Wunderkind

The
Spring Surge
Blueprint:

How Home & Outdoor Brands Turn
Early Browsers into Revenue

The Hidden Season Before the Season

Every spring brings a rush of shoppers looking to refresh their spaces — but the brands who win the season don't start then. They start months earlier.

Before the first bloom or patio setup, consumers are already planning: browsing deck materials in February, comparing dining sets in March, collecting inspiration long before they buy. Yet most of that early interest remains invisible. **Up to 95% of early web traffic is anonymous**, leaving brands blind to valuable purchase intent.

Without identity, those visits vanish. The result? Brands pour more money into paid media when demand peaks, instead of building relationships during the quiet months when inspiration first strikes.

That's where Wunderkind changes the game.

We connect every visit, session, and device into a persistent identity — revealing who's dreaming, planning, and preparing for their next big project. With those insights, you can engage them through owned channels early, nurturing them from inspiration to installation.

Up to

95%
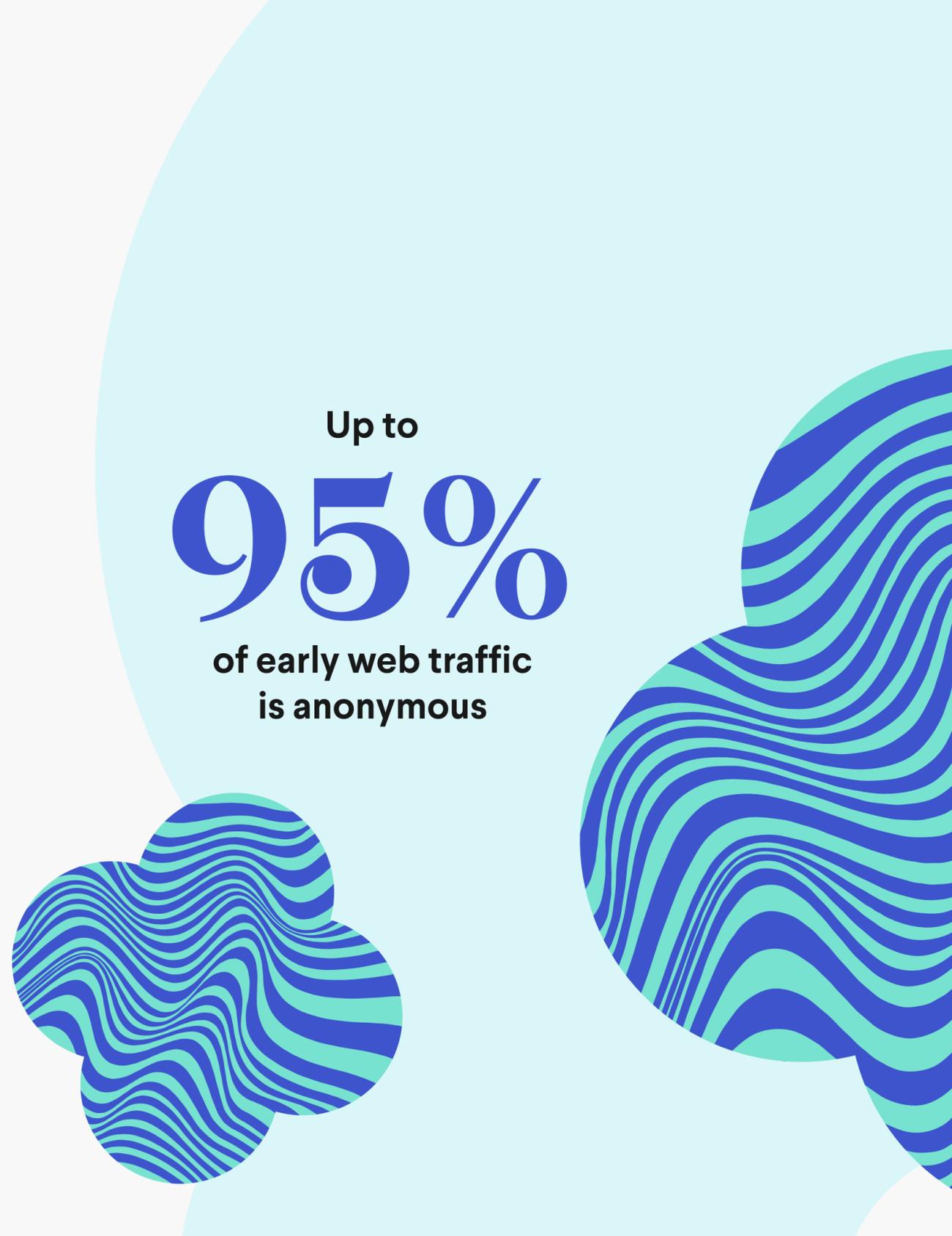
of early web traffic
is anonymous

The New Growth Model: See the Project, Not Just the Page

Traditional analytics see a "site visit." Wunderkind sees a project in progress. Behind every click is a homeowner envisioning their space — a backyard upgrade, a new seating area, a garden expansion. Wunderkind's identity graph stitches together sessions across devices, browsers, and channels to reveal the bigger picture: who they are, what they're planning, and where they are in their journey.

By connecting these signals, your marketing becomes proactive instead of reactive. You can forecast intent weeks ahead of the competition — recognizing not just who's ready to buy today, but who's likely to buy next month.

Imagine the difference:

Before: Dozens of anonymous browsers adding the same chair to their wishlist.

After: A unified view of homeowners planning full patio transformations, complete with signals that predict timing, spend, and channel preference.

That's not just more data — it's marketing with architectural precision.

From Early Intent to Peak-Season Conversions

Home and outdoor improvement projects follow long consideration cycles. From decking and lighting to furniture and finishes, shoppers research weeks — sometimes months — before they commit.

Wunderkind helps you turn those early signals into ongoing conversations. By identifying browsers early and capturing them into **owned channels like email, SMS, and onsite personalization,** you can nurture them across every stage of their journey:

Research → **Plan** → **Buy** → **Enjoy**

Your messages evolve with their intent:

- **Research phase:** Inspire them with project guides and seasonal trends.
- **Planning phase:** Serve personalized recommendations and checklists.
- **Buying phase:** Trigger abandoned-cart reminders and limited-time offers.
- **Post-purchase:** Deliver care tips, accessory suggestions, and reactivation campaigns that extend lifetime value.

Instead of flooding peak season with costly ads, you're building loyalty through identity-led nurture flows that meet your shoppers where they are.

Build Revenue That Lasts Beyond the Season

Paid media drives spikes. Owned channels, powered by identity, drive momentum.

With Wunderkind's identity resolution and AI-powered orchestration, your brand can reach more customers, earlier — and keep them engaged long after spring ends. By tying every message to an identified profile, you're not just reacting to behavior; you're anticipating it.

Owned-channel orchestration compounds over time.

- Your identified audience grows each month.
- Triggered revenue rises with every new data signal.
- And repeat purchases strengthen as customers move from project one to project two — and beyond.

A Strategic Leap with Wunderkind

A leading home improvement retailer leveraged Wunderkind's Identity Network to unlock high-intent traffic and accelerate revenue growth. They increased their customer identification rate from 1 in 20 visitors to 1 in 6, achieved a 188% rise in owned-channel (email) revenue — from 2.4% to 6.9% — and delivered an incremental ROAS of 3×.

Their Chief Marketing Officer noted: *"We've been really impressed with the results … Their ID technology is the differentiator that's enabled us to communicate with customers in the run-up to conversion in a way we couldn't previously."*

Read the Story
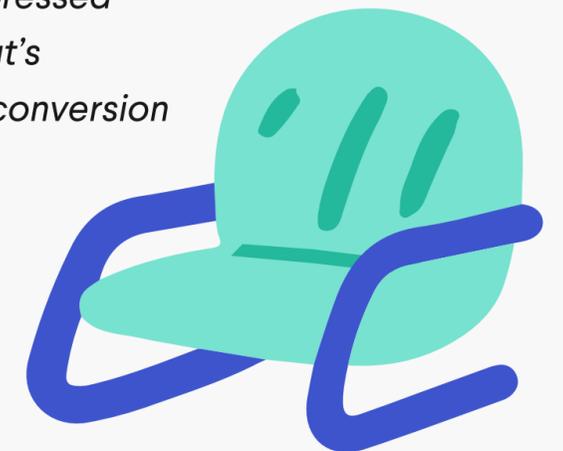
The Blueprint Framework

Every lasting structure starts with a blueprint.

Your owned-channel growth framework follows the same logic: build on a strong foundation, add structure, finish with precision, and reinforce for the long haul.

Phase	Focus	Wunderkind's Role
1. Foundation	Capture early anonymous traffic	Identity resolution ties visitors to profiles
2. Framework	Engage through owned channels	Triggered email, SMS, and onsite personalization
3. Finish	Convert intent into purchase	AI-powered orchestration delivers the right cadence
4. Sustain	Grow lifetime value	Continuous optimization drives year-round performance

Each phase stacks onto the last — creating a durable revenue structure that's stronger than any one campaign.

ROI That Doesn't End With Spring

Spring may start the surge, but identity turns it into a cycle of growth that repeats every season.

With Wunderkind, your marketing doesn't reset when the campaign ends — it compounds. Each identified visitor becomes a new revenue opportunity. Each triggered message becomes a learning signal. Each personalized experience builds a stronger relationship that extends beyond the season.

The more you know your audience, the less you rely on fluctuating ad costs or fleeting trends. You own your data, your reach, and your results.

Key takeaway: Own your audience. Own your outcomes. Own your future.

Start your Spring Surge with Wunderkind

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for restaurant brands in order to scale hyper-personalized one-to-one messages. Restaurant brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers and rewards 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 that integrates seamlessly into a restaurant 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 SeaWorld, Harley-Davidson, Perry Ellis International and Cracker Barrel partner with Wunderkind to drive top-line revenue through its guaranteed results.

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