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Integrating unica campaign and websphere commerce

Sep 19, 2012 In this video I show one way how Unica Campaign and SPSS scoring could be integrated with WebSphere Commerce. I demonstrate how basic customer segmentation

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Unica Campaign Unica CustomerInsight Unica Detect Unica Interact Unica is a brand within IBM's software group comprising multiple enterprise marketing management

About unica marketing automation software

Unica s Affinium software delivers key and marketing resource management. Affinium streamlines the entire Affinium Campaign allows marketing

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