

Wunderkind

How Lead Gen Brands Turn Interest Into Income

*Turning anonymous shoppers
into lifelong buyers*



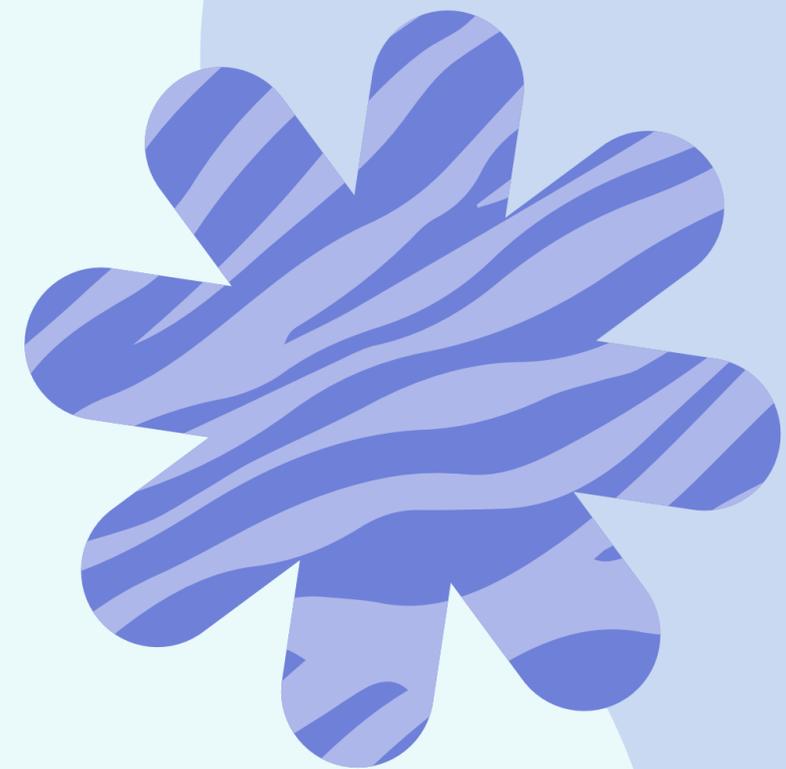
Digital Transformation at the Core of Lead Gen Success

Let's call it what it is: the lead gen game is harder than ever. Ad costs are up. Cookies are on their last leg. And your best prospects? They're bouncing before you even know who they are.

Whether you're selling software, services, or subscriptions, most of your web traffic is anonymous. And that's a problem. Because when you don't know who's visiting, you can't follow up. You can't personalize. And you're stuck relying on expensive media buys or hoping someone fills out a form.

The most forward-thinking marketers in professional services, B2B SaaS, finance, and beyond are flipping the script. Instead of chasing clicks, they're turning their own website traffic into their highest-performing revenue channel.

Here's how.



Reclaiming Revenue Through Identity

For lead generation brands, identity resolution is a game-changer. It's how marketers transform anonymous clicks into real pipeline opportunities by tying website activity to real people.

Why does that matter? Because even your most valuable traffic — returning prospects, form-fillers, email subscribers — often looks anonymous when cookies expire, devices change, or logins don't happen.

This isn't just a tracking gap. It's a revenue leak. When a potential client browses your services,

starts a form, or abandons a quote request — and you can't recognize them — you lose your shot to retarget, personalized 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's why a prospect 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.

- **Recognize high-intent leads across sessions – without requiring a login**
- **Trigger follow-ups on partial form fills or pricing page visits – even for anonymous browsers**
- **Suppress redundant capture prompts for known contacts – avoiding friction**
- **Personalize nurture flows with behavioral insights – 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. Basic tools can't do this at scale. Identity resolution helps you close the loop and make your website your #1 lead driver – not just a billboard.

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 Lead Gen: From Visits to Valued Leads

Once lead gen brands build a solid identity foundation, the next step is using intent signals to drive higher conversion. 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 its 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 five intent categories top-performing marketers leverage:

1. Identification Signals

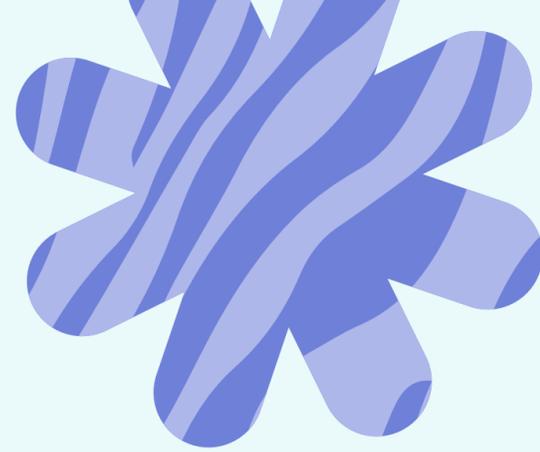
Identify the visitor, even if they don't log in.

Use Case: Recognize a repeat visitor to your pricing calculator and follow up with a targeted email offering a free consultation.

2. Behavioral Signals

Track onsite activity like scrolls, time-on-page, and click behavior.

Use Case: A prospect spends 2 minutes on your "enterprise solutions" page, trigger an email with your latest case study in that category.



3. Content Signals

Monitor engagement with gated assets, resources, or demos.

Use Case: A user starts filling out a whitepaper download form but drops off, send a follow-up text reminding them to complete.

4. Lifecycle Signals

Understand where the prospect is in their buyer journey.

Use Case: A first-time visitor gets a nurture series; a dormant lead receives a reactivation offer tied to new features or services.

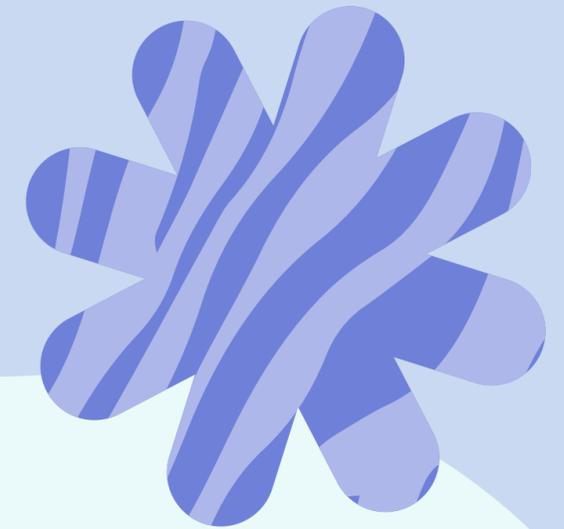
5. Conversion Signals

Leverage past submission or CRM history.

Use Case: A lead who previously booked a demo but didn't convert gets a "Still evaluating?" message and a limited-time incentive.

These signals help lead gen brands reach high-intent prospects at the moment they're most likely to engage – boosting conversion rates, lead quality, and funnel velocity.

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 lead gen 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 Content 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: A prospect who spends time on your "401(k) Rollovers" page gets sent your latest guide on retirement strategy.

Form Abandonment Recovery

Form abandonment remains a common challenge for lead gen 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 leads of the form they left behind. Think of how someone who dropped off during a mortgage quote could receive a reminder and an incentive to finish their application.

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. A lead who hasn't opened recent emails could get a "Still interested in our platform?" text with a link to new features.

Lifecycle Messaging

As leads move from acquisition to retention and beyond, AI uses lifecycle signals to trigger emails that match their stage in the journey. A new prospect might receive educational content, while a sales-qualified lead gets a case study and scheduling CTA.

Post-Conversion Nurture

AI can use transactional signals to power follow-ups with added value and cross-sell opportunities after the first conversion. For example, after someone signs up for a financial consultation, they receive tips on maximizing their session and a link to additional resources.

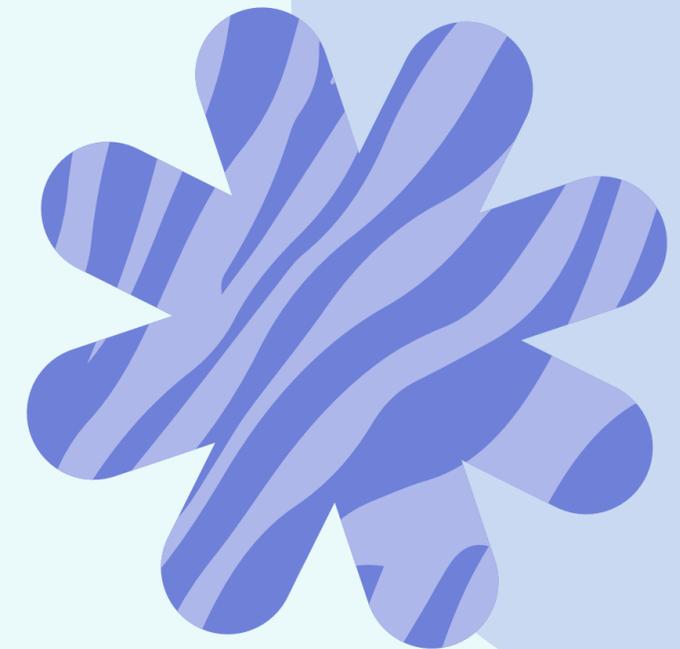
Smart Retargeting Across Channels

Use intent signals and identity data to recognize site visitors and serve coordinated, personalized ads to known leads across platforms. Someone who viewed your software pricing page but didn't convert could see a LinkedIn ad promoting your ROI calculator.

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 Lead Gen Identity Activation

Altice is one of the largest broadband communications and video services providers in the United States, serving nearly 5 million residential and business customers across 21 states. After partnering with Wunderkind, they've been able to effectively retarget users and improve customer acquisition across their brands.

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“Wunderkind has done a great job driving incremental revenue across our portfolio of brands through one-to-one email. Now with the addition of text it's blowing off the doors of our other channels.”

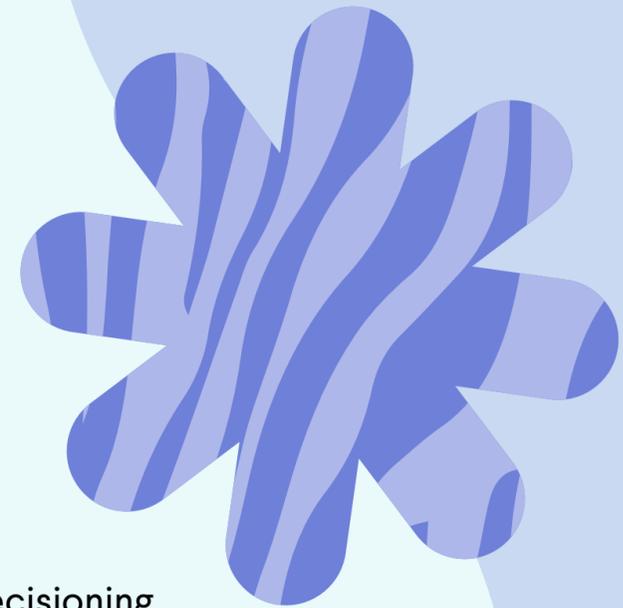
**Senior Vice President,
Digital at Altice**

4.8% 
of total digital revenue driven
by Wunderkind

6x 
improvement in triggered email
revenue over the previous solution

#1 
paid channel in
Google Analytics

What Lead Gen Marketers Should Be Thinking About



Throughout this guide, we've explored how identity resolution and intent signals can help lead generation brands turn anonymous visitors into high-value prospects — and prospects into qualified, conversion-ready leads.

We've broken down actionable ways to grow your opt-in list, improve follow-up timing, and send smarter, behavior-based messages across email, text, and ads. From law firms to SaaS companies to education providers, one truth remains consistent: personalized, data-driven marketing isn't optional anymore. It's the new standard.

With the right foundation — identity resolution, AI decisioning layered on top, real-time behavior tracking, and unified messaging — you can finally turn your website into your best-performing acquisition channel.

Because in a competitive market, the brands that let AI recognize who's visiting and what they care about will be the ones who win.

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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