

# March Second

Advancing the Value of Marketing™

## March Second Signs Alliance Agreement with Unica

Monday, June 9, 2008 - Marblehead, Massachusetts

March Second, Inc., a marketing technology and consulting company, announced today that it has signed an alliance agreement with Unica Corporation and is launching a new mid-market solution for business to business marketers. The new solution, M<sup>2</sup> Marketing Automation for BtoB, is powered by Unica Affinium® software and includes an integrated suite of applications designed to help mid-market BtoB companies drive revenue and improve sales productivity with more effective and measurable relationship marketing and demand generation programs.

In speaking about the alliance, Don White, co-founder and managing partner at March Second said, “We are very excited about the opportunity to work with Unica and to be among the first to market with a mid-market solution for BtoB companies that utilizes Unica software. Mid-market BtoB companies struggle with the same data quality, lead management and measurement challenges faced by larger companies but on a smaller scale. Our M<sup>2</sup> Marketing Automation solution has been configured and priced to meet the specific needs of the mid-market without compromising on capabilities or flexibility.” The new offering from March Second is available for on-premise implementation or in an on-demand version. Both options are fully supported by a dedicated team of March Second marketing technology professionals.

“The mid-market expects accelerated ROI, ease-of-use, relevant industry expertise and competitive pricing to compete and win. Unica is well positioned to deliver the right solution choices to this important market segment,” said Fred Chapman, director of Alliance Management for Unica. “March Second understands the needs of the mid-market and has many years of experience implementing and supporting Unica’s solutions. We are delighted to have them as part of our growing network of value-added resellers.”

M<sup>2</sup> Marketing Automation for BtoB includes five marketing modules that can be leveraged as standalone capabilities or integrated in a total solution. The modules include:

- **M<sup>2</sup> 360**, a centralized customer and marketing knowledge center
- **M<sup>2</sup> Lead Optimizer**, a lead nurturing, management and measurement capability
- **M<sup>2</sup> Campaign Manager**, a complete capability for executing measurable multi-channel campaigns
- **M<sup>2</sup> Business Insights**, an easy to use visually intuitive reporting and analytics capability
- **M<sup>2</sup> Workflow Manager**, a structured workspace where marketing teams can efficiently plan and manage their activities and projects

# March Second

Advancing the Value of Marketing™

## **About March Second**

March Second is a marketing technology and solutions provider that helps companies and marketing teams improve the business building value of marketing investments. Founded in 2007, the company has core competencies in configuring and implementing marketing automation solutions and analytical tools. For more information about how March Second can help you advance the value of your marketing investments call 978-208-4282 or email us at [info@marchsecond.com](mailto:info@marchsecond.com).

## **About Unica**

Unica Corporation (NASDAQ: UNCA) is a leading global provider of enterprise marketing management (EMM) software and services. The most comprehensive EMM suite on the market today, Unica's Affinium® software streamlines the entire marketing process from analysis and planning to project management, execution and measurement. More than 600 companies worldwide depend on Unica for their enterprise marketing management solution. Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit [www.unica.com](http://www.unica.com).