# HCL Unica+ launches AI-powered platform to build trust and transform marketing in the intelligence economy



HCLSoftware has unveiled HCL Unica+, an advanced MarTech platform which it describes as being fundamentally geared towards the challenges of the "Intelligence Economy". In a landscape increasingly marked by information overload and rising consumer expectations, HCL Unica+ aims to shift the focus from mere visibility to the cultivation of trust and customer loyalty.

Raj Iyer, Executive Vice President and Portfolio Manager at HCLSoftware, articulated the vision for Unica+ as a tool designed for a new marketing paradigm. He remarked that, "The bridge to trust is the intelligence economy...whereas digital experiences are often generic and irrelevant, brands can use the power of intent to deliver memorable experiences that build trust and strengthen relationships." This statement emphasizes the platform’s commitment to enhancing customer interactions through hyper-personalised marketing.

The platform emerges as a response to what HCLSoftware terms the shortcomings of the traditional "attention economy," where excessive content and channel proliferation has led to consumer fatigue and diminished engagement. In contrast, HCL Unica+ focuses on utilising data-driven insights to create "memorable experiences" that not only draw attention but foster lasting relationships.

Integral to Unica+ are its agentic AI capabilities, which leverage what the company refers to as “digital body language” to enable real-time, tailored customer experiences. One such feature, the Segmentation Agent, facilitates hyper-personalised marketing offers, aiming to go beyond the limitations of conventional customer segmentation. Additionally, the Content Optimizer Agent automates content creation that aligns with contextual engagement, enhancing overall campaign effectiveness.

Moreover, the MaxAI Workbench allows marketing teams to develop custom AI models aimed at refined audience targeting and scoring. This suite of tools exemplifies HCL's vision of empowering marketers with both precision and autonomy, thereby increasing the relevance and impact of their campaigns.

Liz Miller, Vice President and Principal Analyst at Constellation Research, discussed a broader shift in marketing, saying, "The age of random applications of AI, automation and data is over…CMOs and their teams deserve marketing technologies that meet this new era of intelligence head on." Her insight underscores the necessity for platforms like Unica+ to provide deeper contextual understanding drawn from comprehensive data sources.

Privacy considerations and responsible AI usage have also been prominent themes surrounding the platform's rollout. HCLSoftware claims that Unica+ incorporates built-in privacy measures to ensure compliance and foster customer trust even when utilising AI technology. Liz Miller reiterated this sentiment, stressing the importance of crafting marketing technologies that align with ethical standards.

The introduction of Unica+ aligns with HCLSoftware's broader strategy to enhance its marketing applications by leveraging AI, as seen with the earlier launch of the HCL Marketing Cloud. This cloud-based solution aims to streamline marketers' capabilities for managing end-to-end campaigns, further exemplifying HCL’s commitment to driving marketing effectiveness through intelligent automation and analytics.

As companies like Macif begin to adopt HCL Unica+, the potential for reshaping marketing strategies becomes increasingly apparent. Thomas Ricoux, Head of Marketing, Digital, and Customer Relationships at Macif, noted, "With HCL Unica+, we're entering a new era… The change in UX/UI enables marketing teams to focus on the performance of their campaigns, with a global and efficient vision." This sentiment captures the anticipation for enhanced marketer efficiency and effectiveness through innovative technology.

In summary, HCL Unica+ not only aims to navigate the complexities faced by modern marketers but also positions itself as a forward-thinking solution capable of fostering trust-based relationships in an age defined by an increasingly discerning digital audience.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[2]](https://www.prnewswire.com/news-releases/hclsoftware-launches-ai-fueled-marketing-cloud-301874587.html)
* Paragraph 2 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[5]](https://www.pinpoint-corp.com/fresh-features-with-hcl-unica-version-12-1-7/)
* Paragraph 3 – [[3]](https://www.devdiscourse.com/article/technology/2841478-building-robust-martech-solutions-hcl-unicas-journey), [[6]](https://www.pinpoint-corp.com/hcl-unica-journey/)
* Paragraph 4 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[4]](https://www.g2.com/products/hcl-unica/reviews)
* Paragraph 5 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[7]](https://www.hcl-software.com/blog/unica/hcl-unica-shines-in-2024-constellation-shortlis-for-marketing-automation)
* Paragraph 6 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[2]](https://www.prnewswire.com/news-releases/hclsoftware-launches-ai-fueled-marketing-cloud-301874587.html)
* Paragraph 7 – [[1]](https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing), [[4]](https://www.g2.com/products/hcl-unica/reviews)

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## Bibliography

1. <https://securitybrief.co.nz/story/hcl-unica-unveiled-as-ai-first-platform-for-trust-based-marketing> - Please view link - unable to able to access data
2. <https://www.prnewswire.com/news-releases/hclsoftware-launches-ai-fueled-marketing-cloud-301874587.html> - HCLSoftware has introduced the HCL Marketing Cloud, an AI-driven SaaS solution designed to assist marketers in managing end-to-end marketing needs, including planning, executing, and analysing omni-channel campaigns. The platform integrates predictive and generative AI capabilities, enabling marketers to deploy hyper-targeted campaigns and gain deeper audience insights. This launch signifies a strategic shift towards AI in HCLSoftware's business applications portfolio, enhancing marketing effectiveness through intelligent insights and automation.
3. <https://www.devdiscourse.com/article/technology/2841478-building-robust-martech-solutions-hcl-unicas-journey> - HCL Unica is a marketing automation platform designed to handle vast amounts of data and operate on multiple servers. Supported by Gen-AI and advanced machine learning capabilities, it efficiently manages high volumes of messages and data, allowing for campaign modifications without disrupting existing systems. The platform's foundation is built on data, with substantial investments in research and development, engineering, and product development, ensuring robust and scalable marketing solutions.
4. <https://www.g2.com/products/hcl-unica/reviews> - HCL Unica is a marketing tool that helps businesses plan, run, and manage campaigns across different channels. It provides features for segmenting customers, targeting them with personalized offers, and managing campaigns. Marketers can use Unica to design, automate, and track campaigns, while improving customer engagement through data analysis. It is commonly used to enhance customer experience and boost marketing results, offering flexibility and scalability to adapt to changing market conditions and growing customer demands.
5. <https://www.pinpoint-corp.com/fresh-features-with-hcl-unica-version-12-1-7/> - The latest release of HCL Unica, version 12.1.7, introduces enhanced AI/ML capabilities and the Intelligent Marketing Assistant (IMA). IMA provides valuable insights into customer journeys and interactions through an easy-to-use chat interface, enabling marketers to obtain insights on-demand, design impactful journeys, and fine-tune campaigns for maximum effectiveness. This integration of AI-driven features marks a transformative upgrade in customer engagement and marketing efficiency.
6. <https://www.pinpoint-corp.com/hcl-unica-journey/> - HCL Unica Journey is a robust customer journey orchestration tool designed to simplify and enhance the way businesses engage with their audiences across multiple touchpoints. Key features include omnichannel campaign orchestration, visual journey mapping with a drag-and-drop interface, real-time personalization based on customer behaviors and preferences, and AI-driven insights and automation to optimize marketing efforts. These capabilities enable marketers to deliver personalized, multi-channel experiences that meet consumer expectations.
7. <https://www.hcl-software.com/blog/unica/hcl-unica-shines-in-2024-constellation-shortlis-for-marketing-automation> - HCL Unica has been shortlisted in the 2024 Constellation ShortList™ for B2B and B2C marketing automation, highlighting its pivotal role in transforming how enterprises engage with customers through cutting-edge marketing solutions. The platform leverages AI and machine learning to craft personalized, effective marketing journeys, delivering the right message at the right time. Its robust analytics and seamless integration with CRM systems make it a future-proof investment for dynamic businesses.