

Wunderkind

The Rise of Revenue-Centric Marketing for CPG Brands

Turning anonymous shoppers into lifelong buyers



Digital Transformation at the Core of CPG Success

The Consumer Packaged Goods (CPG) industry is experiencing a profound evolution. It's no longer enough to produce exceptional products and rely on retailer partnerships. CPG brands must now create powerful **direct-to-consumer (DTC) digital experiences** — ones that turn casual browsers into fiercely loyal buyers.

Websites, apps, loyalty programs, and even text messaging are now critical touchpoints.

Yet, up to **95% of CPG website traffic is anonymous**. Shoppers browse product pages, explore promotions, and even begin shopping carts — without ever identifying themselves. Meanwhile, traditional marketing tools are falling behind as third-party cookies fade into obsolescence and privacy regulations tighten.

In this environment, **guesswork is the enemy of growth**. If the modern shopper demands personalization and frictionless convenience, CPG brands must stop guessing who they are — and start knowing.



Reclaiming Revenue Through Identity

For CPG marketers, identity resolution has become one of the most powerful tools for unlocking the full potential of digital channels. It's the foundation that transforms fragmented shopper behavior into cohesive, actionable profiles.

Why does this matter? Because a large portion of your website traffic — yes, even consumers who have purchased before or signed up for loyalty programs — may still appear anonymous when they return.

This isn't just a technical problem — it's a revenue problem. When a shopper is unknown

and browses a product line, or abandons a cart, you lack the ability to retarget, personalize, and convert. That's where identity resolution comes in.

At its core, identity resolution is the ability to recognize returning site visitors — even when they don't log in, switch devices, or clear their cookies. It tracks their click and browse behaviors which are then added to a customer profile in your database so you can trigger personalized communications based on their actions and intent, turning visits into transactions.

Here are a few common reasons why a returning shopper might appear anonymous:

First-party cookies expired: Session-based cookies may have timed out.

Cleared cookies or private browsing: Incognito mode wipes browsing history.

Device or browser switching: Someone browses on mobile, then buys on desktop.

Logged-out sessions: Without an active login, matching to a profile is difficult.

IP address changes: Common with mobile data networks or VPN usage.

Ad blockers or privacy extensions: These tools often block tracking scripts.

To overcome these barriers, modern identity resolution platforms use a combination of techniques: advanced cookie stitching, server-side tracking, device fingerprinting, and vast first-party identity graphs built from millions of consented consumer interactions.

For CPG brands, this unlocks the ability to:

- Recognize loyal shoppers across web, mobile, and app experiences – without needing a login
- Trigger replenishment or abandoned cart reminders – even for anonymous browsers
- Suppress loyalty prompts or opt-in modals for known members – avoiding friction
- Personalize offers, promotions, and product suggestions – based on real cross-channel behaviors

While traditional ESPs or CDPs can track known users to some extent, they simply lack the scale and behavioral intelligence of dedicated identity partners. Identity partners understand the multiple devices a consumer uses to click and browse while observing actions on thousands of other websites and publisher properties. This means identity solutions also bring a wealth of knowledge on a given consumer to your brand. Far more data than your brand or family of brands could collect on your own properties. And when the goal is maximizing revenue from every digital touchpoint – recognition and intelligence, at scale isn't optional. It's transformative.

Cross-domain tracking gaps: Issues occur if your brand's loyalty portal and DTC site are separate domains.

Browser updates and privacy settings: Modern browsers limit cookie functionality.

Multiple emails/accounts: A shopper might use different emails for loyalty vs. DTC.

Expired server-side sessions: Sessions can time out if tracking isn't maintained server-side.

App vs. web inconsistencies: A customer may be recognized in your app but not on the web.

Third-party cookie blocking: Increasingly common across Chrome, Safari, Firefox, and others.



The Future of DTC in CPG: From Browsing to Buying

Once brands lay a strong identity foundation, the next frontier is harnessing **intent signals** to drive action. ESPs don't track click and browse behavior at an individual level. Identity partners do. In fact, they will build a history of actions any given device takes on your digital properties and create a profile record even if you don't have that individual opted-in to your marketing database. This is the digital bread crumb trail that can be used to not only trigger hyper-personalized messages across channels but it is historical data that gets unlocked when a contact does opt-in. From that moment forward you can personalize onsite experiences and deliver revenue generating emails and texts.

Here are the five categories of intent signals top CPG marketers activate:

1. Identification Signals

Identify the shopper, even if they don't log in.

Use Case: Recognize a visitor browsing baby care products and send a follow-up email offering bundled discounts.

2. Behavioral Signals

Track onsite actions like page views, scrolls, clicks, and session time.

Use Case: A shopper lingers on the "New Plant-Based Snacks" page – trigger a personalized "Try Our Best Sellers" campaign.



3. Product Signals

Monitor engagement with specific SKUs, categories, or bundles.

Use Case: A visitor repeatedly checks your hydration products. Fire off a text offering a “Free Water Bottle with Purchase.”

4. Lifecycle Signals

Understand where the shopper is in the customer journey.

Use Case: A first-time visitor gets a welcome email series; a lapsed customer gets a “We Miss You” text with 10% off.

5. Transactional Signals

Leverage historical purchase behaviors.

Use Case: A pet owner who bought dog treats last month receives a replenishment reminder before running out.

These signals empower CPG brands to deliver behaviorally triggered messages at the exact right moment – driving stronger loyalty, increased conversion rates, and higher average order values.

Activating Revenue with AI-Driven, Behaviorally Triggered Messaging



Activating Smart Acquisition

Before you can turn anonymous visitors into loyal buyers, you need to turn them into known contacts. Identity resolution doesn't just recognize return visits — it also powers intelligent acquisition strategies. By understanding a shopper's browsing behavior in real time, AI can surface the right offer (like a discount, loyalty points, or early access) at the right moment, in the right format — making the value exchange feel relevant and timely. This creates a more seamless opt-in experience, while significantly boosting list growth and downstream revenue opportunities.

Triggers Over Cast and Blast

Once a CPG brand has established a strong identity resolution framework and is capturing real-time intent signals, the next step is to activate that intelligence through AI. Rather than relying on manual campaign

logic or static workflows, advanced machine learning models can now analyze behavioral data and purchase intent to automatically trigger timely, context-aware messaging that enhances the shopper experience and drives revenue.

The goal is both to increase message volume because of identity capabilities while delivering the optimal offer that is truly bespoke for every eligible consumer. To scale this in real-time, AI decides what constitutes the best content, channel and delivery time, all personalized across your entire audience, even if that's millions of customer profiles. Combining your brand's customer data with the rich historical profile data an identity partner brings to the table, AI then has a complete view of who the shopper is and what they want.

While some brands attempt to scale messaging by

adding new vendors or platforms, this often results in fragmented execution and inconsistent customer experiences. A more effective approach is to let your identity partner serve as the central decisioning engine — determining who gets what message, when, and through which channel.

When identity-driven AI sits at the core of your messaging strategy, orchestration across email, text, social, and ads becomes seamless. Rather than siloed campaigns competing for attention, your channels work in concert — reinforcing one another and delivering a consistent, personalized experience that meets the consumer exactly where they are in their journey.

Here are a few strategies to consider once you've established your process for decisioning and executing your sends:

Personalized Product Recommendations

By using AI to analyze customer intent signals like browsing behavior and purchase history, brands can deliver highly relevant, real-time product recommendations. These suggestions reflect each shopper's demonstrated interests and are optimized for timing, content, and channel. For example, if a customer frequently browses your organic snack section, AI can trigger updates on new healthy snack bundles – increasing the likelihood of conversion with less manual effort.

Abandoned Cart Reminders

Cart abandonment remains a common challenge for CPG brands – but it's also a major opportunity for revenue recovery. AI can detect behavioral and transactional signals in real time to trigger personalized emails that remind shoppers of the items they left behind. Timely incentives, like a limited-time discount or free shipping, can further increase the chances of conversion.

Re-engagement Campaigns

AI can spot when a customer has gone quiet by analyzing lifecycle and transactional signals. This enables brands to trigger re-engagement campaigns with personalized messaging – like a “We Miss You” offer based on previously browsed categories – to draw lapsed shoppers back in.

Triggered Lifecycle Emails

As customers move from acquisition to retention and beyond, AI uses lifecycle signals to trigger emails that match their stage in the journey. New shoppers might get welcome messages with brand highlights, while loyal customers receive tailored perks like exclusive offers or loyalty reminders to keep them engaged.

Post-Purchase Follow-Up

AI can use transactional signals to power post-purchase follow-ups, like sending product tips or personalized add-on suggestions. If someone buys a skincare set, for example, follow up with tailored recommendations for items like serums or sunscreen to complete their routine.

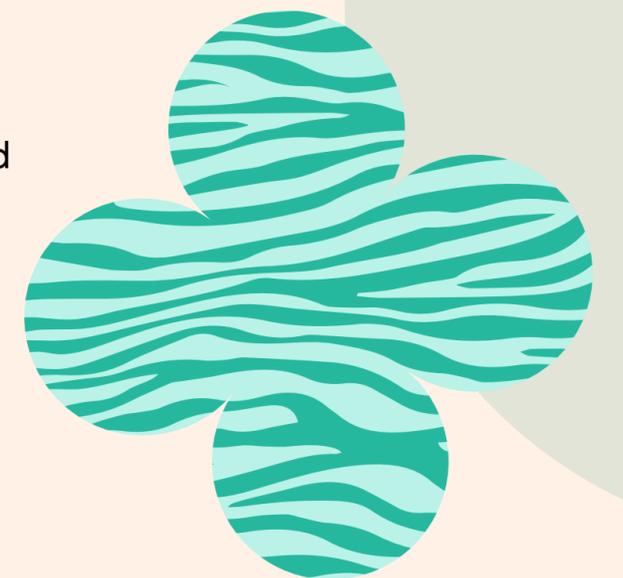
Highly Targeted Ads

Using intent signals and identity data, marketers can recognize site visitors and serve personalized ads – or retarget those who didn't convert. For example, if a shopper browsed your seasonal collection without buying, AI can trigger dynamic ads featuring the exact products they viewed.

Identity Solutions Should Flex to Fit Your Stack — Not the Other Way Around

When evaluating identity resolution technologies, brands should carefully consider how seamlessly those partners can adapt to the broader marketing stack. Many solutions impose rigid workflows, rely on embedded scripts that can trigger compliance concerns, or require routing through proprietary systems that limit visibility and control. In contrast, modern marketing organizations often operate with decentralized architectures—leveraging ESPs, CDPs, cloud data warehouses, and custom APIs to maintain agility. A flexible identity partner should enable brands to ingest and activate data in ways that align with their infrastructure, not force compromises to accommodate the vendor.

The ideal partner supports multiple deployment paths — whether server-side, client-side, or hybrid — and allows identity and behavioral data to flow into the destinations your teams already rely on. This includes the ability to plug directly into marketing channels like email and text, enrich customer profiles in real time, and activate across campaigns without dependency on a single platform or proprietary UI. Identity should be foundational, not limiting. The right solution is one that empowers developers and marketers alike with interoperable tools and clear documentation to build, test, and scale experiences on their terms.





Proof in Performance: A Case Study in CPG Identity Activation

Consider a global beauty and wellness CPG brand that struggled to convert their fast-growing web traffic into loyalty members.

After partnering with Wunderkind to activate identity resolution and real-time messaging, results skyrocketed:

492K

net-new opted-in profiles captured in year one

48%

of ecommerce revenue influenced by Wunderkind-triggered messaging

\$3.2M

incremental revenue directly tied to identity-powered experiences

This wasn't a one-off. It's what happens when brands **stop guessing** who's visiting — and start building relationships at scale.

What CPG Leaders Should Be Thinking About

Throughout this guide, we've explored how identity resolution and intent signals can help CPG brands turn anonymous site visitors into known shoppers — and known shoppers into loyal, high-value customers. We've outlined practical, AI-powered strategies to grow your direct-to-consumer base, increase repeat purchases, and deliver personalized, relevant messaging across the shopper journey.

Whether your focus is boosting DTC sales, improving retention, or capturing more revenue from website traffic, one principle holds true: personalized, data-driven engagement is no longer a luxury — it's a requirement. With a solid identity foundation, AI

decisioning layered on top, and strong cross-channel execution, CPG brands can unlock more revenue and deliver better customer experiences — all while reducing operational lift.

Because in a market overflowing with choices, the brands that let AI recognize and serve their shoppers with precision will be the ones that scale faster, connect deeper, and win long-term.

Let's talk about what identity could unlock for your brand.



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, 1 billion consumers and observes 2 trillion digital transactions per 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 which 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, True Botanicals and Kendra Scott partner with Wunderkind to drive top-line revenue.

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