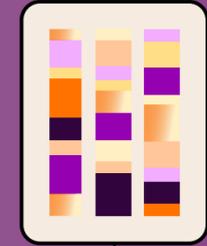
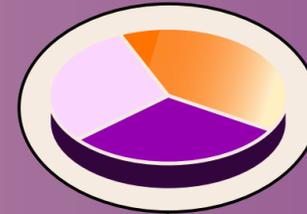
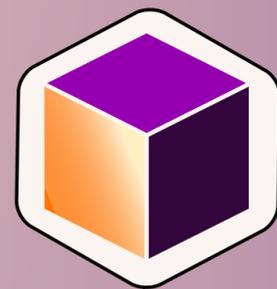


**Wunderkind**

BRIDGING THE ANALYTICS GAP:

# How Marketers Measure, Report, and Prove Impact in 2025



# Introduction

Marketers today operate in an era of overwhelming data—yet many still struggle to extract meaningful insights that drive business decisions. With customer interactions spanning email, text, paid ads, social media, and onsite behavior, the volume and complexity of performance data have skyrocketed. However, rather than empowering teams, this data often creates fragmentation, inefficiencies, and frustration.

The 2025 Practitioner Survey sheds light on the core challenges marketers face in this evolving landscape. Attribution remains a major hurdle, with many brands unable to accurately connect revenue to their marketing efforts. Despite the availability of sophisticated reporting tools, proving ROI remains difficult, and cross-channel performance tracking is often siloed across disconnected platforms.

Additionally, the death of third-party cookies and shifting privacy regulations have forced marketers to rely more heavily on first-party data. While this shift

opens opportunities for better customer insights, many brands lack the necessary analytics infrastructure to fully leverage this data. The rise of AI-powered analytics promises a more strategic, automated approach to decision-making, yet adoption remains limited due to uncertainty, complexity, and resource constraints.

The bottom line? Marketers are spending too much time pulling reports and not enough time optimizing performance. To thrive in this environment, brands need smarter, more integrated analytics solutions that reduce manual effort, improve attribution accuracy, and make insights truly actionable.

The 2025 Practitioner Survey gathered insights from 150 U.S.-based marketers across a diverse range of brands, evenly split between those generating under \$50 million and those exceeding \$50 million in annual revenue. Participants spanned key marketing functions, with the largest share working in email marketing (39%), followed by professionals in e-commerce (19%), retention and loyalty (23%), CRM (11%), and SMS marketing (8%).

This report breaks down each survey question, analyzing key trends, persistent challenges, and opportunities for growth. More importantly, it offers strategic takeaways to help marketers move beyond the analytics gap and towards data-driven, revenue-generating decision-making.

# TL;DR

## Quick Insights from the Survey

**59%**

of marketers check performance data daily or more, but struggle to act on insights.

**64%**

track revenue, but only 25% use a clear attribution model.

**43%**

say fragmented data makes omnichannel measurement difficult.

**26%**

of marketers waste time pulling data from multiple platforms.

**13%**

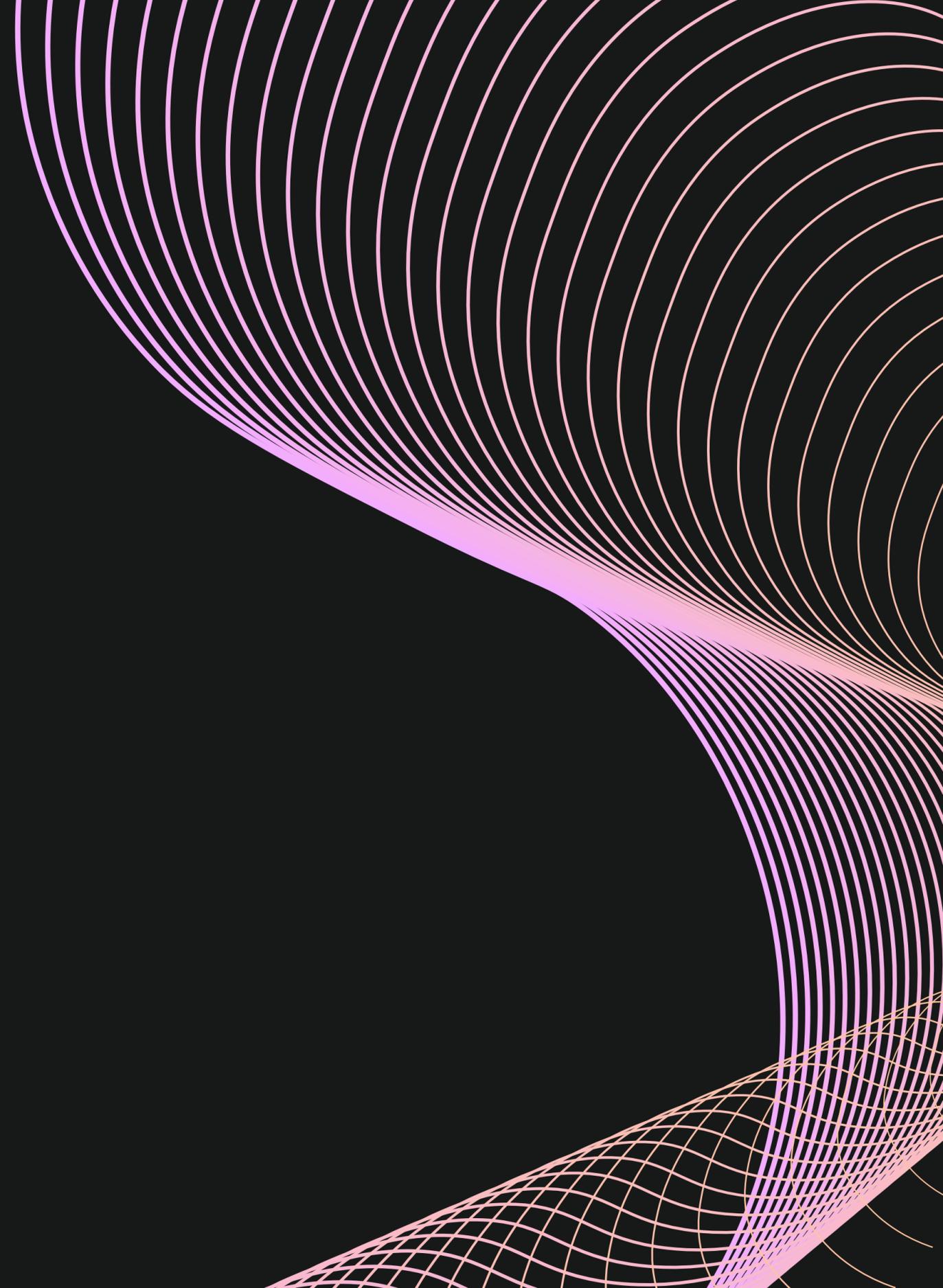
Only 13% find proving ROI very easy, exposing a gap in attribution.

**53%**

want AI-powered recommendations to optimize spend and improve insights.

**SURVEY BREAKDOWN:**

# Insights & Strategic Takeaways



# How Often Do Marketers Check Performance Metrics?

**29%**  
check daily

**30%**  
check multiple  
times per day

**16%**  
check a few  
times per week

Frequent monitoring suggests that marketers are under immense pressure to track and report performance, but constant checking does not equate to actionable insights. The high percentage of daily and multiple-times-per-day monitoring indicates that many teams may be reacting to short-term fluctuations rather than identifying meaningful long-term trends.

This reactive approach can lead to over-corrections in strategy, inefficient use of resources, and an overall lack of confidence in attribution and analytics tools. Marketers may feel compelled to justify their work constantly, but without clear, real-time insights, they are left chasing numbers instead of proactively optimizing performance.

To shift from reactive to strategic decision-making, marketers need analytics solutions that surface only the most critical insights—not just raw data. AI-powered trend detection and anomaly alerts can help practitioners focus on what truly matters rather than manually sifting through daily fluctuations.

## Analytics partners should offer:

- Real-time trend analysis to identify meaningful shifts instead of noise
- AI-powered alerts that highlight only the most impactful changes
- Customizable dashboards that present performance metrics in context rather than in isolation

## SOLUTION

Solutions like Wunderkind Pulse filter out the noise, breaking down performance by channel and key metrics like identification rate, eligibility rate, and insights into suppressed sends. Actionable KPIs, plus AI-powered recommendations informed by industry benchmarks and more, enable marketers to spend less time chasing reports and more time showcasing their impact to leadership.

# What KPIs Do Marketers Track?

## THE TOP KPIS

64%

Revenue

61%

Click-through rates

## FOLLOWED BY

58%

Conversion Rates

37%

Customer lifetime value

7%

Only 7% track unsubscribe rates, despite its importance in retention.

Marketers are naturally focused on revenue and conversion metrics, as these are the most direct indicators of success. However, an overemphasis on immediate revenue gains can overshadow critical engagement and retention metrics, such as unsubscribe rates and lifetime value (LTV). While 37% track LTV, this suggests that many marketers still struggle to measure long-term customer impact effectively.

Additionally, the low percentage of marketers tracking unsubscribe rates (7%) is concerning. Unsubscribe rates serve as an early warning system for customer fatigue, poor messaging strategies, or irrelevant content. If marketers are not monitoring these signals, they risk damaging their audience relationships over time, which can lead to declining performance in revenue and conversion KPIs down the line.

To build a sustainable marketing strategy, practitioners need a balanced approach to performance measurement—one that includes both short-term revenue KPIs and long-term customer health indicators.

## Analytics partners should provide:

- AI-driven predictive analytics to forecast customer lifetime value and optimize retention strategies
- Deeper segmentation insights that go beyond click-through and conversion rates, helping marketers understand why certain audiences engage while others drop off
- Automated anomaly detection for key engagement metrics like unsubscribe rates, signaling when it's time to adjust messaging

## SOLUTION

By leveraging AI-powered analytics solutions like Wunderkind's predictive segmentation and revenue forecasting, marketers can optimize both immediate performance as well as long-term audience retention, ensuring they are proactively growing sustainable, efficient revenue rather than just chasing short-term wins.

# How Do Marketers Benchmark Performance?

**23%**

Only 23% use industry benchmarks

**43%**

compare against past campaigns

**6%**

have no formal benchmarking process

The fact that nearly half of marketers rely solely on past campaign comparisons (43%) suggests a lack of external context in performance measurement. While historical comparisons can be useful, they don't account for shifts in market trends, consumer behavior, or competitive performance. This means marketers may misinterpret fluctuations in their metrics—attributing success to internal efforts when broader industry trends might be at play, or failing to recognize opportunities for improvement because they lack an external frame of reference.

The low adoption of industry benchmarking (23%) further highlights a critical blind spot. Without competitive insights, brands are measuring success in isolation, making it harder to set realistic goals, justify marketing investments, and prove the effectiveness of their strategies to leadership. Even more concerning, 6% of marketers have no formal benchmarking process at all, meaning they may be making decisions without any structured approach to evaluating performance.

To ensure data-driven decision-making, marketers need access to industry-wide benchmarks and competitive insights—not just internal comparisons.

## Analytics partners should provide:

- Real-time industry benchmarks, allowing marketers to compare performance against direct competitors and market leaders
- AI-powered trend analysis to surface external factors influencing performance, such as seasonal shifts or macroeconomic changes
- Automated benchmarking dashboards that put campaign performance into broader industry context instead of isolating results

## SOLUTION

With Wunderkind Analytics, marketers can benchmark against industry peers, ensuring they aren't just comparing against previous periods but also staying competitive in the marketplace. This practice results in more informed, well-rounded decision-making, smarter goal setting, and stronger justification for budget allocation.

# How Do Marketers Measure Incremental Revenue?

**25%**

Only 25% use a clear attribution model

**37%**

struggle to isolate incremental lift

With only 25% of marketers using a clear attribution model, the majority are operating without a reliable way to prove the true impact of their marketing efforts. The inability to measure incremental revenue lift means marketers may be overvaluing or undervaluing certain channels, leading to misallocated budgets and missed opportunities for optimization.

The fact that 37% of respondents struggle to isolate incremental lift further highlights a fundamental gap in attribution capabilities. If marketers can't determine whether their efforts are driving new revenue or simply capturing conversions that would have happened anyway, they face an uphill battle in proving the effectiveness of their campaigns to leadership. Without clear attribution, securing future budget increases or justifying current spend becomes significantly harder.

Marketers need more sophisticated attribution models to connect revenue directly to their efforts—and this requires the right analytics tools and identity resolution capabilities.

## Analytics partners should offer:

- AI-powered attribution models that measure true incremental lift, rather than just last-click conversions
- Identity resolution technology that tracks previously anonymous site visitors, ensuring that marketers can tie revenue back to specific campaigns even when users don't immediately convert
- Cross-channel attribution capabilities to show how different touchpoints contribute to conversions, rather than operating in silos

## SOLUTION

With Wunderkind Identity, marketers can fill gaps in their measurement, connect anonymous traffic to revenue, and gain a clearer understanding of which marketing efforts are driving true, incremental business growth. This empowers practitioners to confidently prove their impact and make data-backed decisions that justify their strategies.

# What Reporting Tasks Take the Most Time?

21%

21% spend time cleaning and organizing data

spend the most time creating visual reports for leadership

25%

26%

struggle with pulling data from multiple platforms

For many marketers, reporting is a time-consuming, fragmented process. 26% struggle to pull data from multiple platforms, meaning they must extract metrics from email platforms, website analytics, CRM systems, and paid media dashboards manually. Without a centralized reporting solution, teams waste valuable time navigating different tools instead of focusing on optimization and strategic decision-making.

Beyond simply gathering data, 21% of marketers report spending significant time cleaning and organizing it, highlighting challenges with inconsistent data formats, siloed tracking methods, and duplicate or incomplete records. This manual work not only slows down insights but also increases the risk of reporting errors that can lead to misinformed decisions.

Finally, 25% say that creating visual reports for leadership takes up a significant portion of their time. This suggests that even after pulling and cleaning data, marketers must then manually format it into presentations that tell a clear performance story—a process that should be streamlined, not time-intensive.

To reduce the burden of manual reporting and enable more real-time, insight-driven decision-making, marketers need analytics solutions that automate data collection, organization, and visualization.

## Partners should provide:

- A unified analytics dashboard that consolidates data across multiple platforms in real time
- Automated data cleaning and normalization, reducing the need for manual adjustments
- Pre-built, customizable reporting templates, enabling teams to generate leadership-ready reports instantly

## SOLUTION

Wunderkind's Overview Dashboard provides high-level, real-time performance visibility across email, onsite, and text channels, enabling marketers to eliminate outdated, manual reporting methods. By streamlining data presentation, marketers can spend less time compiling reports and more time driving strategic decisions that prove their impact.

# How Do Marketers Present Analytics to Stakeholders?

**33%**

share analytics directly from ESPs

**18%**

struggle to compile reports effectively

**37%**

use BI tools (Tableau, Looker, Power BI)

Marketers rely on a variety of tools to present performance data, but each method comes with challenges. The 37% using BI tools like Tableau, Looker, or Power BI likely have more flexibility in analyzing data, but these tools require significant manual effort in terms of setup, maintenance, and ensuring that data sources are properly integrated. Many marketing teams lack the resources or technical expertise to maximize the value of these platforms.

Meanwhile, 33% share analytics directly from their ESPs (Email Service Providers), which suggests that many reports are confined to a single channel rather than providing a full omnichannel view. This limits leadership's ability to see how different marketing efforts work together, making it harder to justify investment across multiple touchpoints.

Additionally, 18% of marketers struggle to compile reports effectively, underscoring the ongoing issue of fragmented data, time-consuming reporting processes, and the challenge of creating clear, digestible insights for stakeholders. When data is not easily accessible or well-structured, marketing teams spend more time explaining performance rather than acting on insights.

To improve how performance data is shared with leadership, marketers need real-time, interactive dashboards that eliminate the need for manual compilation and static reports.

## The right analytics solution should provide:

- Centralized, cross-channel reporting that integrates data from ESPs, BI tools, and paid media platforms in one place
- Interactive, real-time dashboards that update automatically, reducing the need for static presentations
- Customizable reporting formats that allow teams to tailor insights for different stakeholders, ensuring leadership sees the most relevant data

## SOLUTION

Wunderkind Custom Reports helps marketers centralize key performance metrics, automate reporting processes, and create presentation-ready insights on demand and tailored to various stakeholder groups. By streamlining how marketers compile, organize, and present data, Custom Reports opens up more time for teams to analyze results, optimize performance, and prove impact to leadership.

# How Easily Can Marketers Integrate Analytics with BI Tools?

**56%**

say integration is somewhat easy

**16%**

struggle to connect platforms

While 56% of marketers find integrating analytics with BI tools “somewhat easy,” this indicates that there is still room for improvement in how seamlessly data flows between platforms. Many BI tools, such as Tableau, Looker, and Power BI, require manual data exports, API configurations, or complex setup processes, making it challenging for teams without dedicated data analysts or engineers.

The 16% who struggle to connect platforms may be dealing with disjointed data sources, compatibility issues, or the inability to sync real-time performance data into their BI tools. This challenge often leads to delayed reporting, reliance on manual workarounds, and difficulties in creating a unified view of marketing performance. If integrations are not smooth, marketers risk spending more time managing data than using it to optimize campaigns.

To streamline analytics workflows, marketers need frictionless integration between their performance data and BI tools.

## The right analytics platform should:

- Offer direct API connections to BI tools, reducing reliance on manual data exports
- Support automated data syncing to ensure performance insights are always up to date
- Enable cross-channel reporting, allowing marketers to analyze email, SMS, paid media, and website data in one place

## SOLUTION

While BI integrations are on the roadmap, Wunderkind Analytics already delivers a centralized view of cross-channel performance, ensuring that marketers can quickly access and report on key metrics without manual data wrangling.

# How Easy Is It to Prove ROI?

13%

Only 13% say proving ROI is very easy

17%

find it difficult

Proving return on investment (ROI) remains a significant challenge for most marketers. With only 13% stating that proving ROI is very easy, the vast majority are struggling to connect their efforts directly to revenue outcomes. This often stems from incomplete attribution models, fragmented data across multiple platforms, and the inability to measure true incremental lift.

The 17% who find proving ROI difficult likely face leadership pressure to justify marketing spend, but without the right measurement tools, they are left piecing together incomplete data points. If a marketing team can't definitively prove that their efforts are driving revenue, it becomes harder to secure future budget increases, optimize strategies, or defend the value of their work to executives. Without clear ROI tracking, marketing becomes an expense rather than a revenue-generating investment.

To confidently demonstrate impact, marketers need real-time performance tracking and attribution models that tie spend directly to revenue.

## Analytics partners should provide:

- Clear, multi-touch attribution models to measure how different marketing touchpoints contribute to conversions
- Real-time performance tracking that helps marketers pinpoint what's working—without waiting weeks for data analysis
- Automated reporting tools that translate raw data into insights executives can understand

## SOLUTION

Wunderkind Pulse simplifies ROI measurement by offering real-time revenue tracking, attribution comparisons, and performance breakdowns across channels. With these tools, marketers can confidently connect their campaigns to revenue impact, defend their budgets, and make data-backed decisions that strengthen their role as revenue drivers.

# What Are the Biggest Challenges in Omnichannel Analytics?

43%

struggle with fragmented data across multiple tools

35%

say attribution confusion makes it difficult to measure cross-channel impact

12%

state that their reports do not provide a holistic view of the customer journey

Omnichannel marketing requires brands to orchestrate seamless customer experiences across multiple platforms, but measuring performance across these touchpoints remains a major struggle. 43% of marketers report that fragmented data across multiple tools prevents them from getting a unified view of their performance, leading to disjointed reporting, siloed insights, and missed optimization opportunities.

35% of marketers say attribution confusion makes it difficult to measure cross-channel impact, meaning they often lack clarity on how each touchpoint contributes to revenue. If brands cannot properly attribute conversions across email, SMS, onsite, and paid media, they risk over-investing in channels that appear to drive last-click conversions while undervaluing those that build engagement and influence purchasing decisions earlier in the journey.

Additionally, 12% of marketers say their reports fail to provide a holistic customer journey view, indicating that current analytics tools are not tracking customer interactions across multiple sessions and devices effectively. Without a 360-degree customer view, marketing teams struggle to personalize outreach, optimize cross-channel campaigns, and justify spend to leadership.

To overcome omnichannel measurement challenges, marketers need an analytics solution that consolidates all key data sources into a single, unified view.

## Analytics partners should provide:

- Integrated reporting that combines insights from email, text, onsite, and paid media into a single dashboard
- Clear attribution models that connect marketing touchpoints to conversions, helping marketers allocate spend efficiently
- Cross-channel customer journey tracking to understand how users move between touchpoints before making a purchase

## SOLUTION

Wunderkind Analytics is designed to bring omnichannel performance together in one place, ensuring that marketers have a comprehensive view of their customer interactions. By eliminating data fragmentation and attribution uncertainty, brands can measure their true impact, optimize cross-channel campaigns, and prove ROI more effectively to leadership.

# How Marketers Currently Access Analytics

37%

share reports within BI tools such as Tableau, Looker, or Power BI.

33%

share reporting webpages directly from their ESP or analytics platform

32%

use a fully self-service analytics platform

29%

rely on real-time interactive dashboards

While marketers have a variety of analytics tools at their disposal, most still rely on fragmented systems that require manual effort to extract and interpret insights. The fact that 37% use BI tools like Tableau, Looker, or Power BI suggests that many teams are dependent on complex, often slow-moving enterprise solutions that require manual data uploads, custom reporting builds, and specialized expertise to maintain.

Similarly, 33% access performance insights directly from their ESP or analytics platform, meaning that many marketers are still working within siloed reporting systems that only offer a limited view of performance within a single channel rather than across the entire customer journey. While 32% have access to a fully self-service analytics platform, this leaves nearly two-thirds of marketers without direct control over their data, forcing them to rely on data teams or external reporting cycles.

The 29% who use real-time interactive dashboards are best positioned for immediate decision-making, but this relatively low percentage suggests that most marketers are still working with static reports, delayed data updates, or time-consuming manual reporting processes. Without real-time, consolidated insights, marketing teams struggle to optimize performance quickly, demonstrate ROI effectively, and prove the impact of their efforts to leadership.

To improve data accessibility and efficiency, marketers need a centralized analytics solution that eliminates data silos and manual reporting delays.

## The right analytics partner should provide:

- A unified, real-time reporting system that connects insights across email, text, onsite, and ads
- Self-service access to analytics, reducing reliance on BI teams or external reporting cycles
- Interactive dashboards that surface key trends instantly, eliminating the need for static reports and time-consuming data exports

## SOLUTION

Wunderkind Analytics delivers real-time, self-service insights in a single platform, ensuring that marketers can access, analyze, and report on their performance without waiting for manual data pulls. By removing barriers to fast, informed decision-making, brands can optimize campaigns more effectively and confidently demonstrate their impact.

# What Are the Biggest Challenges in Presenting Email, Text, and eCom Marketing Data?

39%

struggle to make data easy to understand

find it difficult to prove revenue contribution from email and text

27%

17%

say aligning reporting with leadership's priorities and goals is a challenge

Email, text, and eCommerce marketing drive revenue, yet many marketers struggle to showcase their impact to leadership. 39% say making performance data easy to understand is a major challenge, suggesting teams may present raw engagement metrics (open rates, click-throughs) rather than tying results to revenue. Without clear storytelling, leadership may undervalue these channels compared to paid media, where spend-to-revenue tracking is more direct.

Additionally, 27% of marketers find proving revenue contribution from email and text difficult, highlighting ongoing attribution challenges. Many businesses lack reliable models linking email and SMS to purchases, making it hard to quantify their value. Meanwhile, 17% struggle to align reporting with leadership's priorities, meaning marketing metrics don't always reflect KPIs executives care about—like revenue impact, retention, or profitability.

Further, 17% say they lack access to the right data, suggesting fragmented tools or disconnected eCommerce platforms make tracking performance across channels difficult. Without a centralized view, marketers rely on manual data exports and siloed analytics, slowing decision-making and obscuring the full marketing impact.

To showcase email, text, and eCommerce marketing's value, teams need analytics solutions that bridge the gap between engagement and revenue.

## The right analytics partner should provide:

- Attribution models that directly connect email, SMS, and eCom marketing to revenue
- Real-time performance dashboards that make reporting faster, easier, and more transparent
- Customizable reporting tools that highlight the metrics leadership prioritizes, such as ROI, customer lifetime value, and incremental lift
- Integrated analytics that consolidate email, text, and eCommerce performance into a single, unified view

## SOLUTION

Custom Reports—part of Wunderkind Analytics—allows marketers to tailor how they present email, text, and onsite performance, ensuring that leadership sees clear, revenue-driven insights that focus on their specific KPIs. . By making data more accessible, visually digestible, and aligned with business goals, marketing teams can prove their impact more effectively and secure the resources they need to scale their efforts.

# What Are the Biggest Challenges in Proving Individual Impact?

**33%**

say leadership prioritizes other channels over email and text

**19%**

say leadership's key metrics don't reflect their impact

**33%**

struggle to tie efforts directly to revenue outcomes

**15%**

cite the lack of clear, universally accepted attribution models as a challenge

Despite email and text marketing's effectiveness for retention and revenue, many marketers struggle to prove their impact. 33% say leadership prioritizes other channels, as paid media offers clearer spend-to-revenue tracking. This forces CRM and lifecycle teams to constantly justify their value, even though these channels drive repeat purchases and long-term growth.

Additionally, 19% report that leadership's metrics don't accurately reflect their impact, as KPIs like overall revenue or new customer acquisition often overlook email and SMS contributions to engagement, retention, and CLV. Meanwhile, 33% struggle to tie efforts to revenue, highlighting the need for better attribution tools. Lastly, 15% say the lack of a universally accepted attribution model means leadership may not trust or recognize their reporting.

To gain recognition for their contributions, email and text marketers need better attribution models, clearer reporting, and tools that align with leadership's priorities.

## Analytics partners should provide:

- AI-powered attribution models that accurately measure the incremental revenue driven by email and SMS
- Customizable reporting dashboards that allow marketers to translate engagement metrics into revenue-focused insights leadership cares about
- Cross-channel measurement tools that demonstrate how email and text work alongside paid media, rather than being viewed as separate, secondary efforts
- Industry benchmarking to compare CRM and retention marketing performance against top brands, making it easier to justify investment

## SOLUTION

Wunderkind Analytics helps marketers connect email and text campaigns to real revenue outcomes, giving them the data they need to prove their impact, justify budgets, and ensure leadership fully values their role in business growth. By tying individual efforts directly to measurable business outcomes, marketing teams can strengthen their strategic influence and secure greater investment in retention-focused channels.

# What AI Features Do Marketers Want in Analytics?

53%

want AI-driven recommendations for optimizing spend

40%

seek cross-channel segmentation

35%

are interested in forecasting revenue impact

27%

want automated anomaly detection and alerts

Marketers are looking for AI-powered solutions that move beyond basic reporting and into proactive, automated decision-making. The fact that 53% want AI-driven recommendations for optimizing spend highlights the growing need for intelligent budget allocation and campaign Marketers want AI-powered solutions that go beyond basic reporting to proactive, automated decision-making. With 53% seeking AI-driven spend optimization, the demand for intelligent budget allocation and campaign adjustments is growing. AI can identify underperforming campaigns, reallocate budgets, and adapt strategies in real time, reducing reliance on manual analysis.

Additionally, 40% seek cross-channel segmentation to better understand audience behavior across email, text, ads, and web interactions. Without AI, segmentation requires time-consuming manual analysis, often leading to suboptimal targeting. AI can automatically identify high-intent customer segments based on real-time behavior, ensuring precise messaging.

Meanwhile, 35% are interested in AI-powered revenue forecasting, shifting toward predictive analytics that anticipate future performance rather than just tracking past results. This helps marketers plan budgets, set realistic targets, and adjust strategies proactively. Lastly, 27% want automated anomaly detection to catch performance issues—like engagement drops or revenue spikes—without constant dashboard monitoring.

To maximize AI in marketing analytics, brands need solutions that move beyond static reporting into predictive intelligence and automation.

## The right analytics partner should provide:

- AI-powered budget allocation tools that recommend where to shift spend for maximum ROI
- Advanced cross-channel segmentation that automatically groups high-performing audiences based on behavioral signals
- Predictive revenue impact modeling that allows teams to anticipate future campaign performance and adjust strategies proactively
- Real-time anomaly detection and automated alerts to flag performance shifts before they become major issues

## SOLUTION

Wunderkind AI-Powered Audience Segmentation and predictive modeling help marketers optimize spend, target the right audiences, and anticipate future performance. By integrating AI-driven recommendations into analytics, marketing teams can reduce manual effort, improve targeting accuracy, and make smarter, data-backed decisions that drive real revenue growth.

# What Types of Automated or Scheduled Reporting Features Would Be Most Beneficial?

**36%**

want AI-generated insights highlighting key trends and anomalies

**23%**

prefer scheduled reports sent to their inbox

**22%**

value real-time alerts on major performance changes

**19%**

need custom dashboards that refresh automatically

Marketers need reporting automation that reduces manual effort and surfaces key insights without constant oversight. 36% of respondents want AI-generated insights that highlight key trends and anomalies, showing a strong demand for proactive analytics that flag important changes before they become problems. Instead of manually combing through reports, teams need AI to identify patterns, detect issues, and suggest optimizations automatically.

Additionally, 23% of marketers prefer scheduled reports delivered to their inbox, suggesting that many teams still rely on recurring static reports rather than real-time dashboards. This highlights an ongoing need for automation in standard reporting workflows, ensuring that teams receive performance updates without logging into multiple platforms.

Meanwhile, 22% of marketers want real-time alerts on major performance changes, emphasizing the importance of instant visibility into key shifts in engagement, conversions, or revenue. Without automated alerts, marketers risk missing critical trends until it's too late to react effectively. Lastly, 19% of respondents prioritize custom dashboards that refresh automatically, which shows the need for up-to-date, interactive reporting tools that eliminate the hassle of manual data pulls.

To improve reporting efficiency and decision-making, marketers need AI-powered reporting tools that eliminate manual processes and provide real-time visibility into performance trends.

## The right analytics partner should offer:

- AI-driven insights that automatically surface key trends, anomalies, and optimization opportunities
- Automated scheduled reporting to ensure marketing teams receive daily, weekly, or monthly performance updates
- Real-time performance alerts that notify marketers of sudden spikes, drops, or anomalies in engagement or revenue
- Customizable, auto-refreshing dashboards that provide instant access to the latest performance data without manual updates

## SOLUTION

Wunderkind Analytics provides AI-powered reporting, real-time performance tracking, and automated alerts, helping marketers stay ahead of trends, make data-backed decisions faster, and prove the impact of their work with minimal manual effort.

# Conclusion

## Proving and Maximizing the Impact of Triggered Email & Text Marketing

The 2025 Practitioner Survey highlights a persistent challenge for marketers: proving the revenue impact of their efforts, particularly in owned channels like email and text. While brands have access to more data than ever, fragmented reporting, attribution confusion, and a lack of real-time insights make it difficult to quantify the full value of their marketing programs. This is especially true for triggered messaging, which is one of the highest-performing yet most overlooked revenue drivers.

At Wunderkind, we don't aim to solve every analytics challenge across your entire marketing stack—we focus on what we do best: performance marketing through triggered email and text messaging. Our expertise lies in helping brands capture and convert more revenue from their website traffic by recognizing anonymous visitors, delivering highly relevant triggered messages, and providing the analytics needed to prove their value.

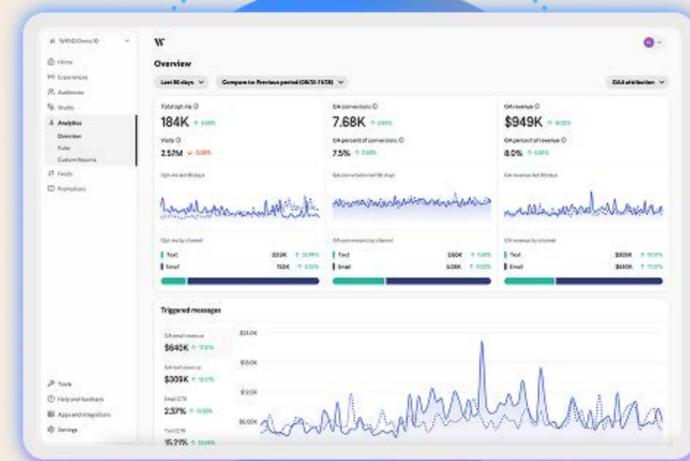
- Revenue-Driven Attribution – Wunderkind connects triggered email and text messaging directly to revenue, allowing marketers to clearly quantify their impact and secure leadership buy-in.
- Identity Resolution-Powered Performance – Our technology enables brands to recognize previously anonymous site visitors, fueling higher-converting triggered messages that drive incremental revenue.
- Real-Time Analytics for Triggered Messaging – We provide automated reporting, AI-powered insights, and real-time dashboards, making it easy to track how triggered campaigns are performing and where optimization opportunities exist.
- Smarter Segmentation & Personalization – Wunderkind's AI-driven audience segmentation ensures that triggered email and text campaigns reach the highest-intent customers at the most impactful moments.

For brands looking to make triggered email and text their most effective performance marketing channels, Wunderkind is the ideal partner. Our platform not only helps marketers maximize revenue from these critical touchpoints but also provides the clarity and proof they need to validate their success.

If you're ready to elevate your triggered messaging strategy, unlock hidden revenue, and finally prove the value of email and text marketing, Wunderkind Analytics is built for you.

# Introducing Wunderkind Analytics & WunderkindAI

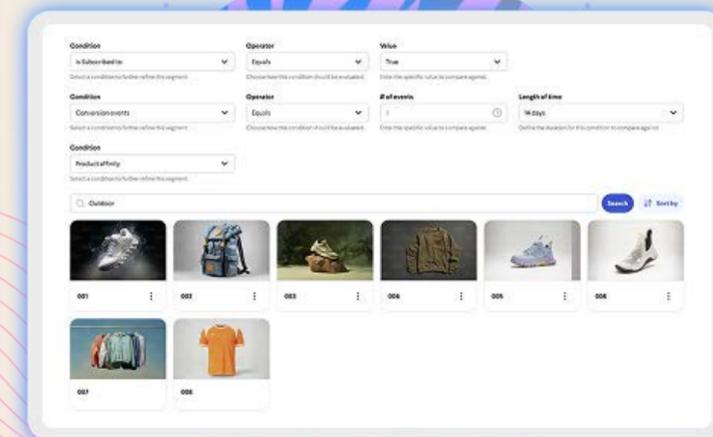
Marketers today face growing challenges—customers expect more personalized experiences, budgets are under pressure, and traditional campaign-based marketing is becoming less effective. At Wunderkind, we are solving this with our Autonomous Marketing Platform, which is designed to deliver performance at scale with AI-powered automation and real-time insights. Today, we are excited to introduce two major innovations within our platform: Wunderkind Analytics and WunderkindAI.



## Wunderkind Analytics

Gain complete visibility into your performance with real-time dashboards, customizable reports, and AI-powered insights. Wunderkind Analytics helps brands move faster, reduce reliance on external teams, and make data-driven decisions with confidence

[Learn More](#)



## WunderkindAI

Supercharge your marketing with AI-powered audience targeting, automated content creation, optimized experiences, and predictive analytics. WunderkindAI ensures that your messaging reaches the right customers at the right time, driving higher engagement and revenue.

[Learn More](#)

# Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyper-personalized one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over \$5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Harley-Davidson, Perry Ellis International and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.

If you'd like access to the full raw data, please contact Tim Glomb at [tim.glomb@wunderkind.co](mailto:tim.glomb@wunderkind.co)



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