

Wunderkind

Smarter Spend in a Noisy World

The new playbook for efficient,
high-performing Meta campaigns



INTRODUCTION

The New Rules of Paid Social

For years, Facebook and Instagram have been two of the most reliable places for brands to acquire new customers. Today, they sit at the heart of Meta's advertising ecosystem, where billions of people scroll, share, and shop daily.

But lately, the playbook has changed. Costs are rising, competition is fierce, and marketers are struggling to justify the return on every dollar spent.

What makes this especially painful is the inefficiency built into today's campaigns. Brands often find themselves paying Meta to reach the same people they already engage more cheaply through email or SMS. They upload static lists, build broad segments, and hope Meta's algorithms will do the rest. The result? Overlapping spend, wasted impressions, and audiences that feel more like guesswork than precision.

At the same time, customer expectations are only getting higher. Whether they're swiping through Instagram Stories or scrolling a Facebook feed, people expect ads to feel relevant, timely, and connected to their overall relationship with a brand. And if they don't? They tune out, scroll past, or, worse, lose trust.

The solution isn't to spend more. It's to spend smarter. And meet your buyers where they are.

By combining identity resolution with Meta's advertising ecosystem, marketers can finally connect the dots between owned channels and paid social. They can suppress audiences already covered by email, prioritize spend on high-value prospects, and build richer, high-intent segments that go far beyond legacy lookalikes. This isn't just about cutting waste, it's about turning every impression into a smarter one. It's about ensuring that every dollar counts.

In the chapters ahead, we'll explore why inefficiency is the silent killer of paid social, how identity is the missing link, and what the new playbook for efficient, high-performing Meta campaigns looks like.



The Inefficiency Problem in Paid Social



Paid social was once the easiest line to justify in a marketing budget. Facebook and Instagram gave brands unparalleled reach, detailed targeting, and measurable performance. For a long time, the formula was simple: spend more, get more.

But today, inefficiency eats away at performance.

Rising Costs, Diminishing Returns

- ➔ CPMs and acquisition costs on Meta's platforms have steadily climbed, making every impression more expensive.
- ➔ Competition has intensified as more brands pour dollars into the same auctions.
- ➔ For many marketers, it feels like spending more only buys them the same—or less—than it did a year ago.

Legacy Targeting Limitations

Traditional methods like cookie-based retargeting, pixel-only audiences, off-the-shelf lookalikes lack precision in today's privacy-first environment. They create audience pools that overlap with owned channels and treat every click the same, regardless of value.

The Double-Pay Problem

One of the most glaring inefficiencies is duplication. Brands routinely pay Meta to reach people they're already reaching more cheaply in owned channels. For example:

- ➔ A cart abandoner receives an email reminder and a paid ad on Instagram.

- ➔ An existing customer receives a Facebook ad for a product they've already purchased, because static segmentation can't adapt fast enough.

In both cases, the spend is redundant. Email or SMS could have driven the conversion at a fraction of the cost.



Static Segments, Static Results

When campaigns are built around pre-set rules and lists, they lack the agility to adapt. Once a segment is defined and uploaded, it begins to decay almost immediately. Customers move fast; static segments do not.

The result is wasted impressions, inefficient spend, and missed opportunities to engage with relevance.

Inefficiency isn't just a budget problem, it's a customer experience problem. Shoppers notice when they see the same ad too many times, or when a brand spends to reach them in one channel while ignoring a more direct, personal one. Over time, this erodes trust and weakens loyalty.

The takeaway is clear: legacy methods of audience building aren't enough anymore.

The question for marketers isn't just *"how much do we spend?"* but *"are we spending it in the smartest way possible?"*

The answer starts with identity.



CHAPTER TWO

Why Identity Is the Missing Link

At the heart of paid social inefficiency is a simple problem: most brands don't actually know who they're paying to reach.

On Facebook and Instagram, traditional targeting treats each visitor or abandoner the same. Without identity, brands can't distinguish between a new prospect, a high-value customer, or someone already being nurtured in email.

Identity resolution changes that. It connects anonymous interactions to real, recognizable profiles, unlocking precision in how spend is allocated.

The Power of Identity Resolution

Identity resolution flips this script. Instead of treating every anonymous click as equal, it connects digital interactions to real, recognizable profiles. That means a brand can:

- ➔ **Differentiate** between customers they already own and net-new prospects.
- ➔ **Suppress** audiences already being engaged in cheaper owned channels like email or SMS.
- ➔ **Prioritize** spend on high-value customers who are worth the investment.
- ➔ **Expand** reach with smarter, identity-based lookalikes rather than off-the-shelf models.

By grounding campaigns in identity, marketers gain something they've never had before in paid social: confidence. Confidence that dollars are being spent on the right people, in the right channel, at the right time.

From Anonymous Clicks to Recognizable Profiles

Imagine this scenario:

- ➔ A customer abandons a cart. Traditionally, that individual would get swept into a generic cart-abandoner segment in Meta. Every one of them looks the same to the algorithm.
- ➔ With identity resolution, the brand knows who that customer is, what their lifetime value might be, and whether they're already receiving an email.

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Identity as the Foundation of Efficiency

Without identity, spend decisions are made in the dark. With it, marketers can:

- ➔ Reduce wasted impressions.
- ➔ Harmonize spend across owned and paid channels.
- ➔ Deliver a smoother, more consistent customer experience.

Identity doesn't just make paid social smarter. It makes every dollar work harder.

CHAPTER THREE

The Promise of Smarter Spend

Marketers don't need to be convinced that efficiency matters. The real question is how to achieve it without sacrificing reach or results. Identity resolution provides that answer by transforming how brands allocate spend across Facebook, Instagram, and beyond. Here's what smarter spend looks like in practice:

1 Efficiency Through Suppression

One of the biggest sources of waste in Meta campaigns comes from duplication. Brands pay to reach the same customer in both email and paid social. With identity resolution:

- ➔ Audiences already active in owned channels can be suppressed in Meta.
- ➔ Email and SMS—cheaper, more efficient channels—get the first chance to convert.
- ➔ Paid social dollars are reserved for customers who need an extra push.

The result: no more double-paying for the same impression.



2 Prioritization by Value

Not all customers are created equal. Some are high-LTV loyalists worth winning back at any cost. Others are one-time bargain hunters unlikely to return. Identity resolution helps brands:

- ➔ Differentiate between segments.
- ➔ Prioritize spend on the customers who matter most.
- ➔ Maximize ROI by investing where it drives long-term value.



3 Expansion With Precision

Legacy lookalike models are blunt instruments. They rely on limited pixel signals, often leading to broad audiences with mixed quality. Identity-powered lookalikes, by contrast, are built from richer, event-driven profiles:

- ➔ They expand audiences based on real behaviors and affinities.
- ➔ They bring in new prospects who genuinely resemble a brand's best customers.
- ➔ They outperform cookie- and pixel-only approaches in both reach and conversion.

4 Always-On Orchestration

Static segments age quickly. Customers move in and out of purchase consideration every day. Identity-driven Meta campaigns solve this by:

- ➔ Updating audiences in real time.
- ➔ Automatically reflecting new signals and behaviors.
- ➔ Ensuring no dollar is wasted chasing someone who has already converted or lost interest.

The Payoff

When suppression, prioritization, expansion, and orchestration work together, every ad dollar stretches further. Campaigns stop competing with email and SMS, and start complementing them. Customers receive fewer redundant messages and more relevant ones.

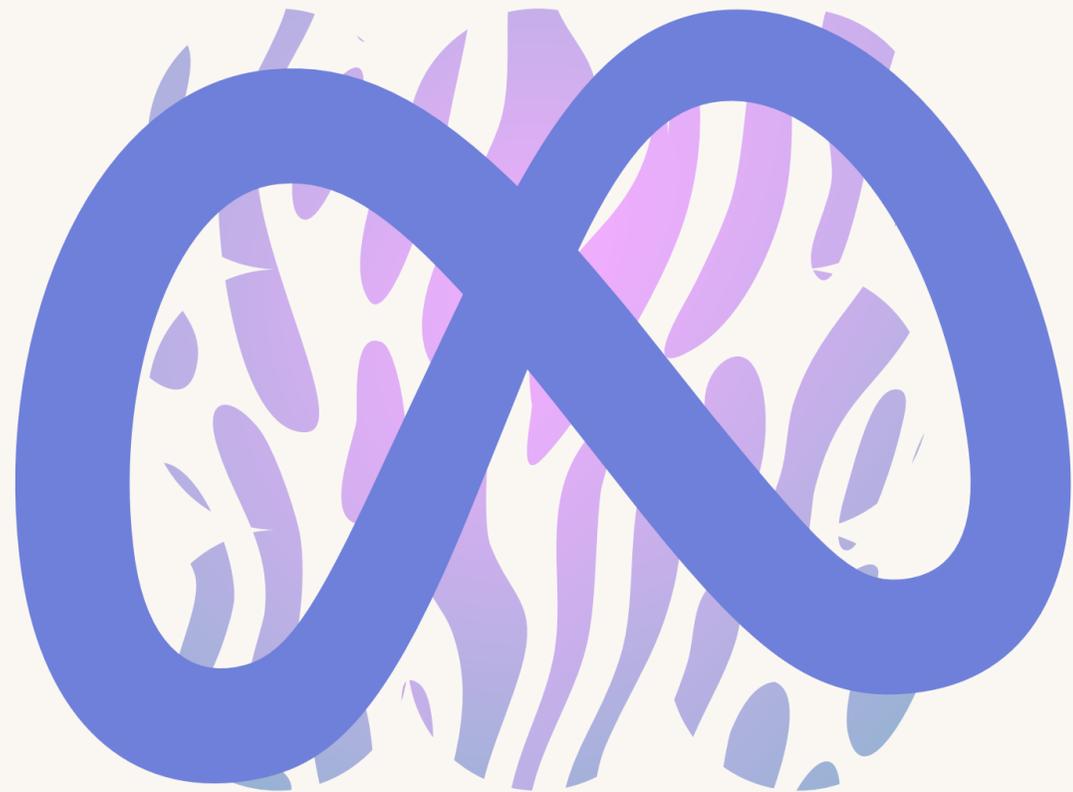
Smarter spend isn't about pulling back budgets, it's about making every impression count.



CHAPTER FOUR

How Identity-Powered Meta Campaigns Work

The promise of efficiency sounds good in theory...but what does it actually look like in practice? With identity resolution powering Meta campaigns, brands can follow a clear playbook that balances owned channels and paid social for maximum impact.



STEP ONE

Start With Owned Channels

Email remains the most efficient channel in marketing. It's direct, personal, and cost-effective. Before spending to reach a customer on Facebook or Instagram, give email (and SMS, if applicable) the first chance to convert.

- ➔ Cart abandonment? Trigger an email reminder first.
- ➔ Loyalty member browsing? Send a tailored perk before paying for an impression. This ensures that the cheapest, most efficient touchpoints get priority.

STEP TWO

Suppress What You Already Own

Identity resolution makes it possible to exclude known audiences from Meta targeting. If a customer is actively receiving an email series, there's no need to double-pay to reach them in social at the same time.

- ➔ Suppression avoids overlap.
- ➔ Spend is redirected toward audiences who haven't yet been engaged.

STEP
THREE

Expand With Identity-Enriched Data

Once owned channels and suppression are in place, it's time to grow reach. Instead of relying on cookie-based lookalikes, identity-based models tap into richer, AI-driven segmentation.

These audiences are built on event-

- level data, affinity signals, and real behaviors.

The result is higher match rates, larger

- addressable audiences, and more efficient conversions.

STEP
FOUR

Keep Audiences Fresh With Real-Time Updates

Audiences aren't static, and campaigns shouldn't be either. Identity-powered integrations update Meta audiences automatically

- New signals are reflected in real time.
- Converters are removed, saving spend on wasted impressions.
- High-intent behaviors are activated instantly.

STEP
FIVE

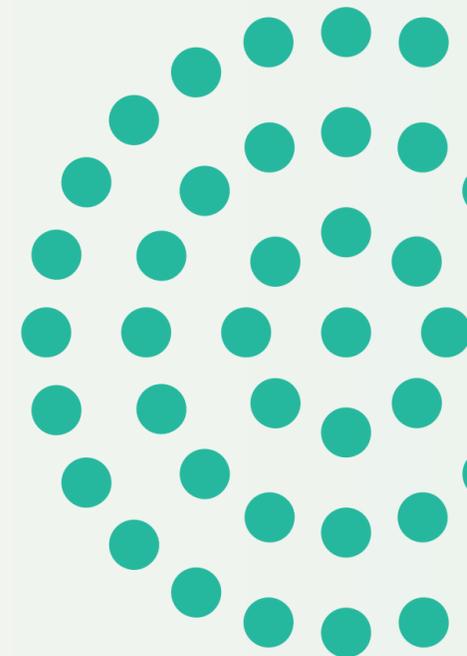
Measure Holistically

Because identity resolution connects across owned and paid, marketers gain clearer visibility into performance:

- Who converted via email alone?
- Who converted via Meta only?
- Who needed both to tip into purchase?

This level of clarity ensures smarter allocation of every future dollar.

By orchestrating campaigns this way, brands stop treating paid social as a silo and start using it as part of a coordinated, cross-channel strategy. The outcome? Lower waste, higher ROI, and a customer experience that feels seamless no matter where it happens.



CHAPTER FIVE

The Business Impact

Efficiency isn't just a tactical advantage, it's a business advantage. When identity resolution powers Meta campaigns across Facebook and Instagram, brands see measurable gains that ripple across revenue, operations, and customer relationships

1 Higher ROI

Every suppressed impression is a dollar saved. Every prioritized audience is a dollar better spent. Together, these small optimizations add up to major impact:

- ➔ Campaigns reach more of the right people, not just more people.
- ➔ Conversion rates rise because targeting is sharper.
- ➔ Marketers justify spend with clearer, stronger returns.

2 Cross-Channel Efficiency

Instead of paid and owned channels competing with each other, they start working together.

- ➔ Email drives conversions where it's most effective.
- ➔ Meta spend fills the gaps for harder-to-reach or high-value audiences.
- ➔ The combined effect is greater than the sum of its parts.



3 Stronger Loyalty and Experience

Customers notice when ads feel redundant, or worse, irrelevant. By using identity resolution to reduce duplication and increase relevance:

- Who converted because of email alone?
- Who needed Meta ads to complete the journey?
- How much overlap exists between channels?

4 Better Measurement and Control

Identity resolution doesn't just make campaigns more efficient, it makes them more transparent. Marketers can finally answer questions like:

- Email drives conversions where it's most effective.
- Meta spend fills the gaps for harder-to-reach or high-value audiences.
- The combined effect is greater than the sum of its parts.

With this clarity, marketers can adjust budgets confidently, knowing exactly where spend is driving results.



The business case is clear

When every dollar is tied to identity, every dollar works harder. Efficiency of spend isn't just about saving money; it's about reinvesting that money where it will drive more growth, more loyalty, and more long-term value.



Efficiency Is the New Growth Strategy



For too long, the answer to rising costs in paid social has been simple: spend more. More dollars, more impressions, more campaigns. But in today's environment—where competition is fierce, attention is scarce, and every budget is under scrutiny—that approach no longer works. The brands that will win on Facebook, Instagram, and across Meta's ecosystem aren't the ones with the deepest pockets. They're the ones who spend the smartest.

Efficiency isn't about doing less, it's about doing better. It's about:

- ➔ Letting owned channels like email and SMS drive conversions where they're most effective.
- ➔ Suppressing redundant audiences so dollars aren't wasted on duplication.
- ➔ Prioritizing high-value customers worth the investment.
- ➔ Expanding reach with precision, not guesswork.
- ➔ Keeping audiences fresh with real-time updates.

At the center of it all is identity. By connecting every signal to a real, recognizable profile, marketers finally gain the control, confidence, and clarity they need to make every dollar count. The playbook for paid social has changed. Bigger budgets aren't the answer anymore. Smarter spend is.

The question is no longer “How much should we spend?” but “How efficiently can we spend it?”

For brands ready to step into this new era, the path is clear: build on the strength of identity, orchestrate across channels, and embrace efficiency as the ultimate growth strategy.



Wunderkind

Wunderkind is redefining agentic marketing decisioning, where identity meets AI to deliver increased revenue through personalization across channels.

As an agentic AI decisioning platform, Wunderkind helps brands expand reach and drive revenue by identifying more of their traffic and optimizing message delivery across email, text, onsite, and ads. At its core is the Autonomous Marketing Platform (AMP), powered by a proprietary identity graph that tracks over 9 billion devices and observes 2 trillion+ digital events annually—turning anonymous traffic into known customers. Importantly, this identity solution is cookie-free and privacy-conscious, enabling stronger match rates while maintaining compliance.

Wunderkind dynamically selects and triggers the right message at the right time using real-time behavioral signals, outperforming traditional rules-based automation. AMP integrates easily via SDKs, APIs, or natively with ESPs, so brands can plug into the power of Wunderkind without replatforming or overhauling their stack.

Today, Wunderkind powers over \$5 billion in attributable revenue annually for leading brands in retail, ecommerce, and travel, including Harley-Davidson, Perry Ellis, and Kendra Scott — often ranking as a top-three revenue-driving channel. Whether used as a fully managed service or integrated into a brand's own stack, Wunderkind delivers measurable results through intelligent, autonomous experiences.



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