

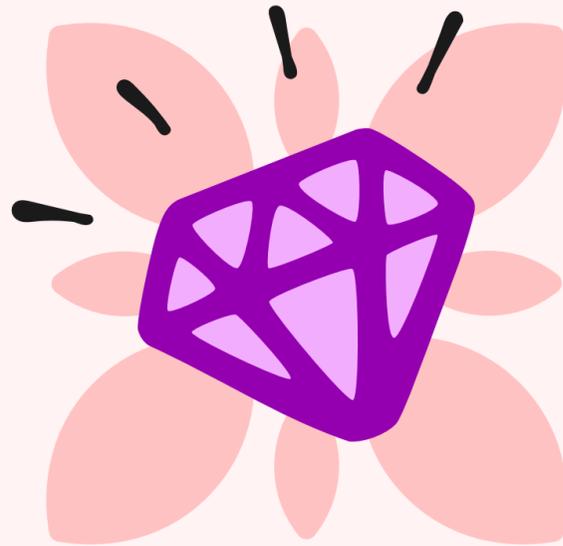
Wunderkind

Architected for Elegance

*The New Luxury Framework
for Story-Led Growth.*



Executive Summary



Luxury has always mastered craft and codes. What's new is the expectation that these codes become a living narrative—recognized, sequenced, and paced to each client with restraint. Personalization alone is now table stakes. Luxury shoppers expect **story-led growth**: experiences that feel curated, private, and consistent across time and touchpoints.

This e-book presents a practical framework—**Build with Wunderkind**—to architect that elegance. By combining identity resolution, agentic AI decisioning, and precision **Signals**, you can recognize Very Important Clients earlier, choreograph editorial-grade journeys, and measure both **incremental revenue** and **brand resonance**—all while keeping creative and cadence firmly under your control.

We'll show how Wunderkind's capabilities plug into your existing stack with minimal disruption, how to elevate orchestrations from “messages” to “chapters,” and how to protect brand equity through governance and measurement that privilege quality over volume.

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1 Personalization Isn't Enough

From Noise to Narrative

Volatility is reshaping demand. While aspirational shoppers are growing cautious, Very Important Clients (VICs) remain comparatively confident:

60% vs 20%

60% of aspirational shoppers report concern about macro pressures (e.g., tariffs), versus ~20% of VICs

65%

65% of aspirational shoppers expect to keep spend flat or reduce it

51%

51% of VICs expect to increase their spend

Source: BCG & Altagamma, True-Luxury Global Insights, 11th edition, 2025

The implication is clear: durable growth depends on **finding and serving your highest-value shoppers across the full journey and every channel**, while nurturing aspirational segments with story and service—not volume or discounts. The differentiator is no longer who can insert a name or a SKU (for luxury clients have

an abundance of choices)—it's who can **recognize intent early** and **stage a brand story** with the right tempo, channel, and restraint.

Three truths shaping the moment

1. Notice the client, not just the session.

Most site traffic is anonymous, and traditional tools struggle to tie visits to real people. When you don't know who is on your properties, you can't honor status, anticipate intent, or create a coherent journey across touchpoints.

2. From noise to nuance.

Top spenders are overwhelmed by irrelevant communication. They want curation across channels and time, not a louder megaphone. Winning brands choreograph fewer, smarter moments that feel private and well-timed and use tools like AI and machine learning (ML) to easily scale personalization.

3. Precision without compromise.

Luxury brands require creative and cadence control. Technology should empower—never overtake—your brand's voice, standards, and stewardship.

This e-book shows how **identity resolution**, **agentic AI decisioning**, and **Signals** elevate the experience with restraint—recognizing high-value shoppers in real time and orchestrating story-led journeys across channels—without disrupting your stack or compromising brand integrity.

2 Pillars of Story-Led Growth

A. Identity Resolution: See the Client Earlier

Luxury journeys rarely start with a log-in. VICs browse on multiple devices, across home, office, and travel networks—and expect to be recognized when it matters. Wunderkind’s identity graph resolves more of your anonymous traffic to opted-in individuals and keeps that recognition current across sessions and devices, even when cookies expire. Sometimes luxury shopping journeys can take longer—with some shoppers only returning once a year.

But Wunderkind’s technology enables:

-  **Real recognition** (status, preferences, context) across web, email, SMS, and clienteling.
-  **Smarter suppression** so VICs aren’t bombarded.
-  **Earlier capture of intent** to trigger responsive, not reactive, engagement.

B. Agentic AI Decisioning: Orchestrate Timing, Tone, and Channel

Journeys aren’t linear, and “next best action” is often **next best moment**. Wunderkind’s autonomous decisioning interprets behavioral signals in real time—what was viewed, how long, what was added or removed from a cart, whether there’s repeat consideration—and chooses if, when, and how to engage. The model constantly learns from outcomes to improve relevance and reduce noise.

C. Narrative Personalization at Scale: Without Losing the Script

Personalization should feel bespoke, not programmatic. By combining identity, intent, and dynamic content, Wunderkind tailors onsite experiences and triggered messages that feel like an extension of your in-store standards. The content layer can mirror your creative system—fonts, layout, product storytelling, service language—so the brand remains unmistakably yours.

D. Performance Accountability: Lift, Not Just Last Click

Luxury leaders expect measurable value aligned to enterprise KPIs—incremental revenue, margin contribution, LTV—not vanity metrics. Wunderkind’s analytics isolate **true incremental lift** from identity-powered triggers and orchestrations and map results to your existing dashboards and BI. You get transparency, not black boxes.

3 Designing Your Architecture

With Build

Build is Wunderkind’s modular, marketer-friendly integration framework—designed to plug identity, behavioral intelligence, and message triggers into your existing stack with minimal disruption. Whether you choose to interact with clients through your ESP/SMS partner or through Wunderkind, Build meets you where you are.

Build components at a glance



SDKs (Web + Mobile)

SDKs (Web + Mobile) for low-code capture of behavioral signals (product views, carts, category interest) with full control over when and how data is collected.



APIs

APIs to push/pull identity, intent, and segment payloads into your ESP, CDP, clienteling tools, analytics, and BI.



Signals

Signals to let Wunderkind’s decisioning determine “who/what/when,” while you continue to send using your templates, creative, and providers. Signals can output fully rendered HTML or light JSON payloads for SMS/MMS or email, giving you delivery flexibility.

Every luxury house is architected differently. Wunderkind offers three clean paths to connect Wunderkind's intelligence to your stack. Choose one—or combine them.

Path 1: SDKs for Speed and Control

What it does: Lightweight web and mobile SDKs capture behavioral events and consented identifiers with granular controls (load timing, sampling, governance flags).

Best when: You want fast time-to-value, minimal engineering dependency, and tight control over site/app change cadence.

Luxury benefit: Reduce friction for digital product teams and preserve performance budgets while unlocking recognition.

Path 2: APIs for Deep Interoperability

What it does: Secure RESTful APIs move identity, propensity, and audience data to/from your ESP, CDP, e-commerce platform, clienteling tools, data lake, or analytics layer.

Best when: You have an established data infrastructure and want to orchestrate Wunderkind's identity resolution alongside in-house systems without vendor lock-in.

Luxury benefit: Keep single sources of truth intact while enriching them with high-fidelity behavioral and identity signals.

Path 3: Signals for Precision Messaging, Your Way

What it does: Signals outputs either finished HTML or lightweight payloads for your existing messaging providers (Salesforce, Klaviyo, Attentive, etc.).

Wunderkind determines **who/what/when**; your stack handles **how/where**.

Best when: You need the intelligence layer but insist on full creative ownership and delivery control.

Luxury benefit: Quietly upgrades your current messaging flows without changing team workflows or compromising creative standards.

Principle

Wunderkind is additive, not invasive. It enhances your current architecture and respects brand governance.

Privacy & Compliance by Design



Privacy-first

Identifiers are hashed and encrypted, with no exposure of raw data.

Secure by infrastructure

Wunderkind operates with server-side tracking, enabling persistent ID without relying on cookies.

Isolated by Maison

Identity data is never shared across brands, even within the groups' portfolio.

Client-controlled

All identity signals (email, phone, device) are collected and processed within each Maison's digital environment.

100% API-based

Activation is fully API-driven, giving Maisons full control over where and how identity data is used.

Consent-driven

Only opted-in users are identified; all data use complies with GDPR, CCPA, CPRA, and luxury brands' strict privacy standards.

Principle

Build is additive, not invasive. It enhances your current architecture and respects brand governance.

4 Story-Led Orchestration

Patterns for Luxury

The luxury market is experiencing a rare lack of growth. How can your luxury brand benefit from orchestrated behavioral experiences tailored towards luxury clients expectations? Below are examples of story-led orchestration patterns, each can be powered via SDKs, APIs, or Signals.

1. VIC Silence Windows

Suppress standard triggers for known Very Important Clients during high-consideration periods; replace with a concierge touch (e.g., private appointment invite) after a defined quiet window.

Why it works: Less noise, more care—protects intimacy and elevates perceived service.

2. High-Intent, Low-Friction Capture

When identity is confidently resolved, reduce modal prompts; prioritize subtle in-page cues and private, 1:1 follow-ups.

Why it works: Honors status; feels remembered, not surveilled.

3. Clienteling-Assist Signals

When an Very Important Client exhibits repeat interest in a high-consideration piece online, route an alert to a known associate with context (product, size, prior purchases), then orchestrate an invite to preview in a private space.

Why it works: Blends digital intent with human service.

4. Margin-Aware Win-Back

Use decisioning that considers net margin and propensity to guide whether to extend a service benefit (e.g., complimentary resizing or priority repair) over a transactional incentive.

Why it works: Protects brand equity and P&L while feeling premium.

5. Experience-Led Cross-Category Expansion

For clients showing interest in wellness or design, curate experience-forward storytelling rather than product-heavy promotions; follow up with a private invitation (atelier visit, studio talk, or vetted partner experience) when engagement signals depth.

Why it works: Meets top clients where their lives are expanding—discreetly.



5 Measuring Resonance & Governing

with Care

Incrementality by design

Triggered programs are measured for **true lift**, not last-touch wins. Modeling isolates the contribution of identity and timing so you can trust the numbers.

Equity & resonance

Blend quant with qual: brand-lift pulses, VIC feedback, event/salon acceptance, and clienteling notes. Favor **service gestures** over discounts when recovery is needed.

Controls that protect the brand

Frequency caps, role-based permissions, creative templating, approval flows, and suppression lists ensure orchestration never compromises standards.

Narrative analytics

Track story completion, content pathing, dwell, scroll-depth, and episode-to-episode falloff to understand whether the **narrative arc** is working—then adapt cadence and chapters accordingly.

Analytics that fit your house

Out-of-box views for marketing; flexible exports and connectors for your Analytics/BI teams (GA4, Adobe, Looker, Power BI, Northbeam).

6 Craft Over Cadence

Brand Stewardship in Practice



Own every pixel

Use your templates, art direction, and service language. Build with Wunderkind simply supplies the intelligence.



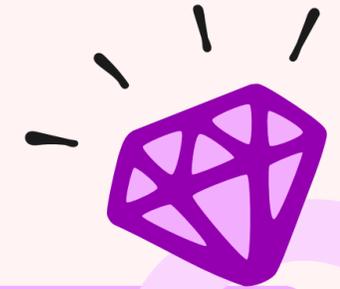
Design for discretion

Favor fewer, higher-impact moments; let high-value clients opt into deeper collaboration (private previews, bespoke services, atelier access).



Elevate through service

Where others default to discounts, use service gestures that compound loyalty: complimentary care, priority appointments, after-sale follow-through.



7 Use Cases

(Luxury-Ready Modules)

Below are scenarios based on your guidance. Each includes definition, flow, stack notes, measurement, and guardrails. All can be powered via **Build** using SDKs, APIs, and/or **Signals** while you continue sending through your existing ESP/SMS/clienteling stack.

1) Online → Online

Definition: The user is identified online and converts on brand.com during or after that session.

Example: A shopper browses the new handbag line online. **Build** resolves identity and emits a **Signal** to Salesforce Marketing Cloud (SFMC). The brand triggers an editorial-led campaign on the handbag's artisanal heritage (materials, atelier techniques, provenance). The client clicks and completes the purchase on brand.com.

2) Online → Offline

Definition: The user is identified online but the transaction occurs in-store or via personal clienteling, not on brand.com.

Example #1 (Beauty): A shopper completes a skin-diagnostic online. **Wunderkind** sends the profile and diagnostic result to the brand's CRM. A local Beauty Advisor follows up with a personalized regimen and invites them for a **sample-based consultation**. The client purchases the full routine in boutique.

Example #2 (Fragrance VIP): A Very Important Client browses the haute perfume collection online. **Wunderkind** passes a high-intent signal to the CRM; their advisor reaches out via text, schedules an in-store consultation, and the client purchases two exclusive fragrances in boutique.

3) Offline → Online

Definition: A user is first acquired offline (e.g., boutique purchase), then returns to the website and is recognized.

Example #1 (Menswear): A client purchases a **tailored jacket** in store and shares their email. Days later, they return to the website; **Build with Wunderkind** recognizes them. The homepage personalizes with care and styling tips; the client purchases a coordinating **silk scarf** online.

Example #2 (Skincare): A shopper completes an in-store **skin scan** and shares their email. Two days later they visit the brand's website; **Build with Wunderkind** recognizes them and tailors the homepage with a regimen based on the in-store results. They purchase a serum online.

4) Brand Journey Storytelling

Definition: A signal triggers a personalized editorial journey with **no hard CTA** or commercial target—built to deepen affinity and cultural capital.

Example: A user explores a brand campaign hub. **Build with Wunderkind** sends a signal that triggers a multi-touch editorial series celebrating the Creative Director and couture legacy. No products are featured; the journey is purely narrative (atelier films, archive sketches, craft spotlights).

5) Group / Cross-Brand Journeys

Definition: User identity is recognized across brands within a parent group to surface privacy-safe insights and orchestrate experiences without breaching brand-level consent boundaries.

Example #1 (Cross-brand insight): A VIC browses Brand A's site and later visits Brand B's site under the same parent group. **Build with Wunderkind** links behavior across domains (where consented), surfacing which categories drive multi-brand engagement, which brand is most effective at first-party opt-in, and how luxury journeys flow across touchpoints. These insights inform group-level strategy—investment in key categories, cross-brand orchestration, and loyalty program alignment—while preserving brand-level consent.

Example #2 (Linked identity across domains): A shopper starts on **Brand A**, then browses **Brand B**, and finally signs up via **Brand C**. **Build with Wunderkind** links the identity across domains and reveals preferences by country/locale. Brand A uses this to optimize product launches, adapt pre-market allocations, and monitor opt-in performance by brand—without breaking brand-level data boundaries.

8

Frequently Asked Questions



Q: Will Build replace our ESP or clienteling stack?

A: No. Think of Build as an intelligence and orchestration layer. You can keep sending through your ESP/SMS providers and clienteling tools. Build simply determines the **who/what/when** and supplies the payloads.

Q: How does this protect our brand standards?

A: You retain creative, cadence, and channel control. Signals can render with your templates or hand off lightweight payloads for your system to style.

Q: What about privacy and consent?

A: Identity is resolved to opted-in individuals and governed by your consent framework. Data flows are auditable, and suppression rules are enforceable across channels.

Q: How is success measured?

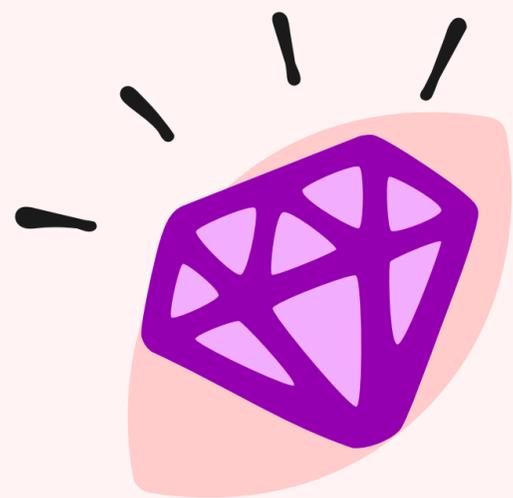
A: Through lift modeling and revenue-centric attribution aligned to your BI. Expect clarity on incremental revenue, margin contribution, and LTV, not just engagement rates.

Q: How fast can we see value?

A: Many brands see measurable lift with the first 3–5 orchestrations in 6–12 weeks, without changing their messaging providers.



From Recognition to Resonance



Technology should be invisible; the story should be unforgettable. Houses that recognize clients early, act with restraint, and let narrative—not noise—carry the relationship will own the next decade of luxury.

With **Build with Wunderkind** and **Signals**, luxury brands can deliver personalized 1:1 experiences to their most valuable clients—without compromising creative control or brand integrity. Wunderkind supplies the identity, intelligence, and infrastructure to recognize high-value shoppers in real time and respond with precision—quietly, and without disrupting the experience.

Because luxury doesn't need another ESP, retargeting tool, or campaign engine.

It needs infrastructure that respects:

-  **The brand** — your codes, craft, cadence, and creative control.
-  **The story** — editorial chapters sequenced to intent, not to volume.
-  **The client** — recognition, discretion, and service that feels genuinely one-to-one.

Wunderkind is that infrastructure: discreet, compliant, effective, and elegant by design. It unlocks identity, signals, and orchestration—but never takes control. It's built to serve luxury. Quietly, and powerfully.

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 Mytheresa, Sachin & Babi and Hugo Boss — 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.

MYTHERESA

HUGO BOSS

SACHIN & BABI