Wunderkind
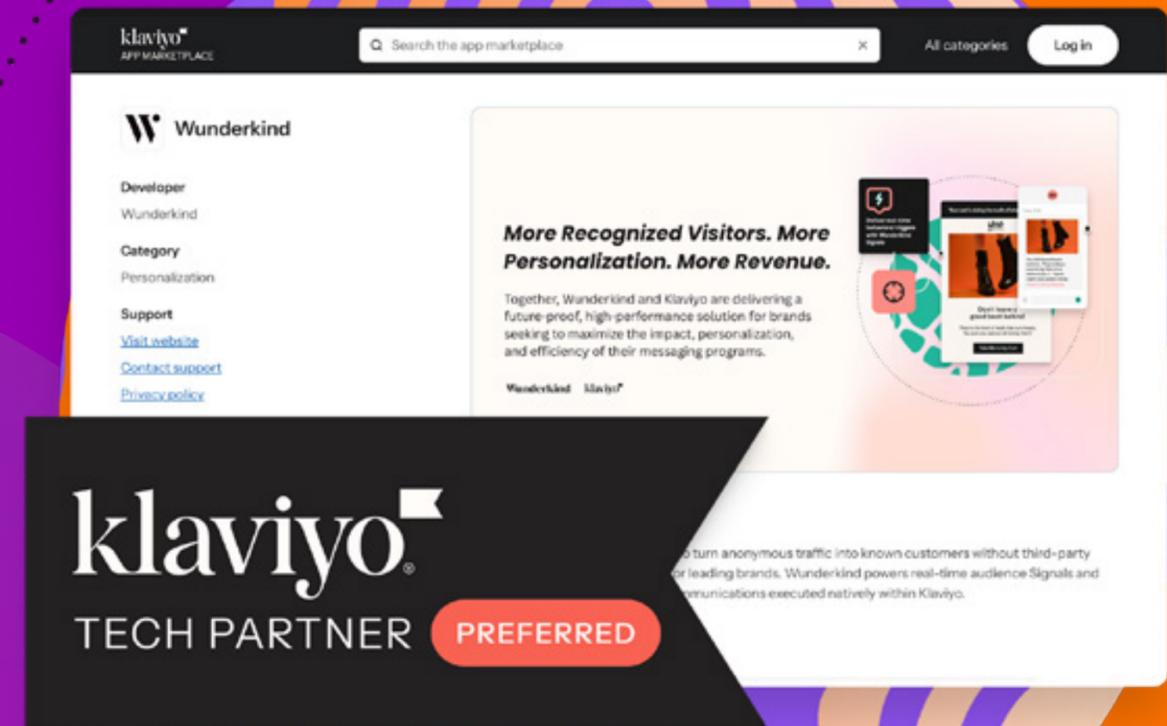
Making Every Klaviyo Message Count

A Practical Guide to Identity Resolution

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Klaviyo has become a go-to platform for marketers who want to deliver timely, relevant messages to their customers. But as privacy expectations rise and website visitors use more devices and browsers than ever, it's harder to keep track of who's who. The result? Even the best Klaviyo flows only reach the customers you can identify — which means a significant share of your site traffic goes unaddressed.

That's not a gap in your strategy. It's a shift in the tech and the way consumers, well, consume.

The good news?

Today, there's a way to bring more of those high-value, anonymous visitors into your existing Klaviyo campaigns — without overhauling your tech stack, adding complexity, or changing the way your team works.

Wunderkind's identity technology works alongside Klaviyo, making it possible to recognize more of your audience and increase the impact of every message you send.

What's changed?

- → More devices per user
- → Cookies that expire
- → Consent and privacy rules
- → More anonymous, high-intent shoppers

Expanding Your Klaviyo Audience

Klaviyo is exceptional at orchestrating personalized campaigns for the customers it recognizes. But with the realities of modern privacy, device switching, and cookie expiration, even sophisticated programs are only as broad as the audience you can identify.

Industry data shows that, for most brands, the majority of website visitors remain anonymous. These are high-intent shoppers who browse, consider, and often leave without triggering a single message — simply because their identity isn't captured in real time.

Wunderkind works in tandem with Klaviyo to help marketers connect these visitors to real, permissioned profiles. The result is a larger, richer audience for the campaigns you already run: no extra complexity, no disruption to your existing flows.
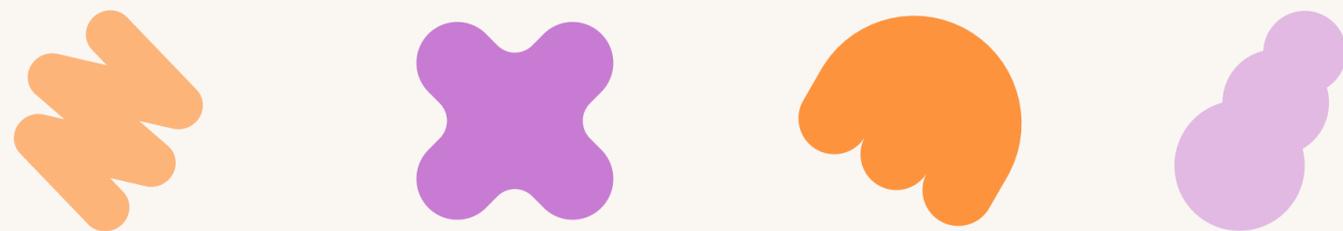
A typical brand's website traffic

30%
known, marketable in Klaviyo

70%
anonymous...
until now
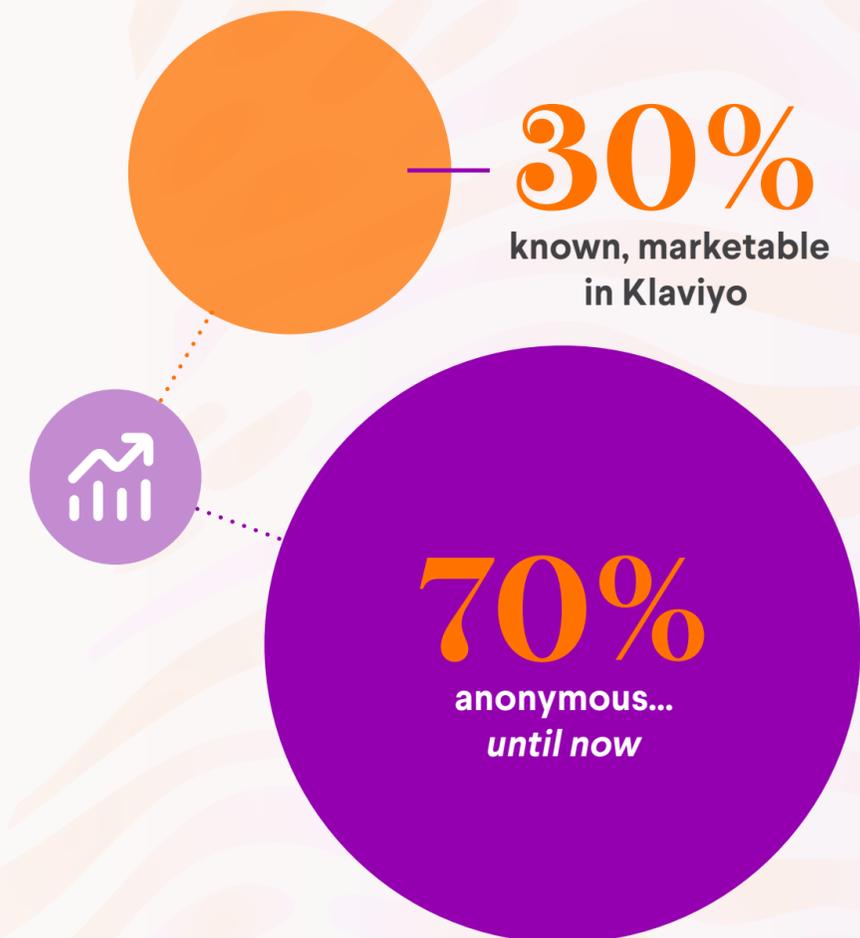
What Makes It Work?

For marketers, "identity resolution" simply means being able to recognize more of the people visiting your website, even if they haven't logged in, filled out a form, or clicked an email today.

Think of it this way: Every time someone browses your site, they leave behind signals — devices, browsers, behaviors. On their own, these signals don't reveal much. But when they're matched to real profiles (using only permissioned, privacy-compliant data), you're able to reconnect with shoppers who would otherwise remain out of reach.

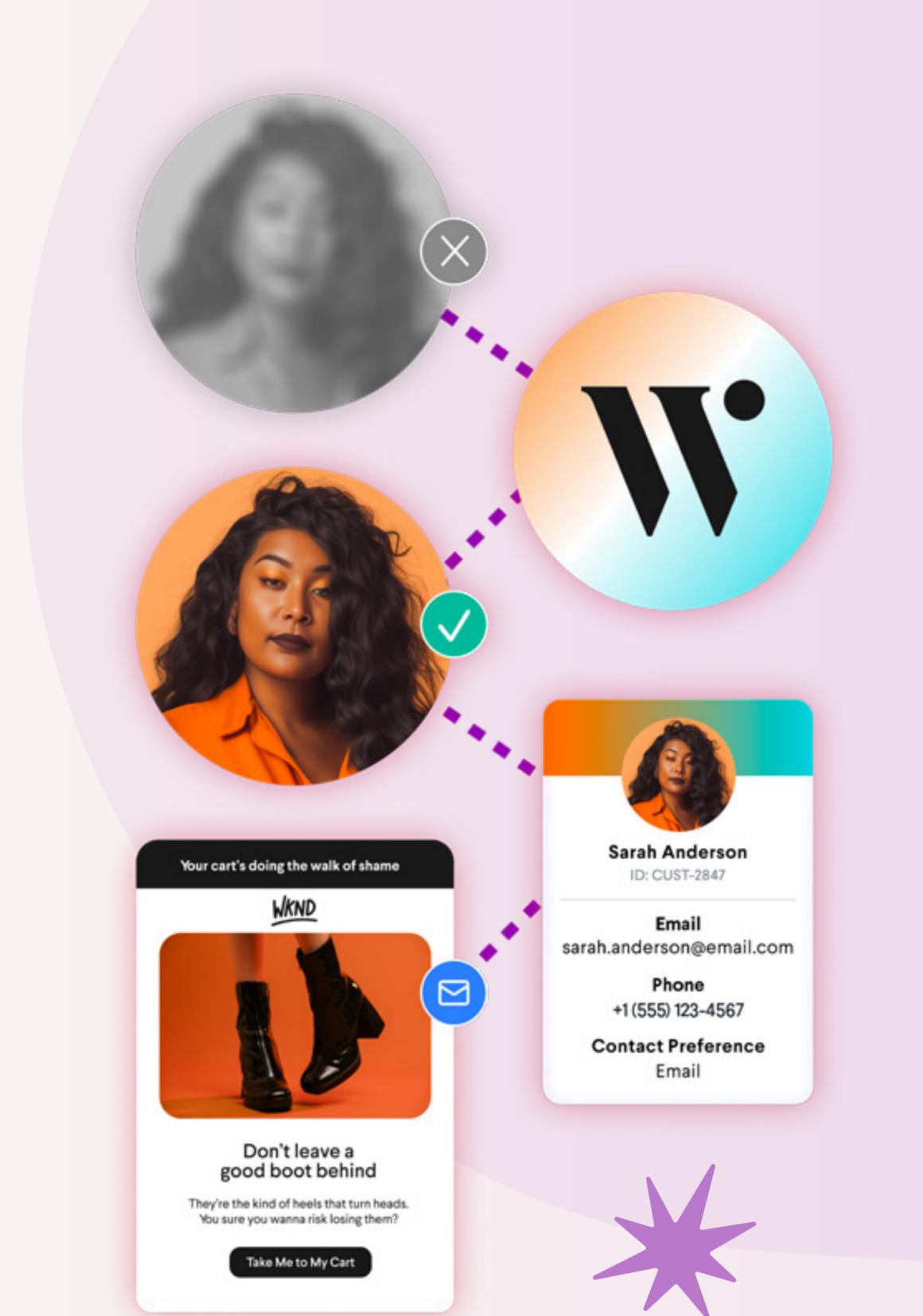**Wunderkind specializes in bridging this gap.**
Our technology is built to match anonymous visits to known profiles — such as an email address or phone number that already exists in your Klaviyo account. If a visitor isn't yet in your database, Wunderkind can also help capture that information in a compliant, user-friendly way.

This process happens behind the scenes, in real time, and always puts user consent and privacy first. For your team, it's as simple as seeing more people flow into your existing Klaviyo audiences, ready to receive your best campaigns.

At A Glance
Zero-Party, First-Party, Third-Party Data

Zero-party: Information the customer provides intentionally (preferences, sign-ups)

First-party: Data from your own website and channels (site activity, purchases)

Third-party: Data from outside sources (increasingly restricted)

Identity resolution: Connects the dots between data types, without relying on third-party cookies

Your cart's doing the walk of shame

WKND

Don't leave a good boot behind

They're the kind of heels that turn heads. You sure you wanna risk losing them?

Take Me to My Cart

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Contact Preference
Email

How Wunderkind + Klaviyo Drive Greater Reach and Results

Wunderkind works behind the scenes to recognize more of your website visitors, whether they're returning customers on a new device, or shoppers browsing anonymously for the first time.

Once identified, these profiles are sent directly into your existing Klaviyo setup, making them instantly available for the campaigns and flows you already use

No need to rebuild or rewire anything.

Your proven Klaviyo programs continue to deliver, but now they reach a much broader and richer audience.

This means:

→ More people receive cart abandonment messages before they forget about your site

→ Win-back and nurture flows connect with more shoppers who might have otherwise slipped away

→ Campaigns benefit from deeper, more accurate signals, driving higher relevance and response

All of this happens with no extra manual work and no disruption to your current marketing process.

Marketers keep the control and flexibility of Klaviyo, while Wunderkind quietly powers a larger share of results.

Brands combining Wunderkind with Klaviyo have seen:

8X
increases in triggered email revenue

6X
or greater increase in on-site identification

10-15%
of total digital revenue driven by Wunderkind-triggered messaging

More Impact from the Campaigns You Already Run

Adding Wunderkind to your Klaviyo stack doesn't change the campaigns you've built. It just means more of the right people actually see them — often at the moments that matter most. Here's what that looks like in practice:

Cart Abandonment

Most brands know this is one of their top revenue-driving flows. But typically, only a fraction of cart abandoners can be identified and messaged. With Wunderkind's identity resolution working alongside Klaviyo, a much greater share of these high-intent shoppers can receive timely, personalized reminders — leading to more completed purchases and less revenue left behind.

Win-Back and Nurture Flows

These campaigns help re-engage past customers or nudge potential buyers who haven't converted yet. Wunderkind makes it possible to reach people who may have switched devices, cleared cookies, or never filled out a form, but who are still interested. The result: your existing flows go further, reconnecting with valuable shoppers that would have otherwise been invisible.

List Growth and Personalization

Because Wunderkind identifies and captures permissioned profiles in real time, you'll also see faster, higher-quality list growth — feeding your Klaviyo audiences with engaged, opted-in shoppers who are more likely to buy and respond to future messages.

Quad Lock

Quad Lock, a leading brand in the mobile accessories space, faced a familiar challenge: plenty of web traffic and interest, but a large portion of their audience was anonymous and unreachable through standard email and SMS programs.

By combining Wunderkind's identity resolution with their Klaviyo-powered messaging, Quad Lock was able to:

→ Identify significantly more site visitors — turning anonymous browsers into real, addressable profiles.

→ Drive more revenue from triggered messages, without changing their Klaviyo flows.

→ Achieve measurable, incremental revenue growth — by reaching shoppers that would have otherwise slipped through the cracks.

+42%
incremental lift in revenue, maximizing Klaviyo sends

17.22x
Return on Ad Spend

+71%
incremental lift in reach

"Even with a strong tech stack in place, we knew we weren't capturing the full revenue potential from our owned channels. Wunderkind gave us the ability to identify and reach more of our audience — and that unlocked a whole new layer of performance for us."

- Zinta Nowland, eCommerce Specialist, Quad Lock

Read the Case Study
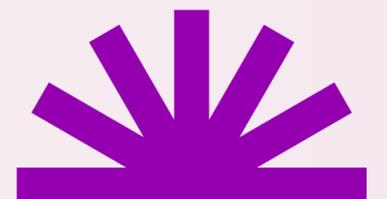
Working with Wunderkind and Klaviyo

Is Wunderkind a replacement for Klaviyo?

No. Klaviyo remains the central hub for your email and SMS campaigns. Wunderkind works in the background to help you identify and reach a broader, more engaged audience through the flows and campaigns you already manage in Klaviyo.

Will I need to rebuild my existing flows or change my current campaigns?

Not at all. Your current Klaviyo flows and segments remain intact. The difference is that more people will be eligible to receive your messages, thanks to improved identification and audience enrichment from Wunderkind.

Does this add more technical overhead for my team?

No. The integration between Wunderkind and Klaviyo is designed for a fast, straightforward setup. There's no need for heavy technical resources, ongoing maintenance, or new tools to learn.

What about privacy and compliance?

Wunderkind's identity solution is built on a foundation of privacy and compliance. All data is captured and handled in line with regulations such as GDPR and CCPA, and the focus is always on user consent and experience.

Does this change how my marketing team works day-to-day?

No changes to your daily process are needed. Wunderkind simply expands your addressable audience, so your Klaviyo-driven strategies go further.
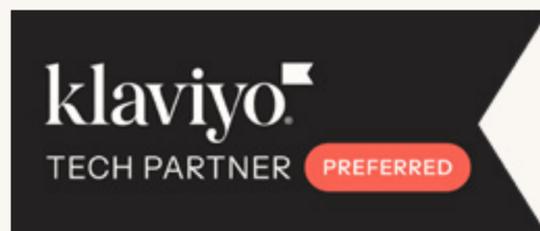
Better Together: *At A Glance*

Wunderkind:
Identifies and enriches your audience

Klaviyo:
Delivers timely, relevant messages to those audiences

Outcome:
More reach, more engagement, more revenue — with no extra lift

klaviyo
TECH PARTNER PREFERRED

Getting Started

Adding Wunderkind to your Klaviyo programs is designed to be quick, straightforward, and supported at every step.

How it works:

1 **Integration**
Wunderkind connects with your existing tech stack — including Klaviyo — with minimal technical lift. Most brands are up and running within days, not weeks.

2 **Audience Growth Begins**
As soon as Wunderkind's identity technology is live, you'll start seeing more of your site visitors recognized and added to your Klaviyo audiences.

3 **Immediate Impact on Flows**
The campaigns you already run — like cart abandonment, win-back, and post-purchase — begin reaching more people, driving higher engagement and incremental revenue.

4 **Ongoing Optimization**
You'll receive regular reporting and insights, so you can see the impact and work with your Wunderkind team to fine-tune your strategy as needed.

Simple Timeline

Day 1
Integration

Day 3
Audience growth visible

Week 1
More reach in Klaviyo flows

Ongoing
Reporting and support

Ready to see what more is possible?

If you're interested in understanding how much more value you could drive from your current Klaviyo setup, let's talk.

⊙ **Contact Wunderkind to get started**
⊙ **Check out the Quad Lock Case Study**
⊙ **Explore Klaviyo + Wunderkind**

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 Faherty, Rag & Bone, Everlane and J.McLaughlin — 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.

FAHERTY

rag & bone

EVERLANE

J.McLaughlin