦ There are not 10,000 contacts in the PCT eligible for the offer, for example the contacts are limited by Never A with B rules.</li> </ul> <p>Unica Optimize gives out as many offers as possible, given the constraints.</p> <ul style="list-style-type: none"> <li>• <b>maximum</b> allows you to specify the maximum number of offers you want to be sent. This number is the maximum number of this type of specific offer/channel or offer list/channel combination that Unica Optimize allows within the specified time period.</li> </ul>

## Saving the Min/Max # offers capacity rule

If you want to add, edit, or remove a Rule Exception from the rule page, you must save the rule first.

- **Save.** Save this rule. You remain on the rule page. Use this option when you want to add or edit a rule exception.
- **Save and return.** Save this rule and return to the rule summary page.
- **Revert.** Undo your changes and return to the last saved version of the rule. This action does not undo changes to rule exceptions.
- **Cancel.** Do not save your changes and return to the rule summary page. This action does not undo changes to rule exceptions.

Rule Exceptions are saved in a separate dialog. If you click **Save** in the Add Rule Exception dialog, those changes are saved to the rule, regardless of your save actions on the rule page.

## Examples of the Min/Max # offers capacity rule

"The number of offers from channel Telemarketing over the time period 1 day concerning offer/offer list Any Offer should be between minimum 0 and maximum 3,000." This rule limits the number of telemarketing calls in the optimized contact list to 3,000 per day.

"The total number of offers from channel Any Channel over the time period 30 days concerning offer/offer list Platinum Cards should be between minimum 0 maximum 50,000." This rule limits the number of platinum card offers in the optimized contact list to 50,000 over each rolling 30-day period.

"The total number of offers from channel Telemarketing over the time period 7 days concerning offer/offer list Platinum Cards should be between minimum 5000 maximum 15000." This rule causes Unica Optimize to include at least 5000 platinum card telemarketing calls and no more than 15,000 in the optimized contacts list over each rolling 7-day period.

"The total number of offers from channel Any Channel over the time period 30 days concerning offer/offer list Offer version: All discount = 6 should be between minimum 0

maximum 2000." This rule limits the number of offers where the offer parameter discount equals 6. Offers where the offer parameter discount does not equal 6 are unlimited.

"The total number of offers from channel Any Channel over the time period 30 days concerning offer/offer list Offer versions: Any

- Shipping method = First Class Delivery
- Shipping method = Express Delivery

should be between minimum 0 maximum 600." This rule limits the number of offers where the offer parameter Shipping method equals First Class Delivery or Express Delivery. Other shipping methods such as Evening Delivery or Expedited Delivery are unlimited.

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#### Related information

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Min/Max # Offers For Each Customer rule

The Min/Max # Offers For Each Customer rule allows you to limit the number of offers that any one customer receives.

It can be used to help prevent dilution of messages and inundation with many offers, even if they are consolidated into few actual contacts and packages. For example, sending 50 different offers in a single email.



**Note:** This rule is different from the number of interruptions or "packages" that a customer receives. To manage customer contact fatigue, use the Max # of Packages rule instead.

You can define these constraints specific to a certain strategic segment, channel, or set of offers.

This rule allows you to manage the number of different messages you are sending to an individual. In particular, use this rule to control your customer offer strategy on a per-customer basis. Specifically, this rule controls the minimum and maximum number of offers, or a particular offer, to be given to an individual over a particular time period. Create this rule on a per channel basis to limit the number of different types of communications, such as cross-sell versus retention versus upsell.

By specifying a minimum, you might use this rule to ensure that varied marketing messages reach the customer. You might set the condition that, at most, two contacts to high-value customers are upsell or cross-sell offers, leaving one offer for retention.

You can also create a set of high-cost offers, then limit the number of times each customer can receive an offer from that set.

## Definitions for the Min/Max # Offers For Each Customer rule

Detailed description of the values to enter when configuring the Min/Max # Offers For Each Customer rule, including examples.

**Table 9. Min/Max # Offers For Each Customer rule field definitions**

**A two-column table that describes the fields in the Min/Max # Offers For Each Customer rule.**

Field	Value
For each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
the number of offers from the channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>

**Table 9. Min/Max # Offers For Each Customer rule field definitions**

A two-column table that describes the fields in the **Min/Max # Offers For Each Customer** rule.



(continued)

Field	Value
over the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period allows you to truly control your offer presentation strategy.</li> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used. The entire optimization period is considered as a single time window. In addition, contact history is not considered.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> </ul>

**Table 9. Min/Max # Offers For Each Customer rule field definitions**

A two-column table that describes the fields in the **Min/Max # Offers For Each Customer** rule.

(continued)


Field	Value
	<ul style="list-style-type: none"> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>
should be between	<ul style="list-style-type: none"> <li>• <b>minimum</b> allows you to specify the minimum number of offers that you want to send. Unica Optimize optimizes offers so that this number is reached.</li> </ul> <p> <b>Note:</b> As an FEC rule, if the minimum cannot be met for any particular individual, no offers are given to that recipient.</p> <ul style="list-style-type: none"> <li>• <b>maximum</b> allows you to specify the maximum number of offers that you want to send.</li> </ul> <p> <b>Note:</b> Try to avoid using close minimum and maximum values, such as a minimum</p>



**Table 9. Min/Max # Offers For Each Customer rule field definitions**

**A two-column table that describes the fields in the Min/Max # Offers For Each Customer rule.**

(continued)

Field	Value
	 of two and a maximum of three. Such a close range reduces the optimality of the solution.

### Examples of the Min/Max # Offers For Each Customer rule

"For each customer in segment Recent Accounts, the number of offers from the channel Any Channel over the time period 30 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 2." This rule limits the contacts in the optimized contact list so that the number of offers for each customer who recently opened accounts is no more than two over any 30-day period.

"For each customer in segment Any Customer, the number of offers from the channel Email over the time period 30 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 5." This rule ensures that the number of email offers in the optimized contact does not exceed five in any 30-day period for any customer.

"For each customer in segment Any Customer, the number of offers from the channel Direct Mail over the time period 30 days concerning offer/offer list Gold Cards should be between minimum 0 and maximum 3." This rule ensures that the number of gold card mailings in the optimized contact list is limited to three for any 30-day period for any customer.

"For each customer in segment Any Customer, the number of offers from the channel Direct Mail over the time period 30 days concerning offer/offer list Offer Version Expiration date = 1/30/07 should be between minimum 0 and maximum 3." This rule ensures that the number of mailings for any offer with an expiration date = 1/30/07 is limited to three in any 30-day period for any customer.

"For each customer in segment Any Customer, the number of offers from the channel Direct Mail over the time period 30 days concerning offer/offer list Offer Version, For Every value

Of Cost Per Offer should be between minimum 0 and maximum 3." This rule ensures that the number of mailings for any offer with the same value of Cost Per Offer is limited to three in any 30-day period for any customer.

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#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Never A Followed By B rule

Use the Never A Followed by B rule to prevent a customer who just received one offer from receiving another offer for a certain time period. It does not prevent the customer who received the second offer from receiving the first offer.

The Never A Followed by B rule is unidirectional, meaning that it enforces suppression of offers in one direction only. The Never A with B rule is bidirectional, meaning that offers are not allowed together regardless of sequence. You can refine the Never A Followed by B rule by customer segment, channel, and offer set.

Use this rule to ensure that the order of offers makes sense from a customer-service perspective. For example, break your offers into low and high tiers. Use this rule to enforce that customers who receive a high-tier offer cannot receive a follow-on low-tier offer within the same 30-day period.

The following are examples of particular constraints you can apply with this rule:

- Do not follow a better offer with a worse offer. For example, do not send an offer for 10,000 frequent flyer miles and then send an offer for 5,000 miles.
- Do not send a negative offer following a positive offer. For example, do not send a cross-sell offer a few days after you lowered a credit card credit limit.

## Definitions for the Never A Followed By B rule

Detailed description of the values to enter when configuring the Never A Followed By B rule, including examples.

**Table 10. Never A Followed by B rule field definitions**

**A two-column table that describes the fields in the Never A Followed by B rule.**

Field	Value
For each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
that first receives an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button.</p>

**Table 10. Never A Followed by B rule field definitions**

**A two-column table that describes the fields in the Never A Followed by B rule.**

**(continued)**

Field	Value
	<p>When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>
cannot later receive an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
within the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period allows you to truly control your offer presentation strategy.</li> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a</li> </ul>

**Table 10. Never A Followed by B rule field definitions**

A two-column table that describes the fields in the **Never A Followed by B** rule.

(continued)

Field	Value
	<p>value of zero is used, no sliding windows are used. The entire optimization period is considered as a single time window. In addition, contact history is not considered.</p>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>

### Example of the Never A Followed By B rule

"For each customer in segment All Segments, that first receives an offer from channel All Channels concerning offer/offer list Platinum Cards cannot later receive an offer from channel All Channels within the time period 90 days concerning offer/offer list Gold Cards." This rule removes any gold card offers to a customer who first received a platinum card offer in the previous 90 days from the optimized contact list.

"For each customer in segment All Segments, that first receives an offer from channel Any Channel concerning offer/offer list CreditLimitReduction cannot later receive an offer from channel Any Channel within the time period 90 days concerning offer/offer list CrossSellCreditCardInsurance." This rule removes any offers for credit card insurance from customers who first received a Credit Limit Reduction notice in the previous 90 days.

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#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Never A with B rule

Use the Never A with B rule to prevent a customer from receiving a pair of offers together within a certain time period.

You can refine this rule by customer segment, channel, and offer set.

Use this rule to prevent incompatible offers from being given to the same contact. By specifying offer sets, you can specify that none of the offers from the first set are given to the same recipient with any of the offers from the second set.

This rule helps ensure consistency of your messages to a customer, preventing conflicting offers from being sent to the same individual. If the customer consistently gets a specific type of offer, this rule ensures that the customer continues to get that type of offer. For example, you do not want to send conflicting new phone renewal versus upgrade phone plan offers to the same individual within a 60-day period. Write a rule that says "For each customer in All Segments, they cannot receive interaction A from All Channels concerning

New Phone Renewals and interaction B from All Channels concerning Upgrade Phone Plans together within 60 days."

## Definitions for the Never A with B rule

Detailed description of the values to enter when configuring the Never A with B rule, including examples.

**Table 11. Never A with B rule field definitions**

A two-column table that describes the fields in the Never A with B rule.

Field	Value
For each customer in segment	<ul style="list-style-type: none"> <li>• <b>Any customer</b> applies the rule to all customers.</li> <li>• <i>Segment Name</i> limits the rule to customers in the segment you select.</li> </ul>
that receives an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule.</p>

**Table 11. Never A with B rule field definitions**

**A two-column table that describes the fields in the Never A with B rule.**

**(continued)**

Field	Value
	When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.
cannot receive an offer from channel	<ul style="list-style-type: none"> <li>• <b>Any channel</b> applies to offers regardless of delivery channel.</li> <li>• <i>Channel name</i> narrows the rule to those offers on the channel you specify only.</li> </ul>
within the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers (also considering offers given in contact history) to exceed 3 in any 30-day window. This "sliding window" interpretation of the time period allows you to truly control your offer presentation strategy.</li> <li>• <b>0</b> represents "this optimization period." This option sets the minimum and maximum number of offers made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used.</li> </ul>



**Table 11. Never A with B rule field definitions**

**A two-column table that describes the fields in the Never A with B rule.**

**(continued)**

Field	Value
	The entire optimization period is considered as a single time window. In addition, contact history is not considered.
concerning offer/offer list	<ul style="list-style-type: none"> <li>• <b>Any offer</b> applies to all offers.</li> <li>• <i>Offer/offer list</i> narrows the rule to the specific offer or offer list you select.</li> <li>• <i>Offer Versions</i> narrows the rule to offer versions with the offer attributes you specify in the query builder. Use offer version to scope the rule to apply to only specific offer versions defined using parameterized offer attributes.</li> </ul> <p>A checkbox <b>For Every value of</b>, can be selected in conjunction with <b>Offer versions</b> radio button. When checked, it indicates that all values of the selected offer attribute would be used by the rule. When the checkbox is checked, user will be allowed to select only one offer attribute from the query builder.</p>

### **Examples of the Never A with B rule**

"For each customer in segment Wireless, that receives an offer from channel All Channels concerning offer/offer list New Phone Renewal cannot receive an offer from channel All Channels within the time period 90 days concerning offer/offer list Phone Plan Upgrade." This rule removes any phone plan upgrade offer to a customer who received a new phone renewal offer in the previous 90 days from the optimized contact list.

"For each customer in segment All Segments, that receives an offer from channel All Channels concerning offer/offer list Interest Rate > 10% cannot receive an offer from channel All Channels within the time period 60 Days concerning offer/offer list Interest Rate < 5%." This rule removes any less than 5% interest rate offers to a customer who received a greater than 10% interest rate offer in the previous 60 days from the optimized contact list.

---

#### Related information

[Segments in optimization rules \(on page 83\)](#)

[Using a segment in an optimization rule \(on page 84\)](#)

[Offer lists in optimization rules \(on page 85\)](#)

[Using an offer list in an optimization rule \(on page 87\)](#)

[Offer versions in optimization rules \(on page 88\)](#)

[Using offer versions in your optimization rule \(on page 94\)](#)

## Rule definitions

Rule definitions allow you to create the scope of a rule or to determine the action performed on that scope.

The scope of a rule is the set of proposed contacts that are affected by that rule. The scope can be specified by using various dimensions such as customer, offer, channel, and time.

For example, you define your scope as a set of contacts:

- Within a segment called Low Value
- Contacted through the email channel
- Include an offer for 10% off

You can define a For Each Customer Max # Offer rule to ensure that this set of contacts does not receive more than one of these communications a month.

This section contains three main rule definitions:

- Segments-for scoping the rule to pertain to specific customers and audience IDs

Segments are available for the Customers In, Min/Max # Offers FEC, Max # of Packages, Max # Duplicate Offers, Min # Unique Offers, Never A with B, Never A Followed by B, and B only with A rules.

- Offer lists-for applying the rule to specific offers

Offer lists are available for the Customers In, Min/Max # Offers Capacity, Custom Capacity, Min/Max Total Cost, Min/Max # Offers FEC, Max # Duplicate Offers, Min # Unique Offers, Never A with B, Never A Followed by B, and B only with A rules.

- Offer versions-applying the rule only to specific versions of offers as defined by their offer attribute values

Offer versions are available for the Customers In, Min/Max # Offers Capacity, Custom Capacity, Min/Max # Offers FEC, Max # Duplicate Offers, Min # Unique Offers, Never A with B, Never A Followed by B, and B only with A rules.

## Segments in optimization rules

You can perform an action on the segment you specify in the rule definition.

Some optimization rules allow you to specify a strategic segment in your rule definition. Strategic segments are created in Unica Campaign and are available for use within Unica Optimize. A segment, or strategic segment, is a set of audience IDs (all at the same audience level) grouped in some meaningful way. For example, you can create a segment that is called Women that groups all female contacts. You can have another segment that is called High Value, which groups all contacts who spend over \$1000 in the three months.

For example, create a rule that specifies that all High Value contacts receive at least three email offers every month.



**Note:** An optimization rule might apply to all customers or to a single strategic segment. To apply an optimization rule to multiple strategic segments, do one of the following actions:



- Create a new strategic segment that contains all the wanted contacts in Unica Campaign
- Create multiple copies of the rule, one for each strategic segment to which it applies.

For more information about strategic segments, see the Unica Campaign User's Guide.

If you are using Unica Interact, smart segments cannot be used with Unica Optimize.

---

#### Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Packages rule \(on page 62\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

#### Related information

[Using a segment in an optimization rule \(on page 84\)](#)

## Using a segment in an optimization rule

You can perform an action on the segment you specify in the rule definition.

1. Click **Segment** in the **Rule definition** section of an optimization rules page.

A blank field and the **Select** button displays.

2. Click **Select**.

The **Add/remove segments** window displays.

3. Select a segment.
4. Click **Accept and close**.

The segment populates the **Segment** field. Unica Optimize applies the constraints of the segment when you run your optimization session.

---

#### Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Packages rule \(on page 62\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

#### Related information

[Segments in optimization rules \(on page 83\)](#)

## Offer lists in optimization rules

Use offer lists in optimization rules to apply a single rule to more than one offer.

An offer list is a grouping of related offers that you can create for organizational purposes. Offer lists are defined in Unica Campaign and are available within Unica Optimize when defining offers. There are two types of offer lists:

- **Static** offer lists. A pre-defined list of offers that does not change unless it is edited.
- **Smart** offer lists A dynamic list of offers. The content of a smart list changes when new offers that meet the criteria of the smart list are automatically added to it. Using a smart offer list allows you to specify the criteria that define the key characteristics of the offers that are important to the optimization rule.

For most cases, use smart offer lists in Unica Optimize. Smart offer lists are evaluated at the time the Unica Optimize session runs. Smart offer lists resolve to any offers within Unica Campaign that currently satisfy the offer query. Static offer lists contain only the exact offers that are specified by the user when the static offer list was created. Static offer lists do not change over time unless modified.

For example, you have an offer list that is called Holiday Travel, which contains all offers for discounted airfare in December and January. You can create an optimization rule that limits the number of Holiday Travel offers an individual can receive in December to two.

If this offer list is static (and all other rule criteria remain the same), the same offers are included with each run of the Unica Optimize session. If this offer list is a smart offer list, the offers that are included with each run of the Unica Optimize session can vary, depending on whether new offers were created that fulfilled the criteria of the smart offer list. In this case, a subsequent run of the Unica Optimize session would yield additional offers.

An example of a smart offer list might be "Loan offers". Define the smart list to include all offers in the folder "Loan product offers", and its subfolders. You can create a rule that limits any individual from receiving more than two loan offers in any given 60-day window. This rule would prevent the risk of individuals over-extending their credit by accepting multiple credit offers over a short time period. This smart offer list automatically includes any new loan product offers created. A Unica Optimize session run periodically using this rule would always have the most up-to-date list of loan product offers.

For more information about defining offer lists, see the Unica Campaign User's Guide.

---

#### Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers Capacity rule \(on page 65\)](#)

[Definitions for the Custom Capacity rule \(on page 50\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

Related information

[Using an offer list in an optimization rule \(on page 87\)](#)

## Using an offer list in an optimization rule

Use offer lists in optimization rules to apply a single rule to more than one offer.



1. Click **Offer** in the **Rule definition** section on an optimization rules page.

A blank field and **Select** button displays.

2. Click **Select**.

The **Select offers** window displays.

3. Select an offer list.

Offer lists are identified by an icon with a picture of multiple offers . Smart offer list icons include a magnifying glass .

4. Click **Accept and close**.

The offer list populates the **Offer** field. Unica Optimize applies the constraints of the offer list when you run your Unica Optimize session.

---

Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers Capacity rule \(on page 65\)](#)

[Definitions for the Custom Capacity rule \(on page 50\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

Related information

[Offer lists in optimization rules \(on page 85\)](#)

## Offer versions in optimization rules

Certain optimization rules allow you to specify offer versions as part of your rule definition. This feature allows you to write a query that determines the exact set of offer versions to which a particular rule applies.

For example, you have a "Gold credit card" offer with a parameterized attribute called "go\_to\_interest". Rather than applying a rule to any version of the "Gold credit card" offer, you want to apply it only to the versions of that offer where the "go\_to\_interest" rate is below the current prime rate. You can create a query that is based on any offer attributes and specify the exact versions of an offer that are included in the scope of the rule. For example, `go_to_interest < 5`.

An offer version is a unique instance of an offer that is created by using parameterized offer attributes. A parameterized offer attribute is an offer attribute for which a user can provide a unique value when the offer is used in a marketing campaign. Each unique permutation of offer attributes creates an offer version. For example, the "Gold credit card" offer has two parameterized offer attributes that are called "promo interest" rate and "go to interest" rate. The first offer attribute can have a value of 0% or 2.9% and the latter can be 18.9% or 21.9%. There can be a total of four offer versions created:



**Table 12. Example offer versions**

Table showing possible offer versions for Gold credit card example.

Promo interest	Go to interest
0%	18.9%
0%	21.9%
2.9%	18.9%
2.9%	21.9%

You can then write a rule that limits the number of 0% interest promo rate offers your company gives out in any given 30-day period. The values for a non-parameterized offer attribute are predefined as part of the offer.

For example, the Unica Campaign administrator creates a parameterized offer attribute that is named Card Type in an offer template. When a user assigns the offer to a cell in Unica Campaign (for example, in the Optimize process), that user provides a value for the offer attribute. For example, Gold or Silver, or any other value that makes sense.

In certain rules in Unica Optimize, you can then search for these offer versions. For example, you can create a Customers In rule whose scope includes all items of type Gold (Card Type=Gold). You include an offer version in your rule by using the offer versions query builder. The offer versions query builder allows you to choose the values for offer attributes to which the rule applies.

- For more information about parameterized offer attributes, see the *Unica Campaign Administrator's Guide*.
- For more information about offer versions, see the *Unica Campaign User's Guide*.

---

#### Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers Capacity rule \(on page 65\)](#)

[Definitions for the Custom Capacity rule \(on page 50\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

Related information

[Using offer versions in your optimization rule \(on page 94\)](#)

## Offer versions query builder

The offer versions query builder is a set of fields that allows you to select specific offers versions. The offer versions query builder is available in the Rule Definition section of some rule pages.

The criteria that you specify in the query builder, with other constraints such as time period, customer segments, and interaction channels, define the scope of the rule. The offer attributes used in the query builder specifies the exact offer versions to which a rule applies.

The offer attributes listed in the query builder can be standard or custom offer attributes. Standard offer attributes are predefined attributes that are relevant for many implementations of Unica Optimize. For example, Expiration Date, Cost per Offer, and Contact Channel. Custom offer attributes are offer attributes that you define in Unica Campaign that are more specific to your industry. For example, Interest Rate, Annual Fee, Department, and Product SKU.

The offer attributes used to construct a query in the query builder might be parameterized attributes. As such, the query builder might return offers or offer versions. Offers are a marketing communication that is based on an offer template with no parameterized offer attributes. Offer versions are a marketing communication with one or more parameterized offer attributes that are customized by the user at the time the offer is assigned to a cell. However, the query builder is the only means by which you can access offer versions

to include in the scope of your rule. If all versions of an offer are essentially the same, there is no need to differentiate between versions of an offer for optimization. However, if parameterized offer versions are used for personalization where the "meaning" of an offer is substantively different based on the value of the parameterized offer attributes, then your optimization rules might need to query by offer attributes to scope your rule appropriately. An example of a parameterized offer attribute that changes the essence of the marketing communication would be "Product SKU" where the item can be a TV for one individual and a refrigerator for another.

When you run a Unica Optimize session, the constraints you set by using the query builder (along with other criteria you specified in all rules) help to determine which customers populate the optimized contacts table (OCT).

For more information about defining offer custom attributes, creating offers or offer templates, or on parameterizing offer attributes in Unica Campaign, see the Unica Campaign Administrator's Guide.

## Conditions and groupings

Conditions are an offer attribute, an operator, and a value. Groupings are sets of conditions.

### Conditions

A condition consists of an offer attribute (which might be parameterized), an operator, and a value.

In the following query,

```
Expiration Date = 12/31/08
```

Expiration Date is the custom attribute, "=" is the operator, and 12/31/08 is the value.

The offer attribute list in the Unica Optimize query builder contains custom offer attributes defined in Unica Campaign, and all standard attributes. You can use the attributes that are listed in any offer template that is defined in Unica Campaign. If the offer attribute that you specify in the query builder is a parameterized value, then your query builder search can yield offer versions.

**Table 13. Offer version query builder operators**

Operator	Definition
=	Equal to
>	<p>Greater than</p> <p>If used with a date, this operator signifies a date that falls after the date you specify. For example, Expiration date &gt; 12/31/08, signifies a date after 12/31/08.</p>
>=	<p>Greater than or equal to</p> <p>If used with a date, this operator signifies a date that falls on or after the date you specify. For example, Expiration date &gt;= 12/31/08, signifies a date on or after 12/31/08.</p>
<	<p>Less than</p> <p>If used with a date, this operator signifies a date that falls before the date you specify. For example, Expiration date &lt; 12/31/08, signifies a date before 12/31/08.</p>
<=	<p>Less than or equal to</p> <p>If used with a date, this operator signifies a date that falls before or on the date you specify. For example, Expiration date &lt;= 12/31/08, signifies a date on or before 12/31/08.</p>
<>	Not equal to

## Groupings

A grouping consists of one or more conditions that are preceded by an "any" or "all" statement. In a query, you select **all** or **any** from the **Select items where** list as follows:

- **all** to specify that the offer must meet each of the conditions presented. For example, you might want to locate offers that cost less than \$5 and expire before or after 12/31/08.

The all operator is equivalent to the `AND` operator, and can be represented as follows:

```
(Grouping) AND (Grouping) ... AND (Grouping)
```

where

```
Grouping = (Condition) AND (Condition) ... AND (Condition)
```

- **any** to specify that the offer might fall into any of the conditions presented. For example, you might want to locate offers that have an item category of electronics or computers.

The any operator is equivalent to the `OR` operator, and can be represented as follows:

```
(Grouping) OR (Grouping) ... OR (Grouping)
```

where

```
Grouping = (Condition) OR (Condition) ... OR (Condition)
```

## Offer versions query builder example

The following example illustrates how the query builder helps you to target contacts according to custom offer attributes.

You want your contact list to exclude contacts that meet all of the following conditions:

- An offer expiration date on or before 12/31/08
- A cost per offer greater than \$10
- Channel is either Email or Phone.

In this example, the **all** operator is used to specify all offers to all contacts that meet all of the following conditions:

- A certain expiration date
- Cost more than a certain amount
- Sent using Email or Phone channels

All of these conditions must be met in order for the contact to be excluded from the proposed contacts table (PCT). Create a subgroup by using the **any** operator to define the particular types of channels that can be considered, Email or Phone.

## Using offer versions in your optimization rule

Write a query that determines the exact set of offer versions to which a particular rule applies.

1. Click **Offer versions** in the **Rule definition** section of an optimization rules page.

A default grouping displays.

2. Select an **all** or **any** operator from the **Select items where** list.
3. Specify the condition.

- a. Select an offer attribute from the list in the first field of the condition.

- b. Select an operator from the list in the second field of the condition.

- c. Enter a value in the third field of the condition.

If you select a date-related offer attribute in the first field of the condition, you can select a date from a calendar.

The following are examples of completed conditions:

```
Effective Date <= 1/1/07  
Item type = Clothing  
Cost per offer >= 10
```

4. **Optional:** Add additional conditions or groupings to the query builder.

- a. For every additional condition that you would like to add to a grouping, click **Insert a new condition**.

The new condition is added to the query builder.

- b. Build any new conditions by selecting offer attributes, operators, and providing values.

- c. For every additional grouping that you would like to add, click **Insert a new grouping**.

The new grouping is added to the query builder.

- d. Select **all** or **any** for every new grouping.

This choice between all and any follows the same rules as the all or any choice for the entire Query Builder.

5. If you would like to remove a condition or grouping from the query builder, click the trash can icon beside the condition or grouping.
6. If you would like to move a condition or grouping, drag the condition or grouping to the location where you would like to place it. Drop it in the location after you see the green highlighted bar.

Unica Optimize applies the constraints that you have set by using the query builder when you run your Unica Optimize session.

---

#### Related reference

[Definitions for the Customers In rule \(on page 53\)](#)

[Definitions for the Min/Max # Offers Capacity rule \(on page 65\)](#)

[Definitions for the Custom Capacity rule \(on page 50\)](#)

[Definitions for the Min/Max # Offers For Each Customer rule \(on page 70\)](#)

[Definitions for the Max # Duplicate Offers rule \(on page 57\)](#)

[Definitions for the Never A with B rule \(on page 79\)](#)

[Definitions for the Never A Followed By B rule \(on page 75\)](#)

[Definitions for the B Only With A rule \(on page 47\)](#)

Related information

[Offer versions in optimization rules \(on page 88\)](#)

## Smart lists and the offer versions query builder

Both smart offer lists and the offer versions query builder allow you to query based on any offer attribute. However, smart offer lists look only at the default value for any parameterized offer attribute. Therefore, smart offer lists do not apply to any offer versions, only offers.

You can include offers that are defined at the offer attribute level in an optimization rule. You can do this task in one of two ways: by using a smart offer list, or by using the offer versions query builder. The results of your search for a particular offer attribute with a particular value might vary depending on whether you use a smart offer list or the offer versions query builder.

### Smart Lists

Smart lists are offer lists that are defined by queries at the offer attribute level. Static offer attributes use the value that is associated with the offer; parameterized offer attributes use the default value. Smart offer lists are best for querying against static offer attributes. You create a smart offer list in Unica Campaign. Building a query that specifies the offer attributes and attribute values that you want form the scope of the smart offer list.

For example, create a smart offer list to group all offers of a certain value. This value is a static custom attribute that is associated with each offer. In particular, your smart offer list query specifies all offers with a value less than \$1 (Offer Value < 1). You call the smart offer list Low Value Offers.



You can then include the Low Value Offers smart offer list in an optimization rule. For example, you create a Customers In rule that excludes all offers from the Low Value Offers offer list from an expensive channel such as the call center.

For more information about smart offer lists, see the Unica Campaign User's Guide.

## Different results with the offer versions query builder

Alternately, you can use the offer versions query builder to query against an offer attribute that is parameterized. A parameterized offer attribute is, an offer attribute whose value can be changed each time that the offer is used, creating multiple offer versions. For example, to include offers with a cost per offer less than \$1, where cost per offer is a parameterized offer attribute.

If the Cost per Offer attribute is not a parameterized offer attribute, the smart offer list and the offer versions query builder return the same results. However, if Cost per Offer is a parameterized offer attribute, the offers that Unica Optimize returns when you include offers less than \$1 using the Low Value Offers smart offer list might differ from the results Unica Optimize returns when you search for offers with a cost of less than \$1 using the offer versions query builder. This is because, when an offer attribute is parameterized, smart offer lists return results that are based on only the default offer attribute values. The offer versions query builder, however, can return results that are based on the actual parameterized values of offer attribute values that are parameterized, or, offer versions.



**Note:** Use the offer versions query builder if you want to include a parameterized offer attribute in the scope of your optimization rule.

See the Unica Campaign User's Guide for more information about smart offer lists.

## Examples

For each example, the following data applies:

**Table 14. Data for smart offer list and offer versions query builder example**

A five-column table listing the data that is required for the example.

Offer/Of-fer Version	Parameter	Parame-terized Value	Default Value	Parameterized?
1	Cost per offer	\$12	\$7	Y
2	Cost per offer	---	\$5	N
3	Cost per offer	\$9	\$10	Y

**Smart offer list** - You create a smart offer list that includes all offers that cost under \$10. You include this smart list in an optimization rule. When you run the session, Unica Optimize returns offer version 1 and offer 2.

**Offer versions query builder** - You create a query in the Unica Optimize offer versions query builder that specifies all offers that cost under \$10. When you run the session, Unica Optimize returns Offer 2 and Offer 3.

This discrepancy is because the smart offer list does not search for parameterized values, or offer versions, while the query builder does. Therefore, the offer versions query builder is able to consider the parameterized value of \$9 for offer version 3, while the smart offer list considers only its default value of \$10.

## Retired offers and offer lists

Offer or offer lists that are retired in Unica Campaign can no longer be used in Unica Optimize.

Retired offers or offer lists are displayed disabled in the user interface and are noted with "(retired)" next to the offer name. Specifically, they are displayed disabled in the **Select Offers** window when you choose an offer or offer list for use in an optimization rule.

Offers that are used in optimization rules can be then retired. Unica Optimize sessions are considered valid, even if they have rules that depend on retired offers. However, you cannot create new optimization rules by using retired offers.

Unica Optimize prefaces rules that contain retired offers or offer lists with the word "Warning" on the Rules tab. You can edit these rules to eliminate the reference to retired offers or offer lists or delete these rules if they are no longer necessary.

For more information about retired offers and offer lists, see the Unica Campaign User's Guide.

## Details for working with rules

This section explains how to add, edit, and delete rules in your Unica Optimize session.

You can add an unlimited number of rules to your session. The rules that you create define the criteria by which the set of final (optimized) contacts are determined.

After you perform a production run, if you find that a rule did not perform the way that you expected, you can edit your rule.

You can delete a rule that you no longer use. Deleting a rule has no effect on other rules.

## Creating a rule

Follow these procedures to create, edit, or delete an optimization rule.

1. Click **Add** beside the rule type that you want to create from the **Rules** tab of your Unica Optimize session.

The rule type page displays.

2. Complete the fields.

See the rule description for details on the fields for each rule.

3. Click **Save**.

The rule is added to the list of rules of that type on the **Rules** tab.

To edit a rule, click the rule that you want to edit from the **Rules** tab of your Unica Optimize session.

To delete a rule, click the **Delete** icon beside the rule that you would like to delete from the **Rules** tab of your Unica Optimize session. The rule is permanently removed from the list of

rules and is no longer included in the Unica Optimize session. Deleting a rule has no effect on other rules within the session or on any rule in any other Unica Optimize session. There is no way to restore a rule after you delete it from a Unica Optimize session.

## Unica Optimize session rule general reference

The generic fields available when you create or edit an optimization rule. Fields specific for each type of rule are defined in the definitions for rule type sections.

**Table 15. Optimization rule general fields**

**A two-column table listing optimization rule fields and their descriptions.**

Field	Description
<b>Rule name</b>	<p>Enter a name for this rule, up to 64 characters in length. This name displays on the <b>Rules</b> tab.</p> <p>This name follows the same character restrictions as Unica Campaign objects. For more information about the restrictions, see the Unica Campaign User's Guide.</p> <p>Keep rule names unique within a Unica Optimize session.</p>
<b>Comments</b>	(Optional) Enter a description of this rule.
<b>Rule definition</b>	The fields in this section vary according to rule type. See the specific rule for a description of the fields that are associated with each rule type.

## Optimization Rule Exceptions

Use rule exceptions for your Min/Max # Offers capacity rule to adjust for changes over a limited time period.

From time to time, you might need to change some of your Min/Max # Offers capacity rules for a particular time period. For example, during the summer months, you might have

less staff because of vacations. Therefore, you want to decrease the number of marketing telephone calls required per week during the summer months. However the rest of the Unica Optimize session settings do not need to change. Similarly, over the holiday period, you might augment staff, thus increasing available capacity.

To adjust the rule, add a Rule Exception to your Min/Max # Offers capacity rule. You can change the capacity minimum and maximum for a specific time period or set of dates with a Rule Exception.

Rule Exceptions work with Min/Max # Offers capacity rules only. Rule Exceptions are effective when the time period in the parent rule is greater than zero only.

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#### Related reference

[Definitions for Rule Exceptions \(on page 102\)](#)

[Offer Filtering Summary report \(on page 165\)](#)

#### Related information

[Adding a Rule Exception to a Min/Max # Offers capacity rule \(on page 101\)](#)

## Adding a Rule Exception to a Min/Max # Offers capacity rule

Click the **Add a Rule exception** link in the Rule Exception area below the Rule Definition area on a capacity rule page.

This option is available after you add a time period to your capacity rule. You must save the rule before you can add, edit, or remove the exception.

You can have up to five Rule Exceptions per capacity rule.

You can view, edit, and remove Rule Exceptions from both the rule and the Unica Optimize session rules summary page.

When you save the rule exception, changes to the rule exception are saved regardless of your save actions for the Min/Max # Offers capacity rule. For example, you save changes to a rule exception, and then click **Cancel** on the rule definition page. Your rule exception changes are saved to the rule.

**Related reference**[Definitions for Rule Exceptions \(on page 102\)](#)[Offer Filtering Summary report \(on page 165\)](#)**Related information**[Min/Max # Offers Capacity rule \(on page 64\)](#)[Optimization Rule Exceptions \(on page 100\)](#)

## Definitions for Rule Exceptions

Use the following fields when you define a rule exception for a Min/Max # Offers capacity rule.

**Table 16. Rule exception fields**

**A two-column table describing the fields required for a rule exception.**

Field	Value
over the time period	<ul style="list-style-type: none"> <li>• <i>A time period you specify</i> applies the rule to all time periods with the specified duration. The duration is a number of days. In other words, the rule must be true for any time period specified. For example, you create a rule that says a maximum of 3 offers can be sent to any customer in a 30-day period. Unica Optimize does not allow any optimized offers, including offers already given in contact history, to exceed 3 in any 30-day window. This "sliding" or "rolling" window interpretation of the time period allows you to control your offer presentation strategy.</li> </ul>

**Table 16. Rule exception fields**

**A two-column table describing the fields required for a rule exception.**

**(continued)**

Field	Value
	<ul style="list-style-type: none"> <li>• <b>0</b> represents "this optimization period." This value sets the minimum and maximum number of offers that are made over the entire time range for proposed contacts across all participating campaigns in this Unica Optimize session. That is, between the earliest and latest proposed dates in the PCT. When a value of zero is used, no sliding windows are used (The entire optimization period is considered as a single time window). In addition, contact history is not considered.</li> </ul> <p>You might rarely select 0 for the time period because Unica Optimize session time periods are often much greater than the exception.</p>
For multiple days	<p>Select the start and end date for this exception. For a single day, select the same start and end date, for example Jan 1, 2011-Jan 1, 2011. Select <b>this exception should reoccur every year for these dates</b> if appropriate. For example, if you have less staffing on New Year's Day every year, select this check box. This check box works for the dates that are specified only, such as January 1. It does not work for specific days, such as the third Thursday of November. In this case, you need to set the appropriate dates every year.</p> <p>The current date is highlighted in the start date and end date calendar by default if both the values are not present. The first time that you set the start date, if you</p>

**Table 16. Rule exception fields**

**A two-column table describing the fields required for a rule exception.**

**(continued)**

Field	Value
	set the end date, the end date is highlighted. The first time that you set the end date, if you set the start date, the start date is highlighted.
Should be between	Enter the minimum and maximum capacities for this rule exception. The default values are inherited from the parent rule. These values follow the same rules as the parent rule, for example, it might not be possible to meet the minimum constraint.

### Examples of Rule Exceptions

In a Min/Max # Offers rule for a telemarketing operation, you might want to increase the number of phone calls made per week during the winter holiday season.

**Parent Rule:** "The number of offers from channel Telemarketing over the time period 7 day concerning offer/offer list Any Offer should be between minimum 0 and maximum 2,000."

**Rule Exception:** "Over the time period 7 for multiple days starting December 1, 2011 AND ending December 24, 2011 should be between minimum 1500 and maximum 3500." This rule increases the number of calls made between December 1st and December 24th. **This exception should reoccur every year for these dates** is selected because the start date does not change every year.

In a Min/Max # Offers rule for an email marketing campaign, you might want to decrease the number of emails sent immediately after the winter holiday season.

**Parent Rule:** "The number of offers from channel email over the time period 30 day concerning offer/offer list Any Offer should be between minimum 0 and maximum 30."

**Rule Exception:** "Over the time period 30 for multiple days starting January 1, 2011 AND ending January 31, 2011 should be between minimum 0 and maximum 15." This rule



decreases the number of emails that are sent during the month of January to decrease contact fatigue after the holiday season. **This exception should reoccur every year for these dates** is selected because the start date does not change every year.

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Related information

[Min/Max # Offers Capacity rule \(on page 64\)](#)

[Optimization Rule Exceptions \(on page 100\)](#)

[Adding a Rule Exception to a Min/Max # Offers capacity rule \(on page 101\)](#)

## Optimization rule example

You need to understand how to apply these rules to actual optimization problems. Many business problems require several rules that work together to achieve the wanted behavior.

### Maximizing customer value

**Problem:** To propose the best offers to your customers while:

- Keeping within the budget
- Keeping within the limitations of your call center and email server capacities
- Without breaking any internal offer rules

You know that you get the highest response when someone calls the customer personally. However, a phone call is the most expensive way to deliver an offer. The call center can make a maximum of 5,000 calls a week and the email servers can send 5 million outbound emails a day. Direct mail gets a better response than email, but the mailing is more than 10 times as expensive as an email offer. You quantified these return rates in a score field you created by multiplying response rate by profitability. The cost of these offers is contained in the CostPerOffer attribute.

You also must abide by the wants of your customers. Your customers can choose to opt-out of any or all of your contact channels.

You have multiple offers, but some offers cannot be sent in combination. For example, you do not want to send an offer for free online banking to the same person you send an offer for free checking. In addition, you do not want to send a worse offer for the same product or service after a better offer. Finally, you do not want to overload customers with the same offer.

These problems can be solved by a single Unica Optimize session. The following rules show one possible solution.

Ensure that you are not violating the wants of your customers by creating Exclude/Include rules that enforce opt-out (or opt-in) choices.

- Create Customer In rules for each channel to enforce customer selections for opt-out programs.

This Unica Optimize session should Exclude customers in the segment Direct Mail Opt-Out List for offers from channel DirectMail concerning offer/offer list Any Offer.

This Unica Optimize session should Exclude customers in the segment eMail Opt-Out List for offers from channel email concerning offer/offer list Any Offer.

This Unica Optimize session should Exclude customers in the segment Call Opt-Out List for offers from channel CallCenter concerning offer/offer list Any Offer.

This Unica Optimize session should Exclude customers in the segment Global Opt-Out List for offers from channel Any Channel concerning offer/offer list Any Offer.

Define your limitations. You have a limit on the amount of money you can spend, the number of calls you make, and the number of emails you send. Use the following capacity rules:

- Create a Min/Max # Offers Capacity rule limiting the number of telemarketing offers per week.

The number of offers from channel CallCenter over the time period 7 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 5,000.

- Create a Min/Max # Offers Capacity rule limiting the number of emails sent per day.

The number of offers from channel email over the time period 1 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 5,000,000.

- Create a Custom Capacity rule to ensure that the campaigns are within budget.

The Sum of the CostPerOffer should be  $\leq$  the value 1,500,000 for transactions from the offer/offer list Any Offer from channel Any Channel.

Define your offer guidelines. You can use the For Each Customer rules to ensure correct sequencing.

- Create a Never A with B rule ensuring free online banking and free checking offers are not sent to the same person.

For each customer in segment All Segments, that receives an offer from channel All Channels concerning offer/offer list FreeOnlineBanking cannot receive an offer from channel All Channels within the time period 90 days concerning offer/offer list FreeChecking.

- Create a Never A Followed by B rule ensuring that no one receives a worse credit card offer (Gold APR) after a better credit card offer (Platinum APR).

For each customer in segment All Segments, that first receives an offer from channel All Channels concerning offer/offer list Platinum Cards cannot later receive an offer from channel All Channels within the time period 90 days concerning offer/offer list Gold Cards.

Ensure that you are not creating contact fatigue. You can use For Each Customer rules to enforce your requirements.

- Create Min/Max # Offers For Each Customer rules limiting the number of contacts you send to a customer per channel. By creating two rules for each channel, you can ensure that contacts within the time period are spaced appropriately. If you only had one rule limiting the number of contacts to two per time period, the contacts can happen on the same day.

For each customer in segment Any Customer, the number of offers from the channel email over the time period 7 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 2.

For each customer in segment Any Customer, the number of offers from the channel email over the time period 3 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 1.

For each customer in segment Any Customer, the number of offers from the channel CallCenter over the time period 14 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 2.

For each customer in segment Any Customer, the number of offers from the channel CallCenter over the time period 7 days concerning offer/offer list Any Offer should be between minimum 0 and maximum 1.

- Create a Max # Duplicate Offers rule to ensure that each customer is given a different offer when contacted over a time period.

For each customer in segment Any Customer, the number of duplicate offers from the channel Any Channel over the time period 30 days concerning offer/offer list Any Offer should not exceed 1.

## Optimizing a set of offers

Another way to use Unica Optimize is to optimize the generation of a personalized set of coupons.

**Problem:** You want to send a personalized selection of coupons to your customers.

However, you must stay within budget constraints and not violate any internal rules or agreements with your suppliers.

As in the previous example, you need to work within a budget. You need to ensure that a coupon booklet mailed to a customer contains enough coupons to be worth mailing. At the same time, must ensure that every customer receives the selection of coupons only once. You also have restrictions that are based on agreements with your suppliers with contractual minimums and maximums. In addition, certain suppliers do not want their offers given with offers from competitors.

Ensure that you are not violating the wants of your customers by creating Exclude/Include rules that enforce opt-out (or opt-in) choices.

- Create Customer In rules for each channel to enforce customer's selections for opt-out programs.

This Unica Optimize session should Exclude customers in the segment Direct Mail Opt-Out List for offers from channel DirectMail concerning offer/offer list Any Offer.

Define your limitations. You have a limit on the amount of money you can spend, and you also need to include any supplier limitations. These limitation issues can be solved with capacity rules:

- Create Min/Max # Offers Capacity rules for any offers for which you have a limited number to give out. Only one rule example is shown here, where an actual situation contains dozens.

Total number of offers from channel Any Channel over the time period 30 days concerning offer/offer list CompanyC should be between minimum 1000 and maximum 5000.

- Create a Custom Capacity rule to ensure that the entire campaign is within budget.

The Sum of the CostPerOffer should be  $\leq$  the value 3,000,000 for transactions from the offer/offer list Any Offer from channel Any Channel.

Define your offer guidelines. You can use the For Each Customer rules to ensure that no internal guidelines are broken. Only one rule example for each type of rule is shown here, where an actual situation contains dozens.

- Create Never A with B rules to ensure that conflicting offers are not sent to the same person.

For each customer in segment All Segments, that receives an offer from channel All Channels concerning offer version Brand = CompanyA cannot receive an offer from channel All Channels within the time period 30 days concerning offer version Brand = CompanyB.

- Create Max # Duplicate Offers rules to ensure that each customer receives only one of each type of product.

For each customer in segment Any Customer, the number of duplicate offers from the channel Any Channel over the time period 30 days concerning offer version ProductType = ProductA should not exceed 1.

Ensure that you are not sending out more than one selection of coupons and that each set of coupons is worth sending. You can use a combination of For Each Customer rules to enforce your requirements.

- Create Min/Max # Offers For Each Customer rules ensuring defining the number of coupons that can be sent to each customer.

For each customer in segment Any Customer, the number of offers from the channel DirectMail over the time period 30 days concerning offer/offer list Any Offer should be between minimum 6 and maximum 12.

- Create a Max # Packages rule to ensure that each customer receives only one set of coupons.

For each customer in segment Any Customer over the time period 30 days the number of packages from the channel Any Channel should not exceed 1.

# Chapter 5. Setting up scores

You use scores in Unica Optimize to rank possible offers for each customer using a patent-pending optimization algorithm. The higher the score you assign to a contact, the more desirable you are making that contact. Unica Optimize maximizes the sum of scores in the OCT.

Scores are numeric values that you provide. A higher score represents a more desirable contact. If Unica Optimize must choose one offer over another to use in a campaign, it can select the offer with the higher score.


Scoring defines your key marketing objectives. Virtually any marketing objective (potential value, revenue, profit, exposure, probability of response) can be used in the optimization.

During optimization, Unica Optimize maximizes the sum of scores of the surviving or optimized contacts, which are based on the optimization rules and constraints.

You can set up scores in Unica Optimize using one of the following methods:

- Pass scores into Unica Optimize using a score field. Use the score field when you want Unica Optimize to assign one score per contact automatically from a field in the database.
- Manually enter scores by using the score matrix. Use the score matrix when you want to rank offers relative to each strategic segment.

Scores can be positive, negative, integer, or decimal. Scores should be greater than or equal to 1 or less than or equal to -1. If you use negative scores, contacts with a negative score are used to fulfill minimum requirements only.

 **Important:** Your range of scores must be within 100,000 of each other. For example, your scores can range from 1 to 99,999 or from -50,000 to 50,000. If your range of scores is greater than 100,000, Unica Optimize might violate capacity rules.

## Configure a Unica Optimize session to use a score field from the PCT

The optimization algorithm requires scores. Use a score field that is populated by each of the Optimize process boxes into the proposed contacts table (PCT). This method provides the most granular scores, personalized to each individual. Ensure that you do not include user variables in Optimize Process Box.

Each flowchart that participates in the Unica Optimize session needs to populate the designated score field. You must populate the field by using a common, agreed-upon score metric that represents the "value" of each offer for each contact.

The score field can be populated by using the results of a predictive model or based on rules. The score field passes scores into Unica Optimize, one score per proposed contact.

The `ScorePerOffer` field is part of every PCT and is commonly populated by Optimize processes for passing a score for each proposed contact to Unica Optimize. This field is always populated in the PCT if Unica Campaign users use the Scoring tab of the Optimize process. The values that populate the `ScorePerOffer` field are typically taken from a field in the database. The values can also be a derived field that calculates a value that is based on other database fields.



**Note:** If `ScorePerOffer` is blank, the value of Cost per Offer is assigned to `ScorePerOffer`.

The `ScorePerOffer` field is the only score field available by default. To make other fields available as a score field to your PCT, you must add numeric fields to your optimization template table. Any numeric field added to your optimization template table can be used as a score field for a Unica Optimize session.

Using a score for each contact provides higher return on investment than a constant score for all members of a segment receiving a specific offer. You can use this less granular method by configuring the score matrix, or some derived fields. The more granular scores that are provided by a score field are often generated through predictive models that are used to score each offer. Generating scores from a database allows you to implement



scoring across any number of dimensions. For example, the behavior of a customer with respect to a particular offer on a particular channel at a specific time.

You can generate model scores with IBM SPSS Modeler Advantage Enterprise Marketing Management Edition or any other predictive modeling software.

Scores can be positive or negative. If you use negative scores, contacts assigned a negative score are used only when meeting minimum constraints. Whether the score can be an integer or a decimal is defined when you create the score field in your template table. The `ScorePerOffer` field is a float type. All numeric limits of the database that contain your system tables apply.

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Related reference

[Optimize process Score tab reference \(on page 140\)](#)

Related information

[Create template tables \(on page 22\)](#)

[Unica Optimize template table \(on page 10\)](#)

[Assigning score fields in the Optimize process \(on page 139\)](#)

## Configuring Unica Optimize to use a score field from the PCT

You can configure Unica Optimize to use a score field from the PCT.

1. Go to the **Scoring** tab of your Unica Optimize session.
2. Click **Edit scores**.
3. Click **Use score field**.
4. In the **Score field** list, select the PCT field that contains scores for Unica Optimize.

You must use the **ScorePerOffer** field if you are using the **Score** tab of the Optimize process to pass scores to Unica Optimize.

5. Click **Save**.

The **Scoring** tab displays the scoring method and the score field you chose.

## Manually enter scores using the score matrix

If you do not have predictive models to generate scores, you can rank offers relative to each strategic segment by manually entering scores in the score matrix.

The score matrix allows you to manage centrally scores within a Unica Optimize session.

You can enter scores for certain offers with certain strategic segments, or you can enter scores for all offers with all strategic segments. If you configure Unica Optimize to use score from the score matrix, any scores from the score field or PCT are ignored.

The score that you enter can be any numeric value, and can represent any metric of interest to your organization: revenue, profit, net profit, probability of response, potential value, expected value, customer loyalty, or brand loyalty. The higher the score you assign to a contact, the more desirable you are making that contact. Unica Optimize maximizes the sum of scores in the OCT. The size of the score is limited by the float type of your database.

Offers and strategic segments are created and managed in Unica Campaign. For more information, see the Unica Campaign User's Guide.

You can specify which offers and strategic segments are available on the score matrix in your Unica Optimize session.

### Empty cells

Unica Optimize automatically generates a score for a cell that you leave empty.

Automatically generated scores do not display in a cell when the score matrix is in edit mode. These scores display as disabled values after you save the score matrix.

Unica Optimize automatically populates a cell as follows:

- If a cell in the All Offers row or the All Customers column does not contain a value, Unica Optimize populates that cell with the value in the intersection of All Offers and All Customers. For example, in the score matrix, the value at the All Offers/ All Customers intersection is 10. No values were entered in the intersection of All

Offers and strategic segments C4 and C7. Therefore, Unica Optimize populates these cells with the value 10. Similarly, no values were entered in the intersection of All Customers and the Gold offer or the B offer. These cells also inherit the value at the All Offers/All Customers intersection, or 10.

- For all other empty cells, the score is calculated as the average of the values in the column and row headers for that cell. For example, Unica Optimize computes the value for the intersection of the Gold offer and strategic segment C1 to be 25. This value is the average of the value in the row header for the Gold offer, and the value in the column header for strategic segment C1, that is  $(10 + 40)/2$ .

You can override any automatically generated cell values by entering a new value for that cell.

## Contacts that belong to more than one strategic segment

In general, Unica Optimize selects the first value for a contact that belongs to multiple strategic segments.

Unica Optimize determines the score for a contact that belongs to more than one strategic segment as follows:

- If none of the strategic segments are included in the score matrix, the score for the contact is the score in the All Offers/All Customers intersection. The default value for the All Offers/All Customers intersection is 0. You can, however, enter another value for this cell.
- If only one of the strategic segments is in the score matrix, the score for the contact is the score in the included strategic segment. Specifically, the score is found at the intersection of the offer that is associated with the contact, and the included strategic segment.
- If more than one of the strategic segments is included on the score matrix, the score for the contact is that in the first (or, left-most) strategic segment in the score matrix. For example, take the following score matrix:

### **Table 17. Example score matrix**

**A five-column table representing an optimization session score matrix.**

	<b>All Customers</b>	<b>C4</b>	<b>C1</b>	<b>C7</b>
<b>All Offers</b>	10.0	10.0	40.0	10.0
<b>Gold</b>	10.0	10.0	25.0	10.0

A contact belongs to both strategic segment C4 and C1 and that contact is to receive the Gold offer. The score that is assigned to that contact is 10, the score found at the intersection of the Gold offer and the first strategic segment the contact belongs to (C4).

## Entering scores manually using the score matrix

If you are not supplying scores from the Optimize process or a column in your PCT, complete the score matrix.

1. Go to the **Scoring** tab of your Unica Optimize session.
2. Click **Edit scores**.

The **Scoring method** page displays.

3. Click **Manually enter score matrix**.

The score matrix displays.

4. Click the cell in which you want to enter a score and enter a value for the cell.

Unica Optimize automatically inserts or calculates a value for a cell that you leave empty.

5. Repeat this step for every cell for which you want to add a score.
6. Click **Save**.

The **Scoring** tab displays. This tab shows the scoring method and the score matrix with the values you entered and values that Unica Optimize automatically computed.

## Limiting offers and strategic segments in the score matrix

You can control which offers and strategic segments you include in the score matrix.

You can include a subset of the offers and strategic segments that you include in your optimization rules. Selecting a subset of offers and strategic segments makes it easier to enter and review your scores. Even if you include only a subset in your score matrix, all offers and strategic segments in your Unica Optimize session are included in the optimization process.

To see the updated score matrix, go to the Scoring tab and make sure that the **Manually enter score matrix** option is selected.

## Selecting offers and strategic segments

You can limit and reorder the offers and strategic segments available in the score matrix and the Offers by Type and Segment report.

1. Navigate to the **Summary** tab of your Unica Optimize session.
2. Click either of these options:
  - **Displayed offers**
  - **Displayed segments**

The **Displayed offers** or **Displayed segments** section expands.

3. Click either of these options:
  - **Edit displayed offers**
  - **Edit displayed segments**

The **Displayed offers** or **Displayed segments** page displays.

4. Select the offers or strategic segments that you want to include.

You can select multiple offers or segments by using **Shift+Click** or **Ctrl+Click**.

5. Click the right-pointing double arrows to move the offers or strategic segments to the **Included offers** or **Included segments** section.
6. To change the order of the offers or strategic segments, select the items that you want to move and use the upward-pointing or downward-pointing arrows.

7. Click **Save**.

The **Summary** tab displays.

# Chapter 6. Generate a list of proposed contacts

The optimization process involves generating a list of proposed contacts in Unica Campaign and sending these contacts to Unica Optimize to produce optimized contacts.

These optimized contacts are then retrieved by Unica Campaign for use in a marketing campaign.

Generating a list of proposed contacts requires that you create a flowchart with one or more Optimize processes in Unica Campaign. This flowchart is called the pre-optimization flowchart. When you configure the Optimize process, you must select a Unica Optimize session to associate with the flowchart. This Unica Optimize session receives the proposed contacts that are generated when you run the flowchart.

After you run all flowcharts in all campaigns that are configured to generate contact and offer information for a particular Unica Optimize session, you can run that optimization session. The Unica Optimize session then applies the rules that you created to produce a list of optimized contacts that are retrieved by a post-optimization flowchart in Unica Campaign. The post-optimization flowchart in Unica Campaign might sample out a hold-out control group, generate the contact list, and populate contact history.

## Create a flowchart with an Optimize process

When you create a flowchart to generate proposed contacts for optimization, you must include a data manipulation process and an Optimize process.

The data manipulation process, such as the Select or Extract process, passes the proposed contacts to the Optimize process. When you configure the Optimize process, you specify which Unica Optimize session receives those contacts.

You can have more than one data manipulation process feeding contacts to an Optimize process. All contacts that are passed from a data manipulation process make up a cell. For example, you have two Select processes in your flowchart that are connected to a single Optimize process. The contacts from Select1 form one cell, and those contacts from Select2 form another.


In addition, each Optimize process forms a unique package. A package is an important concept for Unica Optimize, since it represents a single interruption. All offers presented to a recipient within a single "package" (Optimize process) are counted as a single interruption for contact fatigue purposes. By definition, all communications in a single package occur at the same time, that is, on the same contact date, and from the same channel. If you need to send communications on different dates or by using different channels, you must use more than one Optimize process. From the previous example, contacts from both Select1 and Select2 form the same package since they are all within the same Optimize process.

You can have more than one Optimize process in your flowchart. With multiple Optimize processes, you can send the same contacts to multiple Unica Optimize sessions. For example, if you have one optimization session per channel or offer type, or use one flowchart to generate multiple packages.

## Creating a flowchart with an Optimize process

You need a data manipulation process and an Optimize process to create a pre-optimization flowchart.

1. Create a flowchart in Unica Campaign by using the logic that you normally use. Instead of adding a contact process, such as Mail List, Call List, or eMessage process,

add an Optimize process  .

For more information about creating a flowchart in a campaign, see the Unica Campaign User's Guide.

2. Connect the data manipulation processes to the Optimize process.

## The target control spreadsheet and pre-optimization flowcharts

You can use the target control spreadsheet (TCS) with Unica Optimize.

If you assign offers to cells with the TCS and link the cells in your flowchart to the TCS, Unica Optimize uses the cell-offer assignments in the Optimize process.

For more information about using the TCS, see the Unica Campaign User's Guide.



If you are using the TCS in a Unica Plan campaign project, the Optimize process is enforced like any contact process box because it assigns offers. Therefore, all cells and offers used in an Optimize process must be pre-defined and approved in the TCS before they are allowed to run in production.

For more information about using the TCS with a Unica Plan campaign project and a post-optimization flowchart, see the Unica Plan and Unica Campaign Integration Guide.

## Configure the Optimize process

The Optimize process is where you define what information is sent to the optimization session, including which cells, which offers, and which scores.

To configure the Optimize process, you must configure the following.

1. Select the cells for input as described in [Selecting the cells for input \(on page 122\)](#).
2. Assign a contact date as described in [Assigning a contact date to all contacts \(on page 123\)](#).
3. Assign offers to cells as described in [Assigning offers or offer lists to a cell \(on page 124\)](#).

You can optionally define parameterized offer attributes as well.

4. Associate the process with a Unica Optimize session as described in [Specifying a Unica Optimize session \(on page 132\)](#).

You can optionally map additional columns to the PCT.

Apart from assigning a session from the Optimize tab, you can also create new Optimize session, edit the session, copy an existing session and mark it for execution immediately after PCT generation.

5. Assign scores as described in [Assigning score fields in the Optimize process \(on page 139\)](#).

The following sections describe these procedures and the Optimize process in detail.

## The Optimize process Assignment tab

Assign the cells, date, and offers for the Optimize process.

You perform the following tasks in the Assignment tab:

- Select the cells that are passed into the Optimize process.
- Set a date for when the contacts in the Optimize process receive the marketing communications (packages).
- Assign offers (or offer lists) to the cells in the Optimize process.



**Note:** The contact date for all cells in the Optimize process is the same. Since all contacts associated with an Optimize process are a single package, the date for these contacts must be the same.

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### Related reference

[Optimize process Assignment tab reference \(on page 125\)](#)

### Related information

[Selecting the cells for input \(on page 122\)](#)

[Assigning offers or offer lists to a cell \(on page 124\)](#)

## Selecting the cells for input

The Optimize process can use one or more input cells, selecting all or any subset of the cells that are connected to it. Selected cells can be assigned one or more offers, ultimately writing proposed contacts to the proposed contacts table (PCT) in the specified optimization session.

1. Click the **Assignment** tab in the Optimize process.

The **Assignment** tab displays.

2. If you want to select a single cell as input, select the cell from the list in the **Input** field.

The cell name shows in the **Cell name** column on the **Assignment** tab.

3. If you want to select multiple input cells, do the following steps:

a. Select **Multiple cells** from the list in the **Input** field.

The **Select cells to use** window displays.

b. Click the check box beside the cells you want to select as inputs into the Optimize process.

c. Click **OK**.

4. Click **OK** to save your process configurations.

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Related reference

[Optimize process Assignment tab reference \(on page 125\)](#)

Related information

[The Optimize process Assignment tab \(on page 121\)](#)

## Assigning a contact date to all contacts

All communications that are made through a single Optimize process share the contact date, since they represent a single package or interruption.

You can choose one of the following options for your contact date:


- A contact date in the future, when the communication is planned for delivery.
- The default contact date, which is the flowchart run date.

To send different communications on multiple contact dates, you must use more than one Optimize process. Different contact dates, by default, mean different interruptions (packages).

1. Click the **Assignment** tab in the Optimize process.

The **Assignment** tab displays.

2. Enter the date on which you want the contacts to be contacted in the **Contact date** field.

You can click the calendar  button in this field to select the date from a calendar.



**Note:** If you leave the **Contact date** field empty, the default contact date is the date that the flowchart is run.

## Assigning offers or offer lists to a cell

Similar to a contact process, you assign one or more offers to each selected input cell in the Optimize process.

You choose the proposed offers to give to each cell, which are written to the proposed contacts table (PCT).



**Note:** If you link cells that are created in the flowchart to cells created top-down in the TCS, and assigned offers to cells in the TCS, Unica Optimize assigns offers by using the data in the TCS and populates the Assignment tab.

1. Click the **Assignment** tab in the Optimize process.

The **Assignment** tab displays.

2. Click the cell name in the **Cell name** column.

The cell name is highlighted.

3. Click **Assign offers**.

The **Assign offers** window displays.

4. From the **Available offers** section, select every offer or offer list that you want to add, and click **Add**.

You can select multiple offers by using **Shift+Click** or **Ctrl+Click**. You can also click the downward pointing arrow in the Offer column to select offers from a list.

5. Click **OK** to save your process configurations.

The **Assign offers** window closes. If you selected one offer or offer list, the name of the offer or offer list shows in the Offer column. If you selected more than one offer or offer list, the words `Multiple Offers` shows in the **Offer** column. The number of offers or offer lists you select displays in parentheses after `Multiple Offers`.

---

Related reference

[Optimize process Assignment tab reference \(on page 125\)](#)

Related information

[The Optimize process Assignment tab \(on page 121\)](#)

## Optimize process Assignment tab reference

The Assignment tab requires the following information.

**Table 18. Optimize process Assignment tab reference**


**A two-column table describing the data that is required for the Optimize process Assignment tab.**

Field	Description
Input	Select one or more input cells.
Cell name	Lists the names of the input cells you selected.
Offer	Lists the names of the offers or offer lists you associate with a cell.  If you select one offer or offer list, the name of the offer or offer list shows in this column. If you select more than one offer or offer list, the words <code>Multiple Offers</code> shows here. The number of offers or offer lists you select is in parentheses after <code>Multiple Offers</code> .

**Table 18. Optimize process Assignment tab reference**

**A two-column table describing the data that is required for the Optimize process Assignment tab.**

**(continued)**

Field	Description
	 <b>Note:</b> You cannot specify parameterized offer attribute values for any offers within an offer list.
Assign offers	Assign offers and offer lists to a cell.

Related information

[The Optimize process Assignment tab \(on page 121\)](#)

[Selecting the cells for input \(on page 122\)](#)

[Assigning offers or offer lists to a cell \(on page 124\)](#)

## The Optimize process Parameters tab

Use the Parameters tab to work with parameterized offer attributes.

Use the Parameters tab to perform the following tasks:

- Select the cells for which you want to specify parameterized offer attribute values
- Assign values to parameterized offer attributes.

Static and hidden offer attributes do not show on the Parameters tab. Only parameterized offer attributes of offers you select for cells show on the Parameters tab.

The following steps track the lifecycle of parameterized offer attributes from creation to the Parameters tab.

1. A Unica Campaign administrator creates an offer template, and parameterizes certain offer attributes. For example: Logo, Cost per Offer, and APR. The administrator provides default values for the parameterized offer attributes. For example: Silver for Logo, \$5.00 for Cost per Offer, and 7.99 for APR.
2. A user creates PlatinumCard, GoldCard, and SilverCard offers based on this offer template. The user keeps the default values for parameterized offer attributes in each offer.
3. The Unica Campaign administrator configures the Optimize process as follows:
  - a. On the Assignment tab, assigns the PlatinumCard, GoldCard, and SilverCard offers to various cells.
  - b. On the Parameters tab, does the following for the Gold offer:
    - Assigns the value Gold to the Logo offer attribute
    - Assigns the value \$9.00 to the Cost per Offer attribute
    - Maps the APR to a derived field that subtracts 1.00 from the customer's existing APR
  - c. On the Parameters tab, does the following for the Platinum offer:
    - Assigns the value Platinum to the Logo offer attribute
    - Assigns the value \$12.00 to the Cost per Offer
    - Maps the APR to a derived field that subtracts 1.55 from the customer's existing APR.
  - d. On the **Parameters** tab, for the Silver offer, maps the APR to a derived field that subtracts 0.50 from the customer's existing APR.

Now, when users assign any of the Gold, Platinum, or Silver offers to cells, the values for the parameterized offer attributes are defined as appropriate.

---

Related reference

[Optimize process Parameters tab reference \(on page 129\)](#)

## Related information

[Selecting the cells for which you want to specify parameterized offer attribute values \(on page 128\)](#)

[Assigning values to parameterized offer attributes \(on page 129\)](#)

## Selecting the cells for which you want to specify parameterized offer attribute values

After you assign offers to each input cell, you can specify the value to use for any parameterized attributes of those offers.

Each offer is listed with its parameterized attributes, if any, on the **Parameters** tab. If there are multiple input cells, you can assign parameterized attribute values for one cell at a time, or for all cells simultaneously.

1. Click the **Parameters** tab in the Optimize process.

The **Parameters** tab displays.

2. Select the cell from the list in the **For cell(s)** field, or select **[All cells]**.
3. Click **OK** to save your process configurations.

The **Parameters** tab is populated with the default parameterized offer attribute values, which you entered when you created the offer.

You assign the same offer `Gold credit card` to two input cells: High-value customers and Low-value customers. You can use a different interest rate, a parameterized offer attribute, for each cell. In this case, you choose the High-value customer cell and set the Interest rate to 12.9%, a more attractive offer. You also set the interest to 18.9% for low-value customers. If you want to set the same interest rate for the Gold credit card offer for all cells, you can set the Interest rate value at one time for **[All cells]**.

---

## Related reference

[Optimize process Parameters tab reference \(on page 129\)](#)



## Related information

[The Optimize process Parameters tab \(on page 126\)](#)

## Assigning values to parameterized offer attributes

The parameterized offer attributes for each offer are listed on a separate line on the **Parameters** tab. You can specify a different value for each parameterized attribute.

If you select a single cell, you see the offers assigned to that cell. If you select **[ All cells ]**, you see offers assigned to any of the input cells. Any parameterized offer attributes that are associated with these offers display, each on its own line. If the same offer attribute is associated with two different offers, it displays twice, one time for the first offer and one time for the second offer.

1. Click the **Parameters** tab in the Optimize process.

The **Parameters** tab displays.

2. Click the cell in the **Assigned value** column that corresponds to the parameterized offer attribute for which you want to specify a value.
3. Assign a value:
  - a. If you want to specify a constant value, enter a value.
  - b. If you want to automatically generate a value from a database field, select the table field by using the list in the cell.

The value for the parameterized offer attribute is automatically generated from this field when you run the Unica Optimize session.

4. Click **OK** to save your process configurations.

---

## Related reference

[Optimize process Parameters tab reference \(on page 129\)](#)

## Related information

[The Optimize process Parameters tab \(on page 126\)](#)

## Optimize process Parameters tab reference

The Parameters tab requires the following information.

**Table 19. Optimize process Parameters tab reference**

**A two-column table describing the data that is required for the Optimize process Parameters tab.**

Field	Description
For cells	Select one or more input cells.
Offer	Lists the names of the offers that contain the parameterized offer attributes.
Parameter name	Lists the names of the parameterized offer attributes.
Assigned value	Enter values for the parameterized offer attributes, or select a database field or derived field that automatically generates a value when you run the Unica Optimize session.
Derived field	<p>Create a variable for querying, segmentation, sorting, calculations, or output to a table.</p> <p>Derived fields are new variables that do not exist in a data source and are created from one or more existing fields, even across different data sources.</p> <p>For more information about derived fields, see the Unica Campaign User's Guide.</p>

#### Related information

[The Optimize process Parameters tab \(on page 126\)](#)

[Selecting the cells for which you want to specify parameterized offer attribute values \(on page 128\)](#)

[Assigning values to parameterized offer attributes \(on page 129\)](#)

## The Optimize process Optimize tab

On the Optimize tab, you specify which Unica Optimize session you send the proposed contacts to when you run the flowchart and map any unmapped PCT fields.



**Note:** You are able to specify only one Unica Optimize session per Optimize process. To send the proposed contacts to multiple Unica Optimize sessions, you must include multiple Optimize processes.

Apart from assigning a session, from Optimize tab , you can also perform the following actions.

- Create new Optimize session.
- Edit existing Optimize session.
- Copy existing Optimize session.
- View Optimize session summary.
- Mark Optimize session execution immediately after PCT generation.

---

#### Related reference

[Optimize process Optimize tab reference \(on page 136\)](#)

## Related information

[Specifying a Unica Optimize session \(on page 132\)](#)

[Mapping additional table fields required by the PCT \(on page 135\)](#)

## Specifying a Unica Optimize session

You must specify the Unica Optimize session in which you are participating in each Optimize process.

The Unica Optimize session that you choose applies its optimization rules to your proposed contacts, along with the proposed contacts from any other participating campaigns or flowcharts, and generate a single optimized contacts list.

1. Click the **Optimize** tab in the Optimize process.

The **Optimize** tab displays.

2. In the **Participate in Unica Optimize session** field, click **Browse** button.

The **Select Unica Optimize session** window displays.

3. Select the Unica Optimize session that receives the proposed contacts.

The listed Optimize sessions are from the root folder. You can also see the list of Optimize sessions from subfolders by using the "Select from folder" option.

4. Click **Select from folder** button folder. The Listing pane is slided from right side and the subfolder list is displayed if available.

You can open the sub folder by clicking on it and the subsequent subfolders are displayed.

5. Select any folder and click **OK**. The sessions from the selected folder are listed.
6. Select the desired Optimize session from the list.

If the Unica Optimize session has an optimization template table, the fields show in the **Table field** column of the **Export fields** section.

7. Click **OK** to save your process configurations.

---

Related reference

[Optimize process Optimize tab reference \(on page 136\)](#)

Related information

[The Optimize process Optimize tab \(on page 131\)](#)

## Create / Edit / Copy Optimize session

User is be able to create / edit / copy optimize session from within Optimize process box.

### **Create Optimize Session :**

1. To see the existing Optimize sessions listing, click **Browse**.
2. To create a new Optimize session, click **Create new Session**

The "Create new session" and "Create new Optimize Session" pane is slided from right side.

- **Basic Info:** Information captured in this section are 'Session Name', 'Audience Level', 'Objective' and 'Description'.
- **"Additional Info":** You can add the following details.
  - "Optimize Template Table" details
  - "Agent Capacity" details
  - Custom settings
- **"Rules":** You can add the following types of Optimize session rules
  - Include / Exclude
  - Capacity
  - For each customer

The following information will not be updated, while creating Optimize session from Optimize process box.

- The new optimize session will not have provision to assign segments / Offers for manual scoring.
- There is no provision to edit Score matrix.

### Edit existing Optimize session

- Click **Browse**. The Optimize session listing page is displayed.
- Mouse hover on the Kebab menu of the listed Optimize session, and click the **Edit** icon. The respective Optimize session is opened and you can edit the Optimize session.

### Copy existing optimize session

- Click **Browse**. The Optimize session listing page is displayed.
- Mouse hover on the Kebab menu of the listed Optimize session, and click the **Duplicate** icon.
- In the "Copy session" confirmation message box, click **OK**.

Duplicate session gets created and listed at the top of the session listing.

"Yes! I want to run this session now"

You can perform run operation of a Optimize session from Optimize process box as well.

1. Under **Optimize process box configuration > Optimize** tab, select the **"Yes! I want to run this session now"** checkbox . This is an optional field, and by default it is not selected.
2. Execute the flowchart which has Optimize process box configured.

Optimize process box execution is displayed as Running, when Optimize session is running. And it is marked as successful, after selected Optimize session is executed successfully.

If the Optimize session execution is failed, Optimize process box execution also fails and displays an error message.

If you do not select "Yes! I want to run this session now", then the execution of Optimize process box generates only PCT and Optimize session is not executed.

When "Yes! I want to run this session now" checkbox is selected and Optimize process box is executed in production mode, Optimize session also executes in production mode. When Optimize process box executes in test mode, Optimize session is also executed in test mode.

## Mapping additional table fields required by the PCT

The Optimize process automatically passes required data to the proposed contacts table (PCT), including the audience key fields, the assigned offers, and the contact date. Additional fields might be required in the PCT, such as channel or cost per offer, which you must populate by mapping to an existing field.

You can use any mapped table field or derived field. Derived fields are useful to pass a constant text string, for example, the channel `Call Center - Midwest`.

1. Click the **Optimize** tab in the Optimize process.

The **Optimize** tab displays.

2. Click the field that you would like to map to the unmapped field from the **Field name** column.
3. Click **Add**.

The field name displays in the same row as the unmapped field, in the **Export fields** section.

4. Repeat the first two steps for each field that you would like to map.
5. Click **OK** to save your process configurations.

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### Related reference

[Optimize process Optimize tab reference \(on page 136\)](#)

### Related information

[The Optimize process Optimize tab \(on page 131\)](#)

## Optimize process Optimize tab reference

The **Optimize** tab requires the following information.

**Table 20. Optimize process Optimize tab reference**

**A two-column table describing the data that is required for the Optimize process Optimize tab.**

Field	Description
Participate in Unica Optimize session	Allows you to select a Unica Optimize session to link to this flowchart. This session receives the proposed contacts that are generated when the flowchart is run.
Browse	<p>Browse button selects Optimize session to link with flowchart. Users can also perform the following actions from Browse button.</p> <ol style="list-style-type: none"> <li>1. Create new Optimize session.</li> <li>2. Edit existing Optimize session and its rules.</li> <li>3. Copy existing Optimize session.</li> <li>4. View Optimize session summary.</li> </ol>
"Yes! I want to run this session now"	On selecting this check box, the execution of the Optimize session is started as soon as PCT generation of this Optimize process box is complete.
Candidate fields	<p><b>Field name:</b> Lists the database fields that you can map to the Unica Optimize template table fields. The field that you select from this column provides the data that populates the <b>Unica Optimize template table</b> field that you map it to.</p> <p><b>Type:</b> Lists the type of data that is in this database field.</p>
Export fields	<b>Field name:</b> Lists the name of the database field that you chose to map to the <b>Unica Optimize template table</b> field. The <b>Unica</b>



**Table 20. Optimize process Optimize tab reference**

**A two-column table describing the data that is required for the Optimize process**

**Optimize tab.**

**(continued)**

<b>Field</b>	<b>Description</b>
	<p><b>Optimize template table</b> field that is mapped to this field displays in the same row, under the <b>Table field</b> column.</p> <p><b>Table field:</b> If you select a Unica Optimize template table to append to the PCT when you created your Unica Optimize session, this column lists the fields that make up the Unica Optimize template table. The database field that you mapped to this field displays in the same row, under the <b>Field name</b> column.</p>
Profile	<p>Allows you to preview a list of distinct values and their frequency of occurrence for a selected field. Only records in the current cell are included in the count, unless the counts are precomputed.</p> <p>For more information about profiling data, see the Unica Campaign User's Guide.</p>
Derived fields	<p>Allows you to create a variable for querying, segmentation, sorting, calculations, or output to a table.</p> <p>Derived fields are new variables that do not exist in a data source and are created from one or more existing fields, even across different data sources.</p> <p>For more information about derived fields, see the Unica Campaign User's Guide.</p>

### Related information

[The Optimize process Optimize tab \(on page 131\)](#)

[Specifying a Unica Optimize session \(on page 132\)](#)

[Mapping additional table fields required by the PCT \(on page 135\)](#)

## The Optimize process Score tab

The **Score** tab in the Optimize process allows you to populate the `ScorePerOffer` field in your proposed contacts table (PCT) with different scores for offer and cell combinations.

To have your settings on the **Score** tab of the Optimize process take effect, you must:

- Choose the Scoring Method **Use score field** on the **Scoring** tab of an optimization session.
- Select the **ScorePerOffer** field for the **Score** field.

The **Score** tab of the Optimize process populates only the `ScorePerOffer` field of the PCT.

If you select **Use score field** on the **Scoring** tab of your Unica Optimize session, you must populate some field in the PCT with a score for optimization. One way to populate the field is to complete the **Score** tab of the Optimize process. Other ways might include:

- Using a **Score** field that is created by the SPSS® Score process
- Using a predictive model score field that is stored in your marketing database
- Computing a score by using a derived field.

All flowcharts that participate in the same Unica Optimize session must populate the same score field in the PCT field you specify on the Scoring tab of your Unica Optimize session. You can select only one column in your PCT to contain scores.

If you select **Manually enter score matrix** on the **Scoring** tab of your Unica Optimize session, while you must submit scores through the Optimize process, the scores are ignored. The values in the score matrix are used instead.

---

#### Related reference

[Optimize process Score tab reference \(on page 140\)](#)

#### Related information

[Assigning score fields in the Optimize process \(on page 139\)](#)

## Assigning score fields in the Optimize process

You can assign score fields to cell and offer combinations.

You can assign the same score field or different score fields to each cell and offer combination. For example, if the same offer is given to each of three cells, the score field for all three cell-offer rows might be `MyOfferScore`. Alternatively, if three different offers are given to the same cell, the score field for each cell-offer row might be different, such as `Offer1Score`, `Offer2Score`, and `Offer3Score`.

1. Click the **Score** tab in the Optimize process.

The **Score** tab displays. The cell name and offer columns are populated by the content of the Assignment tab.

2. Select the name of the field you want to use for the scores from the **Score field** list for each cell and offer combination.

To assign the same field to multiple cell-offer rows, you can select multiple cell-offer rows by using **Shift+Click** or **Ctrl+Click**.

3. Click **OK** to save your process configurations.

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#### Related reference

[Optimize process Score tab reference \(on page 140\)](#)

## Related information

[The Optimize process Score tab \(on page 138\)](#)

[Configure a Unica Optimize session to use a score field from the PCT \(on page 112\)](#)

## Optimize process Score tab reference

The Score tab requires the following information.

**Table 21. Optimize process Score tab reference**

**A two-column table describing the data that is required for the Optimize process Score tab.**

Field	Description
Cell name	The name of the input cells that are connected to the Optimize process. These input cells are selected on the Assignment tab of the Optimize process.
Offer	The name of the offer that is assigned to the cell. This assignment is defined on the Assignment tab of the Optimize process.
Score field	The name of the field you want to map to the ScorePerOffer field in the PCT. You can use a derived field.
Derived fields	You can use derived fields with score fields. For more information about derived fields, see the <i>Unica Campaign User's Guide</i> .

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## Related information

[The Optimize process Score tab \*\(on page 138\)\*](#)

[Configure a Unica Optimize session to use a score field from the PCT \*\(on page 112\)\*](#)

[Assigning score fields in the Optimize process \*\(on page 139\)\*](#)

## Run the flowchart

After you configure the Optimize process, you can perform a production run of the flowchart in Unica Campaign to populate the PCT.

The PCT gives Unica Optimize access to the list of contacts and offers in Unica Campaign.



**Note:** Test runs of the flowchart or branch that contains an Optimize process do not populate the PCT.

For information about running a Unica Campaign flowchart, see the Unica Campaign User's Guide.

## Optimize process and flowchart test runs

A test run of a flowchart or branch that contains an Optimize process, or a test run of the Optimize process itself does not alter the PCT, OCT, and POA tables that are created as part of the session. The test run does not affect the records that they contain.

After the test run completes, the tooltip for the Optimize process indicates that the process ran as part of a flowchart test run and that no records were exported during the run.



**Note:** A test run of an Optimize process is different from a test run of a Unica Optimize session. There is no direct relationship between these test runs.

## Perform a test run of a Unica Optimize session

You can tune your Unica Optimize session before a production run by performing a test run.

After you run all the flowcharts that generate contact and offer information that the Unica Optimize session can access, you can run the Unica Optimize session that you created. You should perform a test run of the session to see whether the results of the optimization are what you expect. After you review the results, perform a production run to generate the final set of data.

You can choose the number of customers to be included in a test run by specifying the value for **Test run sample percent** under **Advanced settings** or under **Configuration settings** at `Campaign | partitions | partition[n] | Optimize | TestRun`.

The test sample percentage is the percentage of customers to use from the PCT. Customers for a test run are selected based on the RC table of the respective session. The order of customers can be changed by controlling the **Customer random seed** under **Advanced settings** or under **Configuration settings** at `Campaign | partitions | partition[n] | Optimize | AlgorithmTuning`.

The optimized contacts for the test run are written to the OCT. Reports for a test run are generated the same as for a production run. You can identify the type of run by looking at the Report Run field of the Analysis tab. Additionally, you can look at the test run entry in the log file.



**Note:** The results of a test run and a production run are written to the same OCT table of the respective Unica Optimize session. If you have a Unica Optimize session run in either mode, it deletes the results of the previous run and updates the OCT table with the results of the current run. You cannot have result of both run types at same time in the OCT table.

## Test runs versus production runs

The test run is identical to a production run with the only difference being the number of customers processed.

In a production run, the entire set of customers is processed. However, for a test run, the number of customers who are processed would be approximately equal to that specified by the test run sample percentage. In the test run, customer chunks are created similar to those created in a production run. By using the value that is specified for test run sample percentage, the number of customers in the test run are calculated. These customers are then divided into various chunks by using the **CustomerSampleSize** parameter. This is similar to what is done in a production run. If the number of customers for the test run works out to be lesser than those required to completely fill up a chunk, a ceiling is done for the number of customers so it completely fills the chunk. The number of customers in a test run are always a multiple of the chunk size.

The query run part of the test run is similar to that of the production run. The queries are run on all the tables that are associated with Unica Optimize session (that is, PCT, RC, CH, and DCH). For each of these tables, the queries are run on its entire data set. The time that is taken for the run of the queries is similar in both types of runs. In a test run, running the session stops only after the Unica Optimize server processes the number of customers that equals the test sample size percentage.

The rules are also processed similarly to the production run. The CC rule constraints are distributed across total number of chunks of PCT similar to a production run. The CC rule constraints are not distributed only across the test run chunks but across all the chunks that are created from the PCT. In other words, the calculation of the CC rule constraints distribution across the chunks is done based on the total number of chunks across PCT. It is not done based on the number of chunks that are to be processed specifically for the test run; therefore, the application of the rules is identical to the production run.

It is recommended to keep the same settings for the Unica Optimize tuning parameters (that is, Algorithm Tuning parameters, Database Tuning parameters, and so on) for both types of runs to correctly extrapolate results of a test run against a production run. Due to the complexity of rules and data, the results of a test run do not have to be the same as a production run.



**Note:** All the queries run on whole data, so the initial requirements of preparing the session run is the same as production run. The results can differ between a



production run and a test run in terms of the time that is taken and the overall quality of the results because of the complexities of the associated data.

## Performing a test run of your Unica Optimize session

In Unica Optimize, you can perform a test run on a sample of your data so that you can assess the performance of the optimization session quickly.

1. Set the value for **Test run sample percent**.

- If you are using custom session settings, you can choose the number of customers to be included in a test run by specifying the value for **Test run sample percentage**.
- If you are not using custom session settings, you can choose the number of customers to be included in a test run by specifying the value in the configuration parameter, which is available at `Affinium|Campaign|partitions|partition1|Optimize|TestRun`.

2. From the Summary tab of the Unica Optimize session you want to run, click **Execute > Test run**.

Unica Optimize begins optimizing a subset of the proposed contact list. The test run sample percent that you selected defines the subset.

3. Test run of a Optimize session can be executed from Optimize process as well.

In **Optimize process box configuration**, select **Yes ! I want to run the session now** checkbox . When you execute Optimize process box is Test Run, the Optimize session selected in the Process box will also get executed as Test Run.

4. **Optional:** In the post-optimization flowchart in Unica Campaign, you can extract the results of a test run of a Unica Optimize session in the same way you extract the results of a production run.

On the Analysis tab, go to **Report run** field, and the field reflects the results on the Unica Optimize session. The transaction count before and after the test run is available for you to compare. The Analysis tab is visible to the user after the run is complete.





**Note:** You cannot schedule a test run or use the Acoopadmin tool to perform a test run.

In the post-optimization flowchart, extracting the results of a test run of a Unica Optimize session is the same as extracting the results of a production run. After you click **Optimized lists**, under **Select ICO session**, you can choose the corresponding Unica Optimize session and get the details of the test run. By selecting an optimized list as input from the Extract table, you can view whether the data in the OCT is from a production run or a test run. You can use one Extract process box for extracting the results of a production run of one Unica Optimize session and another Extract process box for extracting the test run results of the other Unica Optimize session as inputs to a mail list. There are three values for the run information in an Extract table: production run, test run, or never run. Never Run is only shown whenever a Unica Optimize session was created, but has not been run.

## Perform a production run of the Unica Optimize session

After the campaign managers run all the flowcharts that are configured to generate contact and offer information for a particular Unica Optimize session, you can run that Unica Optimize session.

Performing a production run writes a complete optimized contact list to the OCT, overwriting any previous results. A production run might take quite some time to complete, depending on the following factors:

- The complexity of the session
- The size of the proposed contact list
- The number of campaigns using the session
- The tuning of the system

You can schedule Unica Optimize sessions to run by using the Unica Platform scheduler. You can use scheduler triggers to have the Unica Optimize session start after all the pre-optimization flowcharts are complete. See the Unica Platform Administrator's Guide for details about using the scheduler.

## Performing a production run of a Unica Optimize session

Perform a production run of a Unica Optimize session to optimize your proposed contacts by using your optimization rules.

1. From the **Summary, Rules, Scoring, or Analysis** tab of the Unica Optimize session you want to run, click **Execute > Production run**.

The **Confirm session run: Production run** page displays.

2. Click **Run the session now**.

The **Run progress** tab displays.

You can perform production run of a Optimize session from Optimize process box as well.

1. Under **Optimize process box configuration > Optimize** tab, select the "**Yes! I want to run this session now**" check box . This is an optional field, and by default it is not selected.
2. Execute flowchart in production Mode which has Optimize process box configured.
3. Optimize process box execution is displayed as Running, when Optimize session is running and it is marked as successful, after selected Optimize session is executed successfully.

If the Optimize session execution is failed, Optimize process box execution also fails and displays respective error message.

4. If you do not select **Yes! I want to run this session now** check box, then the execution of Optimize process box generates only PCT and Optimize session, which is not executed.

Unica Optimize optimizes the proposed contact list that is based on the rules and scoring in the Unica Optimize session. The optimized contacts table (OCT) populates with the results of the run.



**Note:** You can continue working in Unica Optimize during a production run of a session. You cannot, however, delete or modify a running session.

You can stop a running session by clicking **Stop the run**. This command does not stop the session instantly. Instead, it stops the session at the next logical step in the optimization algorithm to ensure a clean shutdown with no corruption of data. It might take a few minutes for the process to stop.

If the Optimize session execution is triggered from Optimize process box, then you can stop a running session by stopping the Optimize process box execution. The "Pause and Resume" operation is not supported on the Optimize session, even from Optimize process box.

## Reviewing optimization results

When the Unica Optimize session finishes running, you can review the results of the production run.

Click either of the following options:

- **Go to analysis tab** from the Run progress tab.
- The **Analysis** tab of the Unica Optimize session.

The **Offer filtering summary** report shows by default. The **Offer filtering summary** report shows the number of proposed contacts that are removed by each rule in the Unica Optimize session.

From the **Analysis** tab, you can view additional summary and analysis reports. These reports help you to further profile offers, and determine rule performance, customer distribution, or offer distribution.

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Related information

[Viewing reports \(on page 164\)](#)

# Chapter 7. Use optimized contacts in marketing campaigns

After you optimize the proposed contacts, you must retrieve the optimized contacts from Unica Optimize to send marketing communications to these contacts.

You must create a flowchart in Unica Campaign to both retrieve contacts from Unica Optimize and send communications.

This flowchart is called the post-optimization flowchart. The post-optimization flowchart is typically created as part of the campaign you created when you made the flowchart to generate your pre-optimized list of contacts.

This section describes how to create a basic flowchart for retrieving optimized contacts for use in a marketing campaign. It also describes how to perform several optional, more advanced tasks such as handling multiple packages and sampling for hold-out control groups in the post-optimization flowchart.

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Related information

[Link the optimized contacts to a contact process \(on page 151\)](#)

[Running the post-optimization flowchart \(on page 152\)](#)

## Select optimized contacts

To bring the optimized contacts into Unica Campaign, you must create a flowchart with an Extract process. An Extract process is the only way to retrieve optimized contact transactions back from a Unica Optimize session.

Use the Extract process to perform the following actions:

- Select the package or packages that contain the optimized contacts you want to include in your marketing campaign.
- Further filter the optimized contacts by any Proposed Contact Table (PCT) or Optimized Contact Table (OCT) field you created. For example, you run a weekly

campaign that is optimized only monthly. You can retrieve only those optimized transactions that need to be delivered that week by extracting using the ContactDate.

- You cannot substitute the Extract process with another data manipulation process such as the Select or Audience process. The Extract process allows you to retrieve only those optimized transactions that are needed from Unica Optimize that you submitted into the Unica Optimize session. These transactions are typically scoped by campaign, flowchart, and Optimize process, and possibly by other criteria such as channel or date. Another data manipulation process would retrieve by Audience IDs, incorrectly including optimized transactions that have nothing to do with a particular campaign. That is, surviving contact transactions to the same individuals submitted by another campaign.

For general information about configuring the Extract process, see the Unica Campaign User's Guide.

---

#### Related information

[Link the optimized contacts to a contact process \(on page 151\)](#)

[Running the post-optimization flowchart \(on page 152\)](#)

## Selecting the package that contains the optimized contacts


Retrieve the results from only a single package at a time using the Extract process.

A single package is all offers that are sent on the same channel at the same time to recipients. You can select more than one package at a time in a single Extract process only if you are certain that the audience IDs targeted within each package are mutually exclusive. That is, each audience ID is treated only in one package or the other, but not both. Otherwise, segmenting by audience ID results in sending duplicate offers to those individuals belonging to multiple packages. If you select more than one package from one Extract process, the Unica Optimize template you are using must include a field for the Optimize process or package. Then, you can include a Segment process in the flowchart

to separate each package into its own contact process. It might be easier to use multiple Extract processes, each one extracting optimized transactions for a particular package.

1. Create a batch flowchart in Unica Campaign.

For more information about creating a flowchart in a campaign, see the Unica Campaign User's Guide.

2. Add an Extract process  to the flowchart.
3. Double-click the Extract process.

The **Source** tab displays.

4. From the list in the **Input** field, select **Optimized lists**.

The **Select Optimize session** window displays.

5. Expand the **All sessions** list, and select the Unica Optimize session from which you want to select optimized contacts.

The **Select Optimize session** window populates with information about the Unica Optimize session you selected. The **Select results by participants** section lists the various campaigns that participated in this Unica Optimize session. Each row represents a specific Optimize process or package, and the flowcharts to which they belong.



**Note:** You can select the last Unica Optimize session that was used by reselecting it from the drop-down menu.

6. From the **Select results by participants** section, select the package from which you want to retrieve optimized contacts.
7. Click **OK**.

The **Select Optimize session** window closes.

8. On the **Extract** tab, select at least the audience ID field and any other fields that are required for the contact process.

## Retrieving optimized contacts by a PCT or OCT field

You can also use the Extract process to filter records by using the **Select records with** option.

This procedure is in addition to the steps described in [Selecting the package that contains the optimized contacts \(on page 149\)](#).

1. On the **Source** tab of the Extract process, select **Select records with**.

The query builder displays.

2. Select a field from the **Available fields** section by double-clicking it.

The field populates the **Field name** column of the query builder.

3. Select values for the **Operator**, **Value**, and **And/Or** columns in the same way.
4. Repeat the process to filter the optimized contacts by other fields.

Related information



[Create template tables \(on page 22\)](#)

[Unica Optimize template table \(on page 10\)](#)

## Link the optimized contacts to a contact process

To send out marketing communications to your final contact list, you must add a contact process to your flowchart. Connect the Extract process to a contact process such as Mail List, Call List, or eMessage.

For information about configuring a contact process, see the [Unica Campaign User's Guide](#).

1. Add a contact process (Mail List  or Call List ) to the flowchart.
2. Connect the Extract process to the contact process.
3. Double-click and configure the contact process as follows.

- a. Confirm that the Offer is **Assigned by Unica Optimize** on the **Treatment** tab.
- b. Configure the **Fulfillment**, **Personalization**, and **Logging** tabs as described in the *Unica Campaign User's Guide*.
- c. You must set the **Contact date** on the **Contact history logging options** dialog box to the same contact date as originally proposed. The contact date must match the **ContactDateTime** field in the Extract process.

Open the **Contact history logging options** dialog box by clicking **More options** on the **Logging** tab. If you chose a different contact date, you can violate optimization constraints.

There can be only a single contact date and time for all contacts within this contact process. If there are multiple contact dates in the retrieved optimized contacts, you must segment by ContactDateTime and channel (that is, package) before connecting to a contact process.

---

#### Related information

[Use optimized contacts in marketing campaigns \(on page 148\)](#)

[Select optimized contacts \(on page 148\)](#)

## Running the post-optimization flowchart

After you configure the Extract and contact processes, run the flowchart to generate the final contact list for your campaign. You can optionally log to contact history.

For information about running an Unica Campaign flowchart, see the *Unica Campaign User's Guide*.



---

Related information

[Use optimized contacts in marketing campaigns \(on page 148\)](#)

[Select optimized contacts \(on page 148\)](#)

## (Optional) Define a trigger to start the post-optimization flowchart

You can define a trigger to automatically run the post-optimization flowchart after the Unica Optimize session completes running.

The post-optimization flowchart retrieves these optimized contacts and uses them in your campaign.

A trigger is a text string that the Unica Platform Scheduler sends when a run completes successfully or when a run fails. If you have a schedule that sends a trigger on completion, you can set another schedule to start a run when it receives that trigger.

For more information about defining triggers in Unica Platform, see the [Unica Platform Administrator's Guide](#).

## Handling multiple packages

If your post-optimization flowchart retrieves optimized contacts from more than one package, you must separate each package into distinct contact processes.

Using separate contact processes places audience IDs into their various groups, for example, High-value and Low-value.

You can handle multiple packages in your flowchart using one of the following methods:

- Selecting more than one package from a single Extract process. This method works only when the audience IDs are guaranteed to be treated only in a single package.
- Including one Extract process per package.

If the same audience ID can be treated in multiple packages, you must use this approach. Otherwise, the same offers can be sent in duplicate to members of multiple packages. To retrieve results from a few packages, it might be easier to create a separate Extract process per Optimize process. Setting up a segmentation field in the Unica Optimize template table and using the Segment process in the post-optimization flowchart might be more complicated.

Proposed packages must be preserved post-optimization, since the contact fatigue rules might be based on the number of interruptions that are allowed to each individual. Rearranging the surviving offers into different packages, and therefore a different number of interruptions to the recipient, might violate your corporate contact fatigue strategy.

If you select more than one package of optimized contacts when you configure the Extract process, you must include a Segment process in your flowchart. The Segment process separates the various audience IDs from multiple packages back into individual packages. These individual packages can then be handled individually.



**Note:** You can retrieve multiple packages in a single Extract process only if you are certain that the audience IDs are mutually exclusive across packages. Otherwise, the audience IDs belonging to multiple packages can receive duplicate offers.

To use the Segment process to divide customer IDs into their original packages, you must include a field in the optimization template table. This field must act as an identifier for the Optimize process from which the package originated.

## Including one Extract process per package

This method retrieves optimized contacts from a Unica Optimize session and works regardless of whether audience IDs are mutually exclusive or overlapping. If you are not certain that audience IDs being retrieved together in the Extract process are mutually exclusive, use this approach.

1. In your flowchart, include one Extract process for every package from which you want to retrieve optimized contacts.
2. In each Extract process, select the package from which you want to retrieve optimized contacts.

Follow instructions in [Selecting the package that contains the optimized contacts \(on page 149\)](#).

3. Direct each package into its own contact process (for example, the Mail List or Call List process).


For information about configuring a contact process, see the Unica Campaign User's Guide.

## Selecting more than one package from a single Extract process

Use this method only if you are sure that the packages are mutually exclusive. This method also requires a custom field in your Unica Optimize template table.

For information about working with flowcharts, see to the Unica Campaign User's Guide.

1. Create a batch flowchart in Unica Campaign.

2. Add an Extract process  to the flowchart.
3. Follow instructions in [Selecting the package that contains the optimized contacts \(on page 149\)](#), selecting all packages to be processed in the same post-optimization session.
4. Select the field from which you want to extract optimized contacts.




**Note:** You use this same field in the Segment process to segment audience IDs back into their original packages.

a. From the **Extract** tab of the Extract process, select a field in the **Candidate fields** section.

b. Click **Add**.

The field populates the **Fields to extract** section.

5. Click **OK**.

6. Add a Segment process  to the flowchart, and connect the Extract process to the Segment process.

7. Perform a test run of the Extract process.

The Extract process runs and communicates information to the Segment process.

8. Configure the Segment process.

a. Select the Extract process from the list in the **Input** field.

b. Select **Segment by field**.

c. Select the field by which you want to segment audience IDs back into their original packages from the **Segment by field** list.

This field is the same field that you selected in step 4.

d. Select the packages that you want to segment and click **Close**.

e. Select the **Create extract tables** check box.

f. Complete the **Extract** tab by selecting the **Target data source** and the fields to include in the Extract table.

9. Direct each package into its own contact process, for example, the Mail List or Call List process.

---

Related information

[Create template tables \(on page 22\)](#)

[Unica Optimize template table \(on page 10\)](#)

## Sampling for hold-out control groups

To determine the effectiveness of your offer, you can create a hold-out control group for cells assigned that offer. Hold-out control groups are non-contact groups that would receive the offer, but you chose to deliberately withhold from the target cell. You can then compare the "lift" or difference in response from the target cell that received an offer.

Controls are applied at the cell level. You can assign offers to cells in a contact process in a flowchart or from a target cell spreadsheet. When you assign offers to cells, you can specify one or more cells that act as a control cell for each target cell.

For details about specifying a cell as a control for another cell or cells, see the Unica Campaign User's Guide.

Creating a hold-out control group requires you to include a Sample process in your flowchart.

This section describes two ways in which you can sample for hold-out control groups:

- Sample at the audience ID level.

This approach is consistent with how control cells are used in Unica Campaign. In this case, control cells are at the audience ID level rather than at the offer-audience ID level. The following limitations apply:

- Members of the control cell do not receive any offers. The offers for a contact that is part of a control cell are suppressed for any offers being processed within the specific flowchart. Across multiple flowcharts, the same contact is not always chosen to be in the control cell. Therefore, a particular contact might still receive offers from other flowcharts.



**Note:** This sampling method is not the same as a universal hold-out control group that is withheld from all company communications. If you use a universal hold-out control group, you must identify members of your surviving contacts in that group and remove them. For example, by matching against a universal control strategic segment and then excluding those audience IDs. For more information about control groups, see the *Unica Campaign User's Guide*.

- Sampling at the customer ID level does not guarantee equal representation across all offers. For example, you choose that 10% of all customer IDs be treated within a flowchart with multiple offers. It is possible that no one in the control cell is targeted to receive offer X. When analyzing offer X, in this case, the control cell is empty.
- Sample at the offer level.

Another way to randomly sample for hold-out control groups is to sample on a per-offer basis, rather than on a cell basis. Although sampling on a per-offer basis takes more work to configure, this option guarantees that a particular percentage of a specific offer is being held out for measurement purposes. At the cell level, an offer that is infrequently given out might not have any representation in the control cell. You might prefer this approach when the distribution of your offers is skewed.

When randomly sampling at the cell level, you must sample from groups that are statistically similar. For example, if you initially segment into high-value, medium-value, and low-value segments, you must re-create those segments before sampling for control groups. You must compare high-value customers not receiving any offers against high-value customers receiving offers, and medium-value customers to medium-value customers. Do not randomly sample across all customers, regardless of their value, and compare them against your initial segments.

Before sampling, then, you must re-create the appropriate segments. Re-creating segments is not necessary if you created different randomly selected cells from the same population, purely for testing purposes (for example, for assigning different offers).

## Sampling at the audience ID level

Create hold-out groups to analyze the lift of your optimizations.

This procedure assumes that each cell you initially create is sampled separately.

1. Perform one of the following steps:

- In the Extract process in your flowchart, retrieve optimized contacts from the **CellCode** field, following instructions in [Retrieving optimized contacts by a PCT or OCT field \(on page 151\)](#).
- Add a Segment process to the flowchart and segment by the **CellCode** field, instead of extracting from the **CellCode** field in the Extract process.

2. Randomly sample each cell into a target cell and a control cell.

- a. Add a Sample process to the flowchart.
- b. Connect the Extract process to the Sample process.
- c. Configure the Sample process by using **Random sample** to create a target cell and control cell.

See the Unica Campaign User's Guide for additional instructions on configuring the Sample process.

3. Connect all of the target and control cells that belong to a single package into a single contact process.

For more information about channeling multiple cells into separate contact processes, see [Including one Extract process per package \(on page 154\)](#).

## Sampling at the offer level

Sampling at the offer level is possible if you map the optimized contacts table (OCT) or use a template table to export the offer codes. Then, extract the data from the table post optimization, and perform segmentation that is based on the offer codes that remain. Use this method to sample if your offer distribution is skewed.

For more information about working with flowcharts and processes, see the Unica Campaign User's Guide.

1. In your post-optimization flowchart, configure your Extract process.
  - a. Retrieve optimized contacts according to package and offer code.  
For example, package A contains offers 1, 2, 3 and package B contains offers 1 and 4. You need five Extract processes, one each for optimized transactions: A1, A2, A3, B1, and B4.
  - b. (Optional) If you must segment by cell for statistically valid hold-out control groups, retrieve optimized contacts from the **CellCode** field.
2. (Required only if you performed step 1b.) To resegment back into the original cells to create statistically relevant control groups, add a Segment process to the flowchart and segment by the **CellCode** field. This method is how you put customer IDs back into their initial groups, for example, High-value and Low-value.
3. Randomly sample each cell into a target cell and a control cell by using the **Random sample** option in the Sample process.
4. Connect all of the target and control cells that belong to a single package into a single contact process.

For more information about channeling multiple cells in to separate contact processes, see [Including one Extract process per package \(on page 154\)](#).

## Assign final cell codes

You must assign cell codes in either your pre-optimization or post-optimization flowchart.

You can assign cell codes when configuring the Optimize process in the pre-optimization flowchart. Otherwise, you must segment the cells back into their original cells, and then assign cell codes in the post-optimization flowchart.

The cell codes that are generated from the pre-optimization flowchart are available to you in the PCT and OCT. These cell codes can be included your contact list as an Unica Campaign Generated Field (ICFG). If the cell codes are needed only by your fulfillment vendor, this



method might be sufficient. However, if you need the cell codes for analysis and reporting purposes, consider the following methods:

- Use the CellCode field in the PCT and OCT, and include the field in the ContactHistory table as an additionally tracked field.

Use a contact processes such as Mail List to include a field from the PCT to an additionally tracked field. For more information about additionally tracked fields, see the Unica Campaign User's Guide. You can then customize your Unica Campaign reports to use the field from contact history for grouping by cell.



**Note:** This method is an expensive way to store cell codes. Since you must repeat this procedure, the cell code is stored once per contact in the Contact history system table.

- Resegment by the cell codes in the OCT and PCT and then assign your final cell codes in the Segment process. This method allows you to use all the standard reporting by cell reports that are provided with Unica Campaign.

## Target control spreadsheet and post-optimization flowcharts

You can use the TCS to manage the cell codes for your optimized contacts.

If you link cells created in your flowchart to cells defined top-down in the TCS in your pre-optimization flowchart, you cannot link to the same cells in your post-optimization flowchart. You can link to new cells in one of two ways:

- Bottom-up-Connect the Extract process to a process that generates bottom-up target cells in the TCS.
- Top-down-Copy the TCS rows and link them in a process in your post-optimization flowchart.

For more information about using the TCS, see the Unica Campaign User's Guide.

If you are using the TCS in a Unica Plan campaign project, the TCS must contain a row entry for each cell input into the contact process, such as the Mail List process. Each cell in the

flowchart must be linked to a TCS and all linked rows must be approved before running the post-optimization flowchart in production.

- If you are using a single Extract process box (extracting optimized contacts for campaign X) connected to a contact process, you must create a top-down cell link from the TCS to run the flowchart in production.
- If you segment the extracted cell or use a Sample process to create hold-out control cells, then each of the input cells into contact processes must be linked from top-down cells. If you resegment these cells into the same segments and offers as when you submitted the proposed contacts, you can copy the TCS rows that are used in the proposed contacts flowchart. You can then associate them to the corresponding cells in the post-optimization flowchart. Each cell can have a different cell name and code.
- For the TCS rows linked to cells in the post-processing flowchart using optimized offers from Unica Optimize, no offers need to be assigned. Any assigned offers are ignored.

For more information about using the TCS with a Unica Plan campaign project and a post-optimization flowchart, see the Unica Plan and Unica Campaign Integration Guide.

## Assigning final cell codes

You must assign cell codes in your post-optimization flowchart if you do not assign them in the pre-optimization flowchart or the target control spreadsheet.

For more information about assigning cell codes, see the Unica Campaign User's Guide.

1. In the Extract process in your flowchart, retrieve optimized contacts by the **CellCode** field. Follow the instructions in [Selecting the package that contains the optimized contacts \(on page 149\)](#).
2. Add a Segment process to the flowchart and connect the Extract process with the Segment process.
3. Perform a test run of the Extract process.

The Extract process runs and communicates information to the Segment process.

4. Configure the Segment process.

- a. From the list in the **Input** field, select the Extract process.
- b. Select **Segment by field**, and in the list, select the **CellCode** field (the field by which you want to segment customer IDs back into their original packages).



**Note:** Do not check the **Mutually exclusive segments** option.

- c. Select the packages that you want to segment and click **Close**.
  - d. Assign final cell codes to each cell on the **General** tab.
5. Connect the cells into different contact processes.

# Chapter 8. Viewing reports

For each production run or test run, Unica Optimize generates a number of reports. These reports help you understand what happened during the optimization process by providing analyses pre- and post-optimization.

The included reports highlight rule performance, the migration of customers from one campaign or offer to another, and analysis across customers, channels, and offers.

Reviewing the rules and the optimization results proposed for each Unica Optimize session is an iterative process. Unica Optimize reports provide insight into this process. Reviewing the reports can provide information to help you refine rules to address your corporate or each campaign manager's goals or to explain the optimization process to participating campaigns.

Each production run or test run of a Unica Optimize session automatically generates reports. You can view the most recent set of reports for the current Unica Optimize session run, or you can access reports from previous runs (for example, for comparison purposes). The **Report run** list on the **Analysis** tab allows you to choose the specific Unica Optimize session run you want to view. Unica Optimize runs are listed in reverse chronological order with date and time, the person that ran the session, and the run status.

All Unica Optimize reports are available on the **Analysis** tab of a Unica Optimize session. If the Unica Optimize session has not yet been run, the reports display, `Report data does not exist`.

---

Related information

[Reviewing optimization results \(on page 147\)](#)

## Viewing reports

You can view the Unica Optimize reports from the **Analysis** tab of a Unica Optimize session.

This section provides basic information about working with reports in Unica Optimize. A set of Unica Optimize reports is generated each time the Unica Optimize session is run. You can choose which set of reports to view based on the run date.

1. Click the **Analysis** tab in a Unica Optimize session.

The **Analysis** tab opens.

2. Select the Unica Optimize session you want to view reports for from the **Report run** list.
3. Select the report that you want to view from the **Report type** list.

The report displays.

## Clearing run history

You can clear disk space by periodically removing all the production run or test run data for a Unica Optimize session.

Unica Optimize keeps all the data from every production run or test run of a Unica Optimize session on the server that hosts the Unica Optimize server. Clearing the run history also clears the `UACO_SesnRunHist` table.



**Note:** When you clear the run history, you delete all statistics that are kept for reporting purposes. All Unica Optimize reports for this Unica Optimize session state `Report data does not exist.`

1. Open the Unica Optimize session from which you want to delete the run history.  
A confirmation dialog box displays.
2. Click **Execute > Clear run history**.
3. Click **OK** to delete the run history.

Unica Optimize deletes all the run history. This action includes all data for the Unica Optimize session **Analysis** tab.

## Offer Filtering Summary report

The Offer Filtering Summary report shows the number of proposed contacts (and associated percentages) removed by each rule in the Unica Optimize session.



**Note:** The count for all Include/Exclude rules are reported as a single entry in this report. The breakout of individual exclusion rules is not supported.

If the number of surviving contacts in the optimized contact list is too high or too low, you can use this report to understand the impact of each rule. You can then modify the rules to be more or less restrictive.



**Note:** Although rules are shown in the same order as they are on the Rules tab, rules are not applied serially during the optimization process. The order in which Unica Optimize applies the rules has no net effect on the optimization results.

Unica Optimize generally credits rules in the following order:

### 1. Unprocessable customers

After clicking **Unprocessable** on the **Analysis** tab of the session, you are taken to the **Rules Listing** page. The **Unprocessable customers** section of the **Offer Filtering Summary report** page shows a graph of customers that cannot be processed by the Unica Optimize algorithms. This condition might be caused by

- rule and constraint conflicts, such as a chunk not having enough number of offers for satisfying a Capacity rule.
- the algorithm not evaluating a sufficient number of alternatives for those customers.
- `the The generation loop was unable to eliminate all slack and surplus variables error.`

You can use `ContinueOnGenerationLoopError` to continue a Unica Optimize session if you receive the previous error.

For more information about unprocessable customers, see the *IBM® Unica Optimize Troubleshooting and Tuning Guide* for more details.

2. Exclude/Include rules
3. Capacity rules



**Note:** Credit that is given to Capacity rules might be only approximate. First, if multiple Capacity rules can be responsible for excluding an offer, each rule is given a percentage of the credit. For example, if an offer can be excluded by three different Capacity rules, each rule is given 33% credit. Second, if a contact is excluded by both a Capacity rule and a For Each Customer rule, the For Each Customer rule might get credit.

4. For Each Customer rules

Within a rule type, the Offer Filtering Summary report credits the rules in the order they are listed in on the **Rules** tab of the optimization session.

The report is organized as follows:

#### **Table 22. Offer Filtering Summary report**

**A two-column table that describes the data that is included in the Offer Filtering Summary report.**

<b>Element</b>	<b>Description</b>
Offer count (before optimization)	The total number of proposed contacts.
Rule name	The name of the rule. "Exclude/Include" represents all Exclude/Include rules.
Removed by this rule	Number of proposed contacts that are removed by the rule. The percent of contacts that are removed by the rule is shown in parentheses.
Remaining after this rule	Number of proposed contacts remaining after the rule ran. The percent of contacts remaining is shown in parentheses.

**Table 22. Offer Filtering Summary report**

**A two-column table that describes the data that is included in the Offer Filtering Summary report.**

**(continued)**

Element	Description
Total removed	Total number of proposed contacts that are removed by the optimization. The percent of total contacts that are removed by the rule is shown in parentheses,
Total remaining (after optimization)	Total number of contacts remaining after the optimization ran. The percent of remaining contacts is shown in parentheses.

Related information

[Min/Max # Offers Capacity rule \(on page 64\)](#)

[Optimization Rule Exceptions \(on page 100\)](#)

[Adding a Rule Exception to a Min/Max # Offers capacity rule \(on page 101\)](#)

## Customer Redistribution by Campaign report

You can analyze how different campaigns overlap in targeting recipients common to multiple campaigns. The report also shows how campaigns can cannibalize customers from other campaigns that are based on the optimization rules.

The Customer Redistribution by Campaign report shows how targeted customers from one campaign can overlap with customers targeted from another campaign before optimization and customer migration post optimization. Customer Migration is an analysis of the number of customers that are commonly targeted between two or more campaigns that are lost from one to another.

This report contains two tables and a three-dimensional bar chart.



**Table 23. Before Optimization table**

**A two-column table that describes the data that is included in the Before Optimization table in the Customer Redistribution by Campaign report.**

<b>Column</b>	<b>Description</b>
Campaign name	The name of the campaign participating in this Unica Optimize session.
Original customer count	The number of unique customers that are targeted by a campaign after removal of opt-outs, that is, after the removal of customers by Exclude/Include rules.
# Shared	The total number of unique customers that are shared with any other campaign. This number is the number of unique customers that are also being targeted by any other campaign in the same Unica Optimize session.
Customers shared with	The number of unique customers commonly targeted (shared) by each campaign.
Not shared	The number of customers unique to the campaign. That is, the number of customers that are not targeted by any other campaign participating in the same Unica Optimize session.

**Table 24. After Optimization table**

**A two-column table that describes the data included in the After Optimization table in the Customer Redistribution by Campaign report.**

<b>Column</b>	<b>Description</b>
Campaign name	The name of the campaign participating in this Unica Optimize session.

**Table 24. After Optimization table**

A two-column table that describes the data included in the After Optimization table in the Customer Redistribution by Campaign report.

(continued)

Column	Description
Optimized customer count	The number of unique surviving customers that are targeted by the campaign after optimization.
# Lost	The total number of unique customers that are removed from this campaign by the Unica Optimize session.
Customers lost to	The number of unique customers lost to other campaigns participating in the Unica Optimize session. That is, the number of customers not allowed a contact from this campaign, yet allowed contact from another campaign.
Not shared	The number of customers in this campaign and not contacted in any other participating campaign.

The bar chart shows the After Optimization data graphically.

## Offers by Type and Segment report

This report helps you understand the distribution of offers to strategic segments.

The Offers by Type and Segment report shows the number of customers in each segment receiving any of the offers before and after running the Unica Optimize session. Offers and strategic segments are defined in Unica Campaign.



**Note:** Unica Optimize controls the offers and customer segments that are shown in this report. Only the specified offers and strategic segments are in this report; Offers are listed down the page and segments across the top of the report. For



information about selecting the offers and segments to include in the report, see [Selecting offers and strategic segments \(on page 117\)](#).

Any offers that are used in any rules within this Unica Optimize session are automatically included in this report, even if they are not selected for display.

The following options are available as links under the After Optimization table:

- **Show cost summaries.** Use this option to show the sum of the costs of all the proposed contacts of an offer to a customer segment. These values are available only if the **Cost per offer** field in the proposed contacts table (PCT) was populated by participating campaigns.
- **Show score summaries.** Use this option to show the sum of the scores of all the proposed contacts of an offer to a segment of a customer in the Before Optimization table. It also shows the sum of scores for optimized contacts in the After Optimization table. The value in the score field depends on how you configured scores for this Unica Optimize session. It is either the value of the field that is specified in the Scoring tab or it is the values in the score matrix.

You can enable one or both of these options independently. You can remove the sums from the report by clicking the **Hide cost summaries** or **Hide score summaries** links. The information in this report is contained in two tables and two bar charts.

The Before Optimization and After Optimization tables show the following information for each segment:

### Table 25. Offers by Type and Segment Report

A two-column table that describes the data that is included in the Offers by Type and Segment report.

Element	Description
Offer name	The names of each offer. The first row represents all offers.

**Table 25. Offers by Type and Segment Report**

A two-column table that describes the data that is included in the Offers by Type and Segment report.

(continued)

Element	Description
Segment	Each column represents a strategic segment. The first column represents all customers.
Count	These columns show the number of contacts for the strategic segments and offers across all the participating campaigns in this Unica Optimize session. In the Before Optimization table, this number is the number of contacts after removal of opt-outs, that is, after Exclude/Include rules are applied.

The first bar chart shows the Before Optimization data graphically. The second bar chart shows the After Optimization data graphically.

## Selecting offers and strategic segments

You can limit and reorder the offers and strategic segments available in the score matrix and the Offers by Type and Segment report.

1. Navigate to the **Summary** tab of your Unica Optimize session.
2. Click either of these options:
  - **Displayed offers**
  - **Displayed segments**

The **Displayed offers** or **Displayed segments** section expands.

3. Click either of these options:
  - **Edit displayed offers**
  - **Edit displayed segments**

The **Displayed offers** or **Displayed segments** page displays.

4. Select the offers or strategic segments that you want to include.

You can select multiple offers or segments by using **Shift+Click** or **Ctrl+Click**.

5. Click the right-pointing double arrows to move the offers or strategic segments to the **Included offers** or **Included segments** section.

6. To change the order of the offers or strategic segments, select the items that you want to move and use the upward-pointing or downward-pointing arrows.

7. Click **Save**.

The **Summary** tab displays.

## Campaign Optimization Summary report

The Campaign Optimization Summary report shows the number of packages, transactions, offer presentations, unique offers, individual contact dates, and unique contact channels for each strategic segment.

This report can optionally show the percent change in these values before and after running the Unica Optimize session. The **Show percentages** link at the bottom the rule below the After Optimization table controls this display.

The Before Optimization and After Optimization tables show the following information:

**Table 26. Campaign Optimization Summary report**

**A two-column table that describes the data included in the Unica Optimize Summary report.**

Element	Description
Optimize process name	The process name for each Optimize process participating in this Unica Optimize session.
# Packages sent	The total number of packages that are sent to audience members of the specified campaign. A package is all of-

**Table 26. Campaign Optimization Summary report**

**A two-column table that describes the data included in the Unica Optimize Summary report.**


**(continued)**

<b>Element</b>	<b>Description</b>
	<p>fers given to the same audience entity in a single Optimize process.</p> <p>For example, a target cell of 500 high-value customers is treated in Optimize1 and 1000 medium-value customers are treated in Optimize2. The total number of packages that are sent by this campaign is 500+1000=1500, regardless of the number of individual offers within each package.</p>
# Offer presentations	<p>The number of separate offers that are given to audience members of the specified campaign.</p> <p>For example, a target cell of 100 high-value customers each received two offers in a single mailing. The number of offers that are presented is <math>2 \times 100 = 200</math>.</p>
# Unique offers given	<p>The number of different offers that are used in the specified campaign.</p> <p>For example, high-value customers are given offers A and B and low-value customers are given offers B and C. The number of unique offers that are given out by this campaign is 3 (A, B, and C).</p>
# Unique contact dates	<p>The number of different contact dates given to anyone in the specified campaign.</p> <p>For example, Optimize1 sends a letter on 1/1/07 and Optimize2 sends a package on 2/1/07. The total number of unique contacts is two.</p>

**Table 26. Campaign Optimization Summary report**

A two-column table that describes the data included in the Unica Optimize Summary report.

(continued)

Element	Description
# Unique contact channels	<p>The number of different contact channels that are used for communication with anyone in the specified campaign.</p> <p>For example, offer A has a channel of <code>Direct Mail</code> and offer B has a channel of <code>Email</code>. Both are given out in the specified campaign. The number of unique channels is two (direct mail and email).</p> <p> <b>Note:</b> This number is computed based on the channel attribute of an offer.</p>

## Channel Utilization Over Time report

The Channel Utilization Over Time report displays the number of contacts for each channel over the total period of contact dates for all campaigns participating in this Unica Optimize session.



**Note:** All values for the channel offer attribute are rows in this report, regardless of whether that channel is used by any of the proposed offers in participating campaigns.

The report includes the following information:

**Table 27. Channel Utilization Over Time report**

**A two-column table that describes the data included in the Channel Utilization Over Time report.**

Element	Description
Channel name	The name of the channel (or <b>All channels</b> ).
Original # offers	The number of offers given out on the specified channel across all campaigns after removal of opt-outs (that is, after running the Exclude/Include rules).
Optimized # offers	The number of offers given out on the specified channel across all campaigns after the Unica Optimize session was run.
Dates	<p>The number of contacts on the specified communication channel that occurred over the specified time period.</p> <p>This column displays in increments of a day, week, month, or quarter according to the range of dates that are represented in the optimization period.</p>

Each column displays in date increments as follows:

- A day, if the optimization period is two weeks or less. For example, if the optimization period is 8 days, beginning on 4/1/07, you have 8 columns with headers 4/1/07, 4/2/07, 4/3/07.
- A week if the optimization period is more than two weeks. For example, if the optimization period is three weeks, beginning on 4/1/07, you have 3 columns with headers 4/1/07-4/7/07, 4/8/07-4/14/07, and 4/15/07-4/21/07.
- A month if the optimization period is more than three months. For example, if the optimization period is four months, beginning on 4/1/07, you have 4 columns with headers 4/1/07-4/30/07, 5/1/07-5/30/07, 5/31/07-6/29/07, and 6/30/07-7/28/07.





**Note:** A month is defined as a 30-day period. If, for example, a certain month consists of 31 days, such as 5/07, the column header would reflect the 30-day period rather than the entire month. For example, 5/1/07-5/30/07, rather than 5/1/07-5/31/07.

- A quarter if the optimization period is more than eight months. For example, if the optimization period is nine months, beginning on 4/1/07, you have 3 columns with headers 4/1/07-6/29/07, 6/30/07-9/28/07, 9/29/07-12/28/07.



**Note:** A quarter is defined as a 90-day period. If, for example, certain months in a quarter consist of 31 days, the column header would reflect a 90-day period rather than the entire three months that make up the quarter. For example, 4/01/07-6/29/-07, rather than 4/1/07-6/30/07.

A three-dimension bar chart below the table shows the channel over time data graphically.

## Customer Interaction Volume Report

The Customer Interaction Volume report shows the minimum, maximum, and mean (average) number of contacts by strategic segment after optimization.

This report provides insight into the range of the number of different communications (packages or interruptions) you make to each strategic segment.

The report contains the following information:

**Table 28. Customer Interaction Volume report**

**A two-column table that describes the data included in the Customer Interaction Volume report.**

Element	Description
Segment name	The name of the segment (or <b>All segments</b> ).

**Table 28. Customer Interaction Volume report**

**A two-column table that describes the data included in the Customer Interaction Volume report.**

**(continued)**

Element	Description
Mean # of packages	The average number of packages that are sent to each member of the specified strategic segment. The value is computed by dividing the total number of contacts that are made in the segment by the number of members in the segment.
Min	The minimum number of packages per customer of the specified segment.
Max	The maximum number of packages that are sent to any member of the specified segment.

## Capacity Rule Sensitivity report

The Capacity Rule Sensitivity report lists all of your capacity rules (that is, Min/Max # Offers Capacity rules and Custom Capacity rules) and their associated sensitivity.

The sensitivity value is the marginal benefit for adding a unit of resource. That is, the change in overall score you expect by increasing the constrained resource by one unit. The unit of resource is defined for each capacity rule you create and can be different for each. For example, you have the following Custom Capacity rule: "The Sum of the CostPerOffer should be  $\leq$  the value \$100,000 for transactions from the offer/offer list Any Offer from channel Any Channel." If the sensitivity is 67, increasing the budget value by one from \$100,000 to \$100,001 would increase the overall sum of optimized scores by 67. The meaning of the score is whatever you set it to represent, for example, dollars of profit, dollars of revenue, or response probability. Similarly, if you create a Min/Max # Offers Capacity rule, the sensitivity represents the additional score value that is obtained by increasing the maximum number of offers available by one.

If you create a Min/Max # Offers Capacity rule with a minimum, the sensitivity might be negative. The sensitivity is still determined by increasing the minimum by one, that is, from 100 to 101. Since increasing a minimum constrains the problem even more, increasing the minimum most likely changes the score in a negative way.

You can use this report to analyze the cost of implementing capacity constraints. In an ideal world, there would be no minimum or maximum capacity constraint and your business would use the optimization results. You could then adapt inventory and other resources to maximize the score. The sensitivity value tells you the cost (the amount of score that is lost) by maintaining the maximum capacity rule at its current threshold. Using the example of the budget rule, say that the sensitivity value was 1,000 where the score represents profitability in dollars. This sensitivity value means that spending one additional dollar might return an additional \$1,000 of profit. A high sensitivity value suggests you consider removing or relaxing a maximum capacity constraint. Similarly, a low sensitivity value indicates that there is low opportunity loss. For example, if the sensitivity value is \$0.25, spending an additional dollar to gain 25 cents of profit is likely tolerable.

## Unica Optimize list portlets

The standard Unica Optimize portlets that are available for use on dashboards.

These portlets are available for use in the Unica dashboard only.

**Table 29. Unica Optimize list portlets**

**A two-column table that describes the Unica Optimize list portlets.**

Report	Description
My recent Unica Optimize sessions	A list of the last 10 Unica Optimize sessions run by the user viewing the report within the last 30 days.
My recently successful Unica Optimize run instances	A list of the last 10 Unica Optimize sessions run by the user viewing the report that completed successfully within the last 30 days.

**Table 29. Unica Optimize list portlets**

**A two-column table that describes the Unica Optimize list portlets.**

**(continued)**

<b>Report</b>	<b>Description</b>
My recently failed Unica Optimize run instances	A list of the last 10 Unica Optimize sessions run by the user viewing the report that did not complete successfully within the last 30 days.

# Chapter 9. Administering Unica Optimize

There are many aspects of Unica Optimize you can configure to improve performance.

This section describes many of the optional configuration steps you can take to enhance your Unica Optimize installation.

## The Unica Optimize utility

The Unica Optimize utility allows you to load, run, and monitor a Unica Optimize session by using a command-line utility.

You can set up unattended run of Unica Optimize sessions by using generic scheduling tools. Generic scheduling tools are not provided with Unica Platform, such as cron or the Microsoft™ Windows™ Task Scheduler. You can run the Unica Optimize utility on any supported platform.

## Prerequisites for the Unica Optimize utility

There are some requirements to complete before using the Unica Optimize utility.

- The Unica Campaign web application and Unica Platform must be running.
- The Unica Optimize server must have access to the HTTP(S) port of the Unica Campaign web application.
- Java™ must be installed on the Campaign server.
- The `CAMPAIGN_HOME` environment variable must be defined on the Campaign server and point to your Campaign installation directory.
- The `JAVA_HOME` environment variable must be defined on the Campaign server and point to where Java™ is installed.

## Unica Optimize command-line utility

Also known as the `ACOOptAdmin` utility, you can use this utility to run Unica Optimize sessions from the command line.

Open a command prompt and go to the `/tools/bin` directory of the directory where you installed Unica Optimize.

ACOOptAdmin -sn session -u [password] [-async] [-locale localecode] [-stop]

The ACOOptAdmin utility has the following parameters:

- **-sn session**: Specifies the Unica Optimize session name. This parameter is required. For example, to specify a session that is called `HolidayFundRaiser`, you would enter:

```
ACOOptAdmin -sn HolidayFundRaiser
```

If the session is in a folder, include the folder names separated by forward slashes (/) or backward slashes (\). For example:

```
ACOOptAdmin -sn MktFolder/HolidayFundRaiser
```

To allow spaces in your text, place double quotation marks around the session name. For example:

```
ACOOptAdmin -sn "Holiday Mailing"
```

- **-u *username***: Specifies the user name that is used to log on to Unica Optimize. This parameter is required.
- **-p *password***: Specifies a password for the user name. This parameter can be omitted if the password is blank.
- **-async**: Runs the Unica Optimize session asynchronously, returning immediately. This parameter is an optional. The default is to run the Unica Optimize utility synchronously, which returns when the Unica Optimize session finishes running.
- **-locale *localecode***: Specifies the language in which to print the messages that are generated by the Unica Optimize utility. This parameter is optional. The default is `en_US`.
- **-stop**: Stops a running optimization session.

This command does not stop the session instantly. Instead, it stops the session at the next logical step in the optimization algorithm. This method ensures a clean shutdown with no corruption of data. It can take a few minutes for the process to stop.

You can specify these parameters in any order on the command line.

# Optimize listener

Starting Campaign 12.0, there is no separate listener for Optimize, since it is integrated into Campaign listener. The following sections include the steps for starting and stopping the campaign listener.

## Starting the Unica Campaign listener manually

Start the Unica Campaign listener by running the `cmpServer.bat` file for Windows™, or the `rc.unica_ac` command for UNIX™.

Follow the instructions appropriate for your operating system.

### Windows™

Start the Unica Campaign listener by running the `cmpServer.bat` file in the `bin` directory under your Unica Campaign installation. When the `unica_aclsnr.exe` process appears on the Windows™ Task Manager Processes tab, the server has started successfully.

### UNIX™

Start the Unica Campaign listener by executing the `rc.unica_ac` program with a `start` argument. You must run this command as root. For example:

```
./rc.unica_ac start
```

To determine whether the `unica_aclsnr` process has started successfully, enter this command:

```
ps -ef | grep unica_aclsnr
```

To determine the process ID for the server you started, view the `unica_aclsnr.pid` file located in the `conf` directory under your Unica Campaign installation.



**Note:** Since Unica Campaign supports listener clustering, a loop is added in the `rc.unica_ac` which automatically restarts the listener if in case the listener goes down or crashes. Also, process `rc.unica_ac` still remains after starting listener and the parent process may change. For example, if you are upgrading from Release 8.6.0.4 to Release 9.1.1, the parent process of `unica_aclsnr` can be changed to



`rc.unica_ac` instead of `init`, which was the former parent process and the process `rc.unica_ac` still remains after starting the listener.

## Stopping the Unica Campaign listener

To stop the Unica Campaign listener, use the `svrstop -p 4664` command. On UNIX™ systems, you can also enter the following command at the system prompt: `rc.unica_ac stop`.

These instructions explain the basic steps for stopping a listener using the `svrstop` utility. The utility provides additional options which are explained in the Unica Campaign `svrstop` utility reference topic. Note that the `svrstop` command does not stop an entire cluster. To shut down a cluster, use the Campaign Server Manager (`unica_svradm`).

1. Go to the Unica Campaign `bin` directory and enter the following command: `svrstop -p 4664`

If you are prompted for the `CAMPAIGN_HOME` environment variable, set it as shown in the following example, then run the `svrstop` command again:

```
set CAMPAIGN_HOME=C:\<installation_path>\Unica Campaign
```

2. At the `Login` prompt, enter the Unica Campaign user name.
3. At the `Password` prompt, enter the password for the Unica Campaign user.

## Configuring Unica Optimize for a multi-locale environment

The multi-locale feature requires some specific settings in your databases.

Unica Optimize supports multiple languages and locales for a single installation. For more information about the multi-locale feature, see the Unica Campaign Installation Guide.

- If you are using an Oracle database: When configuring your Unica Optimize server settings, add the following to the Unica Optimize server file:

```
set NLS_LANG=AMERICAN_AMERICA.UTF8
```



- When configuring your database tables, run one of the following scripts from the Campaign/ddl/unicode directory to create system tables:
  - `aco_systab_sqsvr.sql` for Microsoft™ SQL Server databases
  - `aco_systab_db2.sql` for IBM® DB2® Server databases
  - `aco_systab_ora.sql` for Oracle databases

## Configure database load utility

A large component of a Unica Optimize session is reading data from the PCT and writing data to the OCT. Configuring a database load utility improves the performance of your Unica Optimize sessions.

Unica Optimize uses the same configuration settings as Unica Campaign for implementing a database load utility. If you configure Unica Campaign to work with a database load utility, you configure Unica Optimize to use the same commands. Similarly, if you configure Unica Optimize to work with a database load utility, you are configuring Unica Campaign to work with a database load utility. Each assumes a same root directory in your Unica installation directory. The root directory is `/Campaign` for Unica Campaign and Unica Optimize.

A database load utility also improves performance when populating PCT tables with an Unica Campaign flowchart.

When you configure a database load utility to work with Unica Optimize, it behaves as described for the following Unica Optimize tables:

- PCT table. If the number of unique customers is greater than or equal to the `MinReqForLoaderCommand` or `MinReqForLoaderCommandForAppend`, Unica Optimize uses the database load utility.
- POA table. Unica Optimize uses the database load utility irrespective of the values for `MinReqForLoaderCommand` or `MinReqForLoaderCommandForAppend`.
- OCT table. Unica Optimize uses the database load utility irrespective of the values for `MinReqForLoaderCommand` or `MinReqForLoaderCommandForAppend`.
- RC table. Unica Optimize uses the database load utility irrespective of the values for `MinReqForLoaderCommand` or `MinReqForLoaderCommandForAppend`.

To configure a database load utility for Unica Optimize, complete the following steps.

- Complete the database load utility configuration in the Unica Campaign partitions as described in the Unica Campaign documentation.



**Note:** Unica Optimize does not update any user database data sources, so the following information does not apply to user database data sources.

Unica Optimize uses the UA\_SYSTEM\_TABLES data source loader settings to update Unica Optimize tables during session runs. Because these settings are common to Unica Campaign and Unica Optimize, you must configure the loader as follows

- Unica Optimize loader settings: Avoid using relative paths for loader scripts in the UA\_SYSTEM\_TABLES data source loader configuration. Instead, use absolute paths.
  - If Unica Campaign and Unica Optimize are installed on different machines, create identical folder structures as the absolute path on the Unica Campaign machine and the Unica Optimize machine. Make sure that the absolute path is accessible to both the Unica Campaign listener and the Unica Optimize listener from their respective machines.
  - If Unica Campaign and Unica Optimize are installed on the same machine, you do not have to create the folder structure because it exists.
- In the following example, Unica Campaign and Unica Optimize are installed on separate machines, and Unica Campaign has the following loader configuration:

```
LoaderCommand: /Unica/Campaign/partitions/partition1/db2load.sh
<CONTROLFILE> <DATAFILE>
LoaderCommandForAppend: /
Unica/Campaign/partitions/partition1/db2load.sh <CONTROLFILE>
<DATAFILE>
```

In the previous example, you create the `/Unica/Campaign/partitions/partition1/` directory on the Unica Optimize machine, and copy all of the necessary loader-specific script files to that directory on the Unica Optimize machine.



**Note:** When you make changes to the loader script files in the Unica Campaign machine folder, similar changes must be updated to the loader script files on the Unica Optimize machine folder.

- Confirm that the Unica Optimize installation has the control file template for the database load utility in the same location as Unica Campaign.

## Increase virtual memory allocation for a process (UNIX™ only)

If you are processing large amounts of data or are using multi-threaded optimization, you might need to allow Unica Optimize to use more virtual memory.

You configure the virtual memory allocation by setting `ulimit` in `/bin/rc.unica_ac`. Unica Optimize sets the `ulimit` to 1 Gb (1048576) by default.

If the Unica Optimize server is running on a dedicated server, set `ulimit` to `unlimited`. Otherwise, set `ulimit` as high as practicable.

To change the value of `ulimit`, edit the following line of text in `rc.unica_ac`.

```
iDataMin=1048576
```

Replace the `1048576` with a valid amount of virtual memory. For more information about `ulimit`, including valid values, see the documentation for your operating system.

On Windows™ systems, there is no `ulimit` equivalent. The effective value is `unlimited`.

## Tuning the optimization algorithm

There are some settings that you can configure to change the behavior of the optimization algorithm. You can change these settings to improve optimality or to improve performance.

You can either set these parameters globally or per Unica Optimize session. The global settings are configuration parameters available on the **Configurations** page in the Campaign | partitions | partition[n] | Optimize | AlgorithmTuning category. The Unica

Optimize session-level parameters are available as Advanced Settings on the Unica Optimize session Summary tab.

Fine-tuning these sessions is an iterative process. The tuning process depends on your particular environment, including hardware type and configuration, your data set, and your optimization rules. The following sections provide guidelines to follow when you tune your Unica Optimize performance.

## Multi-threaded optimization

You can enable multi-threaded optimization to improve the performance of Unica Optimize, that is, shorten the amount of time it takes to run a Unica Optimize session.

To enable multi-threaded optimization, set the `EnableMultithreading` configuration property to `true`.



**Note:** If you have multiple processors or cores, the number of processors or cores, therefore the maximum number of threads you can use.

Enabling multi-threaded optimization might significantly improve Unica Optimize performance. The amount of performance improvement depends on many factors, including:

- The type of optimization rules you use
- The interaction of those rules with your data
- The speed of your database I/O
- Your type and configuration of hardware

Keep in mind the build chunk time, and avoid using multi-threading with high volumes. If the build chunk time is larger than the chunk process time, multi-threading of the chunk processing stage might not be effective. RAM size, **CustomerSampleSize**, contact (CH/DCH) history table size, and number of rules are just a few factors that can affect performance.

The maximum degree of parallelism achievable is governed by the non-parallel portions of processing and differs from Unica Optimize session to Unica Optimize session.

In general, use the following guidelines.

- Enabling multi-threaded optimization can improve the performance of the optimization stage only.

A significant portion of an optimization session run includes the following steps:

1. Reading data from the proposed contacts table (PCT).
2. Representing the optimization rules.
3. Preparing and retrieving data from the database.
4. Randomizing and creating chunks.
5. Writing to the optimized contacts table (OCT).

Multi-threaded optimization does not affect these processes, which run serially. To improve the performance of reading the PCT and writing the OCT, consider using a database load utility and optimizing your database configuration.

- If you do not use cross-customer rules in your Unica Optimize sessions, multi-threaded optimization has limited improvement.

Unica Optimize uses multi-threaded optimization most when processing the algorithms that implement cross-customer rules.

- In general, the maximum number of threads available should be equal to or higher than the highest achievable degree of parallelism to maximize performance. However, you might find that other hardware limitations reduce the performance leverage of multiple threads. For example, if insufficient RAM is available to support the number of threads in use, the optimization session might not be able to run. If your hardware has multiple cores (instead of processors), and multiple hardware threads use the same cache, your performance might be limited by the cache I/O.

You define the number of threads processing the cross-customer rules with the `MaxCustomerSampleProcessingThreads` configuration property. You might need to tune your system to find the optimal value of this setting that is based on your available RAM and hardware performance characteristics.

- You might be able to run more threads in parallel if you have a smaller `CustomerSampleSize` because the RAM usage per thread goes down. However, decreasing this value also decreases the amount of time that is required to process

a chunk. This configuration also decreases the ration between chunk processing and preprocessing, causing the latter to become a bottleneck sooner.

- If you optimize the number of threads that process the cross-customer rules, you might be able to increase performance further by increasing the number of threads that are used to read data from a sample of customers or the threads that are used to write the optimized contacts to a staging table.

You define the number of threads that read data from a sample of customers with the `ProcessingThreadQueueSize` configuration property. You define the number of threads that write data to a staging table with the `PostProcessingThreadQueueSize` configuration property.

For more details about tuning multi-threaded optimization for your specific Unica Optimize implementation, contact your representative.

## Setting CustomerSampleSize

Properly configuring `CustomerSampleSize` for best Unica Optimize session run time while preserving optimality takes some consideration.

### CustomerSampleSize and "chunks"

Unica Optimize works by dividing up the proposed contacts into random subsamples of customers called "chunks." When using a single thread, Unica Optimize processes one chunk at a time. All proposed contacts and contact history that belong to a single customer are processed with that customer in the chunk in which that customer belongs. A customer can belong to a single chunk only. Each chunk is created on a set of random customers. The accuracy of the optimization algorithm depends on these chunks of customers being statistically similar to each other. A larger chunk size makes this requirement more likely. Cross-customer capacity constraints are evenly distributed across the chunks. For example, your Unica Optimize session contains a constraint specifying there is a maximum of 1000 offer A allowed. If the Unica Optimize session is run with 10 chunks, each chunk has a capacity rule that allows a maximum of 100 offer A.

You use the algorithm tuning variable `CustomerSampleSize` to set the maximum chunk size. The larger the chunk, the more accurate the results. However, the session runtime

and memory resources also increase. Do not use chunk sizes greater than 10,000 without careful planning. Many systems do not have enough memory resources to process more than 10,000 customers at a time. This lack of memory resources results in a failed Unica Optimize session run with an out of memory error. In many cases, a larger chunk size might not significantly increase the optimality of the solution at all, but still takes more time and memory to run. Optimality is measured as the sum of scores of the surviving transactions in the optimized contacts table (OCT). You might need to tune the `CustomerSampleSize` based on your specific optimization problem and performance needs.

In a simple optimization scenario where there are no cross-customer capacity rules defined, there is no added benefit from using larger chunk sizes.

During chunk building, Unica Optimize also creates set of rules, For Each Customer and Custom Capacity, for each chunk. The For Each Customer (FEC) rule uses the Min/Max constraints as it is. However, for the Custom Capacity (CC) rules, the Min/Max constraints are divided by the number of chunks and assigned to each chunk. This creates approximately an equal quota or distribution of capacity for each chunk for a given CC rule.

### **CustomerSampleSize and cross-customer capacity rules**

To understand the cases where cross-customer capacity rules are used, you must understand how those rules are applied to multiple chunks. Consider the case where there is a single Min/Max # Offers Capacity rule with minimum set to 20 and maximum set to 1,000 for channel email. If there are 100,000 customers and a maximum chunk size of 10,000, each chunk is processed using a modified rule where the maximum is 100. Unica Optimize calculates the modified rule maximum value by dividing the rule maximum value (1,000) by the number of chunks (10).

A smaller maximum chunk size might cause more chunks to be created. This setting makes it more likely that a rule might depend on some element (such as email channel) that is less numerous than the number of chunks. If the chunk size is reduced to 100 there would be 1,000 chunks. Now, the minimum for the rule is less than the number of chunks, which makes the modified rule 0.02 (20 divided by 1,000). In this case, 2% of the chunks use a rule with a minimum of 1, and the other 98% of the chunks use a minimum of 0. If each chunk is statistically similar regarding channel email, Unica Optimize processes the rule as expected. A problem occurs when there are fewer customers offered emails than there

are chunks. If only 500 customers are offered emails, each chunk has only a 50% chance of containing a customer offered an email. Also, the odds that a particular chunk has both a customer offered an email and a minimum 1 rule is only 1%. Instead of meeting the specified minimum of 20, Unica Optimize returns only 5 on average.

The number of chunks depends on the chunk size and the total number of customers. Since the maximum chunk size is 10,000, the minimum number of customers with a significant element (an item that is used in a rule) must be not less than the number of customers that are divided by 10,000 to achieve optimal results. It might seem that increasing the number of proposed contacts to maintain statistical similarity would lower performance, and it is true that more proposed contacts add to the processor usage. This usage can be more than offset if it allows a smaller chunk size to be used, since these smaller chunks can be processed more quickly.

## Indexing Unica Optimize tables

Create indexes on several of your Unica Optimize tables to improve performance.



**Note:** The Unica Optimize installer indexes these tables properly. However, if you have issues with installation or upgrade, you might need to index these tables manually.

When you create the tables that are required for each audience level, for example the `UA_ContactHistory` tables, create these indexes on each table.

See the documentation for your database for the exact command to create an index. For example:

```
CREATE INDEX IndexName ON TableName ( ColumnName )
```

The following table gives the table names and the columns to index. All of these tables exist in the Unica Campaign system tables. In addition to the following existing indexes, you can add extra indexes on the Unica Campaign system tables to improve run time performance of a Unica Optimize session run. For more information about extra indexes, see the IBM® Optimize Troubleshooting and Tuning Guide.



**Table 30. Unica Optimize tables to index**

A three-column table that lists the table, column names, and details about tables to index to improve Unica Optimize performance.

Table	Columns	More information
<i>audience_segMembership</i>	<ul style="list-style-type: none"> <li>• <i>Audience ID</i></li> <li>• SegmentID</li> </ul>	<p>Using strategic segments is optional for Unica Campaign flowcharts and Unica Optimize sessions.</p> <p>If you are using strategic segments, have one segment membership table per audience level. Create indexes on all segment membership tables.</p> <p>Each Audience ID column must match the corresponding <i>Audience ID</i> defined in Unica Campaign.</p>
<i>UACO_PCTsessionID</i>	<ul style="list-style-type: none"> <li>• OptimizeID</li> <li>• ContactDateTime</li> <li>• <i>Audience ID</i></li> <li>• ContactID</li> <li>• TempOfferHistID</li> <li>• OfferID</li> </ul>	<p>This table is automatically indexed when created by Optimize 7.5.2 or later version. If you are upgrading from a previous version of Unica Optimize, you must index these tables manually.</p> <p>There is a <i>UACO_PCTsessionID</i> table for each Unica Optimize session where session is the <i>ACOSessionID</i>. <i>ACOSessionID</i> is a unique identifier for each Unica Optimize</p>

**Table 30. Unica Optimize tables to index**

A three-column table that lists the table, column names, and details about tables to index to improve Unica Optimize performance.

(continued)

Table	Columns	More information
		<p>session that is defined in the <code>UA-CO_OptSession</code> table.</p> <p>Each Audience ID column must match the corresponding <code>Audience ID</code> defined in Unica Campaign.</p>
<code>UACO_POAsessionID</code>	<ul style="list-style-type: none"> <li>• <code>OptimizeID</code></li> <li>• <code>TempOfferHistID</code></li> </ul>	<p>This table is automatically indexed when created by Optimize 7.5.2 or later version. If you are upgrading from a previous version of Unica Optimize, you must index these tables manually.</p> <p>There is a <code>UACO_POAsessionID</code> table for each Unica Optimize session where session is the <code>ACOSessionID</code>. <code>ACOSessionID</code> is a unique identifier for each Unica Optimize session that is defined in the <code>UA-CO_OptSession</code> table.</p>
<code>UACO_RCsessionID</code>	<ul style="list-style-type: none"> <li>• <code>RandomIndex</code></li> <li>• <i>Audience ID</i></li> </ul>	<p>This table is automatically indexed when created by Optimize 7.5.2 or later version. If you are upgrading from a previous version of Unica Optimize, you must index these tables manually.</p>

**Table 30. Unica Optimize tables to index**

**A three-column table that lists the table, column names, and details about tables to index to improve Unica Optimize performance.**

(continued)

Table	Columns	More information
		<p>There is a <code>UACO_RCsessionID</code> table for each Unica Optimize session where session is the <code>ACOSessionID</code>. <code>ACOSessionID</code> is a unique identifier for each Unica Optimize session that is defined in the <code>UACO_OptSession</code> table.</p> <p>Each Audience ID column must match the corresponding <code>Audience ID</code> defined in Unica Campaign.</p>
<code>audience_ContactHistory</code>	<ul style="list-style-type: none"> <li>• <code>PackageID</code></li> <li>• <i>Audience ID</i></li> <li>• <code>CellID</code></li> <li>• <code>ContactDateTime</code></li> </ul>	<p>The <code>PackageID</code> and <code>CellID</code> columns are already indexed in the sample <code>UA_ContactHistory</code> table that is created when you install Unica Campaign.</p> <p>Each Audience ID column must match the corresponding <code>Audience ID</code> defined in Unica Campaign.</p>
<code>audience_dtlContactHist</code>	<ul style="list-style-type: none"> <li>• <i>Audience ID</i></li> <li>• <code>ContactDateTime</code></li> <li>• <code>TreatmentInstID</code></li> </ul>	<p>Each Audience ID column must match the corresponding <code>Audience ID</code> defined in Unica Campaign.</p>

## Controlling queries to contact history

Using contact history improves optimality but can hinder performance.

When optimizing contacts, Unica Optimize has several rules to manage contact fatigue such as Max # Duplicate Offers, Max # Packages, and Min/Max # Offers. All of these rules include the **over the time period** or **within the time period** section.

If you always set the time period to 0 in all the rules, it indicates that this Unica Optimize session does not use time periods for any of the rules. In such a case, you can control how Unica Optimize queries the contact history tables during the Unica Optimize session run using the `UseFutureContacts` configuration property.

If you set `UseFutureContacts` to `false`, Unica Optimize optimizes joins with the contact history tables if your rules include time periods. If your rules do not include any time periods, Unica Optimize does not query the contact history tables at all, which can improve performance.

If you set `UseFutureContacts` to `true`, Unica Optimize always queries the contact history tables. While this impacts performance, it also ensures that placeholders for contacts that are sent in the future are considered when managing contact fatigue.

## Setting UOSQLOnConnect

There is an additional configuration property, `UOSQLOnConnect`, that is specific to Unica Optimize in `Campaign|Partitions|partition[n]|dataSources`.

If you plan to enable Unica Optimize non-ascii data, you must configure `UOSQLOnConnect` similar to `SQLOnConnect`. For more information about configuring non-ascii data and the configuration properties `UOSQLOnConnect` and `SQLOnConnect`, see the [Unica Campaign Administrator's Guide](#).

# Chapter 10. Unica Optimize configuration properties

This section describes the Unica Optimize configuration properties that are found on the **Configuration** page.

For more details on the configuration properties, see the Campaign Administrator Guide.

Starting Campaign 12.0, there is no separate listener for Optimize, since it is integrated into Campaign listener.

Non-clustered setup: If Optimize is installed on a different server, the configuration properties mentioned under Campaign|unicaACOListener are applicable for the listener.

Clustered or single host configuration : Properties under Campaign|unicaACListener are applicable for the listener.

## Campaign | unicaACOListener

These configuration properties are for Unica Optimize listener settings.

### serverHost

#### Description

Set to the host server name for the Unica Optimize installation.

#### Default value

localhost

### serverPort

#### Description

Set to the host server port for the Unica Optimize installation.

#### Default value

none

## useSSL

### Description

Set to `True` to connect to the Unica Platform server by using SSL. Otherwise, set to `False`.

### Default value

`False`

### Valid Values

`True` | `False`

## keepalive

### Description

The number of seconds the Unica Campaign web application waits between sending messages to the Unica Optimize Listener to keep the connection active. Using `keepalive` keeps connections open if your network is configured to close inactive connections.

If set to `0`, the web application does not send any messages.

This `keepalive` property is separate from the Java™ socket `keepAlive`.

### Default value

`0`

### Valid Values

Positive integer

## logProcessId

### Description

Set to `yes` to log the ID of the Campaign listener process in the Campaign Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation). Otherwise, set to `no`.

### Default value

yes

### Valid Values

yes | no

## loggingLevels

### Description

You can set the details for the Campaign listener data you log.

This setting affects the Campaign Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation).

### Default value

MEDIUM

### Valid Values

LOW | MEDIUM | HIGH | ALL

## logMaxFileSize

### Description

Set this integer to the maximum size for a log file, in bytes. Unica Optimize creates a file after the log file reaches this size. This setting affects the Campaign Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation).

### Default value

20485760

## enableLogging

### Description

Set to `True` to enable logging. Otherwise, set to `False`. This setting affects the Unica Optimize Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation).

### Default value

True

### Valid Values

True | False

## logMaxBackupIndex

### Description

Set this integer to the number of backup files to store. This setting affects the Campaign Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation).

### Default value

5

## loggingCategories

### Description

You can specify the categories of data you want to log in a comma-separated list. This setting affects the Campaign Listener log (`unica_aclsnr.log`, in the `logs` directory of your Campaign installation).

### Default value

all

### Valid Values

all | bad\_order | cell\_access | commands | config | data\_errors | dbload | file\_access | general | memory | procrun | query | sort | sysquery | table\_access | table\_io | table\_mapping | webproc

## defaultFilePermissions (UNIX™ only)

### Description

The permission level for the generated log files in the numeric format. For example, `777` for read, write, and execute permissions.

### Default value



660 (Owner and Group have read and write access only)

## Campaign | partitions | partition[n] | Optimize | sessionRunMonitor

These configuration properties are for sessionRunMonitor settings.

### **progressFetchDelay**

#### **Description**

Set this integer to the number of milliseconds that the web application waits before it obtains progress information from the listener.

#### **Default value**

250

## Campaign | partitions | partition[n] | Optimize | MemoryTuning

These configuration properties are for the MemoryTuning settings.

### **MaxRamUsage**

#### **Description**

Defines the maximum memory in MB used to cache the contact history. This value must be at least as large as one contact history record.

#### **Default value**

128

## Campaign | partitions | partition[n] | Optimize | AgentTemplateTables

These configuration properties define template tables for Agent Capacity Optimization.

## AgentInfoTemplateTables

### Description

Enter a comma-separated list of table names for the Agent Information Template Table. Each table contains the unique identification values (IDs) of agents and their capacity. These tables should be present in the Unica Campaign system database.

### Default value

There is no default value defined.

## AgentCustomerRelTemplateTables

### Description

Enter a comma-separated list of table names for the Agent Customer Relationship Template Table. The Agent Customer Relationship table contains the unique identification values (IDs) of agents and the audience ID of associated customers. This table should be present in the Unica Campaign system database. The audience level of the audience ID must be the same as the audience level of your Unica Optimize session.

### Default value

There is no default value defined.

## Campaign | partitions | partition[n] | Optimize | userTemplateTables

This property defines the template tables that are used by the PCT and OCT.

### tablenames

#### Description

Enter a comma-separated list of table names for the Unica Optimize template tables. These template tables can be used to add user-specific fields to the proposed contacts table (PCT) or the optimized contacts table (OCT).

**Default value**

UACO\_UserTable

## Campaign | partitions | partition[n] | Optimize | TestRun

This property defines the options to use for performing a test run of your Unica Optimize session.

### TestRunSamplePercent

**Description**

The test run sample percentage is the percentage of customers to use from the PCT to perform a test run of your Unica Optimize session.

**Default value**

10

**Valid values**

1 - 100

## Campaign | partitions | partition[n] | Optimize | AlgorithmTuning

These configuration properties define settings that you can use to tune your optimizations.

### MaxAlternativesPerCustomerEvaluated

**Description**

The maximum number of times Unica Optimize tests combinations of proposed transactions, or alternatives, to find the optimal alternative for a customer.

For example, if the following are true:

- The offers that are associated with a customer in the proposed contacts table (PCT) are A,B,C,D, where the scores for these offers are A=8, B=4, C=2, D=1
- The MaxAlternativesPerCustomerEvaluated property is 5
- A rule of MAX # Offers=3 exists

Then, the alternatives that are tried might be as follows:

- ABC score = 14
- ABD score = 13
- AB score = 12
- ACD score = 11
- AC score = 10

Because the number of alternatives to test might be large, this value limits the effort the core algorithm spends on a customer before Unica Optimize moves to the next customer in the PCT.

### Default value

1000

## CustomerSampleSize

### Description

If your number of customers that are optimized is greater than `CustomerSampleSize`, Unica Optimize divides the customers into groups of no greater than `CustomerSampleSize`. Unica Optimize then optimizes each sample group separately. Rules that span across groups, such as a Custom Capacity rule, are still met. Increasing this number might increase optimality but hinder performance.

The most optimal `CustomerSampleSize` is equal to your number of customers. However, processing a large set of data might take a prohibitive amount of time. By dividing customers into smaller groups for Unica Optimize to process at a time, you can increase performance with minimal loss to optimality.

**Default value**

1000

**Valid Values**

Positive integer

**MaxIterationsPerCustomerSample****Description**

The maximum number of iterations Unica Optimize processes a group of customers. Unica Optimize processes a group of customers until optimality is reached or the number of iterations equals

`MaxIterationsPerCustomerSample`.

Search for the following information in the session log to observe the effect of setting changes for `MaxIterationsPerCustomerSample`.

- Maximum, minimum, and mean number of iterations per customer chunk
- Maximum, minimum, and mean number of alternatives that are created per customer
- Maximum, minimum, and mean number of alternatives that are tried per customer
- Standard deviation of iterations

**Default value**

1000

**Valid Values**

Positive integer

**CustomerRandomSeed****Description**

The random seed represents the starting point that Unica Optimize uses to select records randomly before Unica Optimize populates sample groups that are defined by the `CustomerSampleSize`. If you have fewer customers than `CustomerSampleSize`, this property has no effect on the optimization.

You might want to change the random seed if you think your current random sample produces highly skewed results.

**Default value**

1928374656

**Valid Values**

Positive integer

## **MaxCustomerSampleProcessingThreads**

**Description**

The maximum number of threads Unica Optimize uses to process the optimization algorithms. In general, the higher you set `MaxCustomerSampleProcessingThreads`, the more you might improve performance. However, the performance increase is limited by several factors, including the type and number of optimization rules you use and your hardware. For detailed instructions on tuning your Unica Optimize implementation, contact your representative.

**Default value**

1

**Valid Values**

Positive integer

## **ProcessingThreadQueueSize**

**Description**

The number of threads available to Unica Optimize to use to read a customer sample from the PCT. Increasing the number of threads might improve the

performance of a Unica Optimize session. For detailed instructions on tuning your Unica Optimize implementation, contact your representative.

**Default value**

1

**Valid Values**

Positive integer

**PostProcessingThreadQueueSize****Description**

The number of threads available to Unica Optimize to write a customer sample to a staging table for the OCT. Increasing the number of threads might improve the performance of a Unica Optimize session. For detailed instructions on tuning your Unica Optimize implementation, contact your representative.

**Default value**

1

**Valid Values**

Positive integer

**EnableMultithreading****Description**

If true, Unica Optimize attempts to use multiple threads when processing the optimization algorithms. You can configure the number of threads with the `MaxCustomerSampleProcessingThreads`, `ProcessingThreadQueueSize`, and `PostProcessingThreadQueueSize` configuration properties. If false, Unica Optimize uses a single thread when processing the optimization algorithms.

**Default value**

True

**Valid Values**

True | False

## EnableMaxCapacityConsumption

### Description

If you get Unica Optimize results that underuse the channel capacities, enable `EnableMaxCapacityConsumption` to reduce the loss of channel capacity. Then, rerun the Unica Optimize session. If the parameter is set to true, Unica Optimize uses an enhanced algorithm for trying to meet maximum constraints that are set in Cross Customer rules (Min/Max # Offers Capacity rule and Custom capacity rule). However, if this is used, the session run time might increase depending on the data that is provided to the session.

### Default value

False

### Valid Values

True | False

## EnableBufferingHistoryTransactions

### Description

If true, Unica Optimize writes contact history transactions to a file to read during a Unica Optimize session run. If false, Unica Optimize reads from the `UA_ContactHistory` table in the Unica Campaign system tables.

If false, Unica Optimize creates a read lock on the `UA_ContactHistory` table for the length of the Unica Optimize session. This lock might cause attempts to write to the table to fail if you are using a database load utility. If true, Unica Optimize creates a read lock on the table only for the time it takes to write the query to a file.

### Default value

False

### Valid Values



True | False

## MinImprovementPercent

### Description

Use this configuration property to stop processing a group of customers when the rate of optimization reaches a specified level. The `MinImprovementPercent` property sets a rate of score improvement, which is measured as a percentage, to continue iterating. The default is zero, which means that there is no limit to the number of iterations possible.

### Default value

0.0

## UseFutureContacts

### Description

If you are not using time periods in any of your optimization rules, you can prevent Unica Optimize from querying the Contact History tables to improve performance. You can control this behavior with the `UseFutureContacts` configuration property.

If you set `UseFutureContacts` to false, and the optimization rules for your Unica Optimize session do not use time periods, Unica Optimize does not query the Contact History tables. This setting improves the time that is needed to run the Unica Optimize session. However, if the Unica Optimize session uses time periods, Contact History tables are queried.

If you record potential future contacts in Contact History, you must set `UseFutureContacts` to true. For example, if you know that you are sending an email communication next week about a special promotion to certain customers, those contacts might already be in the Contact History tables as placeholders. In this case, set `UseFutureContacts` to true and Unica Optimize always queries the Contact History tables.

### Default value

False

### Valid Values

True | False

## ContinueOnGenerationLoopError

### Description

If `False`, Unica Optimize stops the Unica Optimize session if it is not possible to process a set of customers for the following reasons:

- The outer algorithm cannot satisfy the capacity rules with any of its alternate solutions.
- The core algorithm is not creating alternative solutions.

Unica Optimize logs this condition with the following error:

```
The generation loop was unable to eliminate all slack  
and surplus variables
```

If `True`, Unica Optimize skips all the customers in the set that triggered the generation loop error. Unica Optimize then continues processing the next customer set in the Unica Optimize session. It is possible that Unica Optimize might have violated some rules and generated this result without honoring all rules and data. If `Optimize|logging|enableBailoutLogging` property is also set to `TRUE`, the skipped customers are logged to `unprocessables_10-digit-session-ID.csv` in the `partition/partition[n]/logs` directory in the Unica Optimize installation directory. Customers skipped because of the generation loop error have the reason `SkippedOnGenerationLoopError`.

See the Unica Optimize Troubleshooting and Tuning Guide for details about how to avoid the generation loop error.

### Default value

False

### Valid Values

True | False

---

Related information

[Unica Optimize session-level advanced settings \(on page 27\)](#)

## Campaign | partitions | partition[n] | Optimize | DatabaseTuning

These configuration properties are for tuning the database.

### UpdateSessionTableStatistics

#### Description

The UpdateSessionTableStatistics parameter adds a query for updating statistics of the PCT, RC, and POA tables during a Unica Optimize session run. You can tune this parameter at the session level without affecting other sessions. Keeping up-to-date index statistics can help improve the performance of the query on these tables. This parameter is also present in the global configuration settings of Unica Optimize.

Depending on your database, the method to write a query to update statistics varies.

Use following value to update statistics of DB2® tables:

```
CALL SYSPROC.ADMIN_CMD('RUNSTATS ON TABLE <TABLENAME>')
```



**Note:** If you use DB2® 8 or below, you must write your own custom stored procedure for implementing the functionality that is similar to SYSPROC.ADMIN\_CMD. Also, you can write your own stored procedure to update statistics and start it through the UpdateSessionTableStatistics parameter at run time to update statistics.

Use the following value to update statistics of Oracle tables:

```
analyze table <TABLE> compute statistics
```

Use the following value to update statistics of SQL Server tables:

```
UPDATE STATISTICS <TABLE>
```



**Important:** If you run this query, the database user in UA\_SYSTEM\_TABLES must have privileges to run query, which is mentioned in this UpdateSessionTableStatistics parameter. For the session to run successfully, the correct value must be passed or left blank. If the value passed is incorrect, then the session run fails.

### Default value

No default value defined.

## AllowTempTables

### Description

The AllowTempTables parameter creates temporary tables instead of database views, and populates them during the Unica Optimize session run. Enabling this parameter helps in improving run time performance of the Unica Optimize session run. For more information about this parameter, see Optimize a transaction query for performance improvements in the Unica Optimize Troubleshooting and Tuning Guide.

### Default value

True

### Valid values

True | False

## Campaign | partitions | partition[n] | Optimize | Debug

This property defines debug level for processing the PCT.

### ExtraVerbose

#### Description

Set this value to `yes` to provide detailed logs on the rows that are processed in the proposed contacts table (PCT). By default, all rows are logged if you set this value to `yes`.

If you do not want processed rows of the PCT to be logged, set this value to `no`.

#### Default value

`no`

#### Valid Values

`yes` | `no`

---

Related information

[Unica Optimize session-level advanced settings \(on page 27\)](#)

## Campaign | partitions | partition[n] | Optimize | TestRun

This property defines the options to use for performing a test run of your Unica Optimize session.

### TestRunSamplePercent

#### Description

The test run sample percentage is the percentage of customers to use from the PCT to perform a test run of your Unica Optimize session.

#### Default value

10

### Valid values

1 - 100

## Campaign | partitions | partition[n] | Optimize | logging

This property defines logging settings for Unica Optimize.

### logMaxBackupIndex

#### Description

Set this integer to the number of backup files to store. This effects the Unica Optimize Server log (`unica_acosvr_SESSIONID.log` in the `partitions/partition[n]/logs` directory of your Campaign installation.).

#### Default value

5

### logProcessId

#### Description

Set to `True` to log the ID of the Unica Optimize server process in the Unica Optimize Server log (`unica_acosvr_SESSIONID.log` in the `partitions/partition[n]/logs` directory of your Campaign installation). Otherwise, set to `False`.

#### Default value

`False`

#### Valid Values

`True` | `False`

### loggingCategories

#### Description

You can specify the categories of data you want to log in a comma-separated list. This setting affects the Unica Optimize Server log (`unica_acosvr_SESSIONID.log` in the `partitions/partition[n]/logs` directory of your Campaign installation).

### Default value

all

### Valid Values

all | bad\_order | cell\_access | commands | config | data\_errors | dbload | file\_access | general | memory | procrun | query | sort | sysquery | table\_access | table\_io | table\_mapping | webproc

## loggingLevels

### Description

You can set the details for the server data you log.

This setting affects the Unica Optimize Server log (`unica_acosvr_SESSIONID.log` in the `partitions/partition[n]/logs` directory of your Campaign installation).

### Default value

MEDIUM

### Valid Values

LOW | MEDIUM | HIGH | ALL

## enableBailoutLogging

### Description

If set to `True`, Unica Optimize generates a separate file in comma-separated value (CSV) format. The CSV file contains details of customers Unica Optimize cannot process. Unica Optimize cannot process a customer if either of the following are true:

- Unica Optimize exceeds the limit that is set by `MaxAlternativesPerCustomerEvaluated`, and no legal alternatives are found for a customer.
- `ContinueOnGenerationLoopError` is set to `True` and Unica Optimize encounters a generation loop error.

Each row corresponds to one customer. The first column is the customer ID and the second column is the reason why Unica Optimize was not able to process the customer. The file is named `unprocessables_sessionID.csv` and is in the `partitions/partition[n]/logs` directory of your Campaign installation.

If set to `False`, Unica Optimize does not generate a list of customers that cannot be processed.

**Default value**

`False`

**Valid Values**

`True` | `False`

**logMaxFileSize****Description**

Set this integer in bytes to the maximum size for a log file. Unica Optimize creates a file after the log file reaches this size. This setting affects the Unica Optimize Server log (`unica_acosvr_SESSIONID.log` in the `partitions/partition[n]/logs` directory of your Campaign installation.).

**Default value**

`10485760`

**enableLogging****Description**



Set to `True` to enable logging. Otherwise, set to `False`. This setting affects the Unica Optimize Server log (`Optimize_installation_directory/partitions/partition[n]/logs/unica_acosvr_SESSIONID.log`).

**Default value**

`True`

**Valid Values**

`True` | `False`

**defaultFilePermissions (UNIX™ only)****Description**

The permission level for the generated log files in the numeric format. For example, `777` for read, write, and run permissions.

**Default value**

`660` (Owner and Group have read and write access only.)

---

Related information

[Unica Optimize session-level advanced settings \(on page 27\)](#)

## Campaign | unicaACOOptAdmin

These configuration properties define settings for the unicaACOOptAdmin tool.

**getProgressCmd****Description**

Specifies a value that is used internally. Do not change this value.

**Default value**

`optimize/ext_optimizeSessionProgress.do`

**Valid Values**

```
optimize/ext_optimizeSessionProgress.do
```

## runSessionCmd

### Description

Specifies a value that is used internally. Do not change this value.

### Default value

```
optimize/ext_runOptimizeSession.do
```

### Valid Values

```
optimize/ext_runOptimizeSession.do
```

## loggingLevels

### Description

The `loggingLevels` property controls the amount of detail that is written to the log file for the Unica Optimize command-line tool, which is based on severity. Available levels are LOW, MEDIUM, HIGH, and ALL, with LOW providing the least detail (that is, only the most severe messages are written). The ALL level includes trace messages and is intended primarily for diagnostic purposes.

### Default value

HIGH

### Valid Values

LOW | MEDIUM | HIGH | ALL

## cancelSessionCmd

### Description

Specifies a value that is used internally. Do not change this value.

### Default value

```
optimize/ext_stopOptimizeSessionRun.do
```

**Valid Values**

`optimize/ext_stopOptimizeSessionRun.do`

**logoutCmd****Description**

Specifies a value that is used internally. Do not change this value.

**Default value**

`optimize/ext_doLogout.do`

**Valid Values**

`optimize/ext_doLogout.do`

**getProgressWaitMS****Description**

Set this value to the number (integer) of milliseconds between two successive polls to the web application to get progress information. This value is not used if you do not set `getProgressCmd`.

**Default value**

1000

**Valid Values**

An integer greater than zero