

Wunderkind

# The Spring Surge Blueprint

How Home & Outdoor Brands Turn Early Browsers into Revenue with Wunderkind's Identity-Driven Marketing



## The Hidden Season Before the Season

Spring success starts in winter.

Up to **95%** of early traffic is anonymous – invisible to your marketing without identity resolution.

**Key insight:** Shoppers start researching weeks before they buy. Wunderkind helps you see them sooner and turn early intent into future conversions.

## See the Project, Not Just the Page



Traditional analytics see a visit. Wunderkind sees a project.

### How it works:

- Connects browsers, sessions, and devices into one persistent identity
- Reveals who's planning, not just who's purchasing
- Predicts upcoming projects (e.g., patio, furniture, lighting)

## From Early Intent to Peak-Season Conversions

Turn early research into sales momentum.

- Capture visitors early → owned channels
- Nurture with dynamic email/SMS/onsite messaging
- Match message to project stage:
  - Research → Inspiration & ideas
  - Plan → Personalized recommendations
  - Buy → Triggered offers
- Enjoy → Loyalty follow-ups

## Build Revenue That Lasts Beyond the Season

Paid spikes fade. Owned channels compound.

A leading outdoor furniture brand grew spring conversions by **20%** Year over year through early-intent capture.

### Case Study Highlight

A leading home improvement retailer increased owned-channel revenue **188%** and achieved **3x** incremental ROAS using Wunderkind's Identity Network.

## The Blueprint Framework

Phase	Focus	Wunderkind's Role
Foundation	Capture early anonymous traffic	Identity resolution connects visitors to profiles
Framework	Engage through owned channels	Triggered email, SMS, and onsite personalization
Finish	Convert intent into purchase	AI-powered orchestration for timing and cadence
Sustain	Grow lifetime value	Continuous optimization and retention strategies

## ROI That Doesn't End With Spring

When you own your audience, growth compounds every season.

**"Own your audience. Own your outcomes. Own your future."**



Start your Spring Surge with Wunderkind