Wunderkind

Modern Growth Architecture:

How to Integrate AI-Driven Performance Marketing Across Your Stack

Why Performance Marketing Matters Today

Marketing leaders face intensifying pressure to do more with less. Amid tightening budgets, privacy regulations, and growing consumer expectations, traditional methods of reaching and converting audiences are proving insufficient. The answer lies in rethinking how performance marketing is defined and deployed.

Performance marketing today is not just about paid channels and last-click attribution. It's about building a system that intelligently drives outcomes — conversions, revenue, and customer lifetime value — across owned and paid media. At the heart of modern performance marketing is the ability to identify high-intent users, deliver messages in real time, and personalize experiences across every interaction.

To meet these demands, marketers need solutions that are flexible, data-driven, and deeply integrated into their technology stack. They need platforms that enable orchestration and measurement without duplicating effort or fragmenting creative and strategy. The most effective performance marketing systems are no longer isolated tools, they are embedded engines of growth that unify data, decisioning, and execution. Agentic AI — the type of artificial intelligence that autonomously perceives, plans, and acts on real-time marketing data — is emerging as the critical enabler of this shift. This guide explores how performance marketing can be structured as a flexible, adaptive layer within your broader marketing strategy. It also introduces key architectural options that allow teams to scale intelligently, supported, but not limited, by external partners.

Core Components of a Performance Marketing Strategy

Identity Resolution

A foundational capability in modern performance marketing is the ability to identify more of your traffic, and to do so early and accurately. In many cases, brands are unable to recognize more than 90% of their website visitors using standard tools, limiting their ability to personalize or re-engage those audiences effectively. Wunderkind solves for this through a proprietary identity graph that connects billions of devices to real, opted-in individuals. This enriched view powers targeting, suppression, and personalization across sessions, devices, and channels.

AI-Driven Decisioning

Today's consumers don't follow linear journeys. Agentic AI must play a central role in interpreting signals such as product views, cart behaviors, and session history. It can also optimize what and when to send via email or text, but will even go beyond those channels. It can engage consumers onsite by personalizing web copy, or even integrating into a chatbot, among other channels. Wunderkind's Autonomous Marketing Platform (AMP) uses agentic AI decisioning to automate these engagements in real-time, enabling marketers to scale personalization without managing static workflows or manual campaign logic. This dynamic, perception-driven model replaces the rigidity of traditional rule-based systems, and flexibly adapts to shifting intent and real-time behaviors.

Personalization at Scale

Relevance isn't just a competitive advantage; it's a consumer expectation. Wunderkind combines identity, intent signals, and dynamic content delivery to ensure every message — whether email, SMS/MMS, or on-site — is tailored to the individual. Agentic AI supports this personalization at scale by continuously optimizing message content, format, and
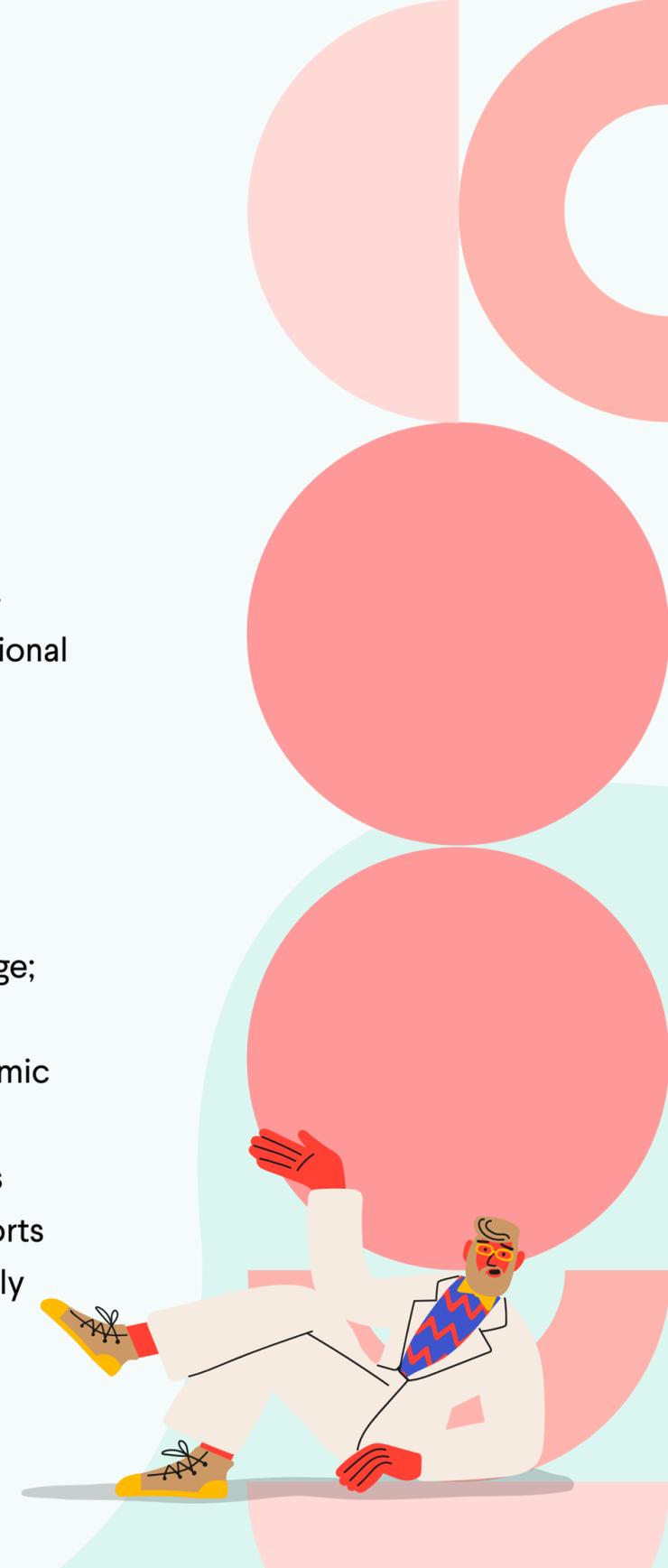
timing based on contextual signals. The result is consistent brand experiences that increase engagement and drive higher conversion rates. And it's not just limited to outbound messages — Wunderkind's identity and behavioral data can enhance personalization across your entire marketing stack. Through the Personalization API, brands will be able to use Wunderkind data to power smarter website experiences, more relevant chatbot interactions, and seamless coordination with third-party AI agents. This allows performance marketing strategies to extend beyond campaign execution and into the broader customer experience layer.

Performance Accountability

The industry still leans on vanity metrics disconnected from real business or customer outcomes. Wunderkind drives value across the customer journey, fueling revenue growth, performance, and operational efficiency. We hold ourselves accountable with proprietary lift modeling that isolates the true impact of

sends, engagement, and margin contribution. This isn't about activity — it's about outcomes. Our Agentic AI learns from every interaction, so results don't just hold — they improve. Every message, every moment, drives compounding value. And that's what actually moves your business forward.

Analytics, Attribution, and Measurement

For marketers to optimize and justify their strategies, it is essential to accurately measure outcomes and attribute results to specific campaigns and channels. Wunderkind's analytics capabilities are designed to work flexibly with the tools brands already rely on, whether it's Adobe Analytics, Google Analytics, Looker, Power BI, Northbeam or a custom BI platform.

Wunderkind Analytics enables real-time, cross-channel performance visibility across email, text, onsite, and triggered messages. It simplifies ROI tracking through revenue-focused attribution models, eliminating guesswork and

helping marketers isolate true incremental lift — not just last-touch conversions. With AI-powered insights, automated benchmarking, and custom dashboards, practitioners can analyze the effectiveness of their campaigns in the context that matters most to leadership.

Clients also benefit from modeled attribution that incorporates identity resolution, allowing them to understand the contribution of previously anonymous users. This is especially important in triggered messaging environments, where email and text responses often Vreflect earlier web behavior.

Additionally, Wunderkind offers pre-built reports and custom export functionality, making it easy to align insights with C-suite expectations and organizational KPIs.

Build Components

The Build framework includes three primary tools for integration, each designed to give brands the ability to work with Wunderkind in the way that best suits their architecture, resources, and goals.

Build by Wunderkind

SDKs (Web + Mobile)

The SDKs are designed for teams that want lightweight, low-code integration into their existing web or mobile environments. They provide brands with full control over how and when data is collected — such as product views, cart events, or behavioral signals — without needing to build custom pipelines. This approach is ideal for brands that prioritize fast implementation and want to maintain complete control over site or app updates.

APIs

Wunderkind's suite of APIs provides scalable, programmatic access to the platform's core capabilities, including identity resolution, behavioral data ingestion, and delivery of personalized content or audience segments to other systems. For brands with established data infrastructure — such as an ESP, CDP, or a custom system — APIs offer flexibility to push, pull and activate both the brand's own data alongside Wunderkind's data and intelligence in a way that fits their existing workflows. APIs are particularly well-suited for teams with in-house development resources who want to customize how data is used without introducing vendor lock-in.

Signals

Signals is a messaging integration layer that allows brands to harness Wunderkind's behavioral logic while continuing to send messages from their own platforms. Signals delivers real-time event data either as fully rendered HTML messages or as lightweight payloads formatted for a brand's existing ESP or text platforms. This means you have greater control and can even use your own messaging templates. This dual format ensures compatibility with any messaging stack — whether you're using Salesforce, Klaviyo, Attentive, or others. With Signals, brands retain complete creative and delivery control, while unlocking Wunderkind's AI decisioning to drive message timing, targeting, and lift.

Flexible Integration Options

What Is Build by Wunderkind?

Build is Wunderkind's modular integration framework. It's designed for marketers and developers who want to connect to Wunderkind's core capabilities — identity, triggers, and data — on their own terms. Whether brands are looking to augment their ESP, enrich their CDP, or trigger real-time messaging through existing systems, Build offers a path.

Why It Matters

Not every organization wants or needs a full-service deployment. Not every brand stores their most important customer data in the same place. Build provides the flexibility to adapt to any internal structure with data in/data out capabilities. Some teams want a hands-on approach. Others need plug-and-play automation. Many prefer a hybrid. Build supports them all, unlocking the value of performance marketing with minimal disruption to existing workflows.

Use Cases by Role

For Marketing Leadership

Build empowers CMOs and VPs of Marketing to architect performance marketing strategies that drive revenue — not just reach. It allows their teams to maintain creative control and brand consistency while improving personalization and scale.

For Technical Leadership

CTOs and engineering teams value Build for its interoperability. APIs and SDKs are designed with clean architecture in mind, minimizing tech debt and preserving the integrity of the broader martech stack.
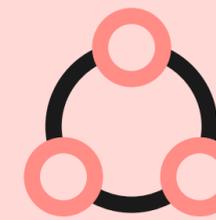
For Operations and CRM Teams

Build reduces the burden of campaign duplication, streamlines segmentation, and unlocks more sends to the right audiences — without extra workload. Teams can automate what's manual, and focus on optimizing outcomes instead of processes.

Toward a More Intelligent Marketing Stack

Performance marketing has outgrown its roots in paid media. It now demands systems that are adaptable, integrated, and accountable. With identity resolution, agentic AI-driven decisioning, and real-time personalization as its foundation, performance marketing can become the connective tissue of a modern brand's engagement strategy.

Build by Wunderkind offers a new way to connect to this vision — on your terms. Whether you want to work with us in a full-service model or deploy select components into your existing stack, Wunderkind adapts to your architecture, your goals, and your team.

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.

HARLEY-DAVIDSON MOTOR CYCLES

PERRY ELLIS

TRUE BOTANICALS

KENDRA SCOTT