

Wunderkind

2026 FORECAST:

Expert Predictions Redefining the Future for Brand Marketers



INTRO

2026 marks a pivotal moment for brand marketers.

A year that will be defined not by doing more, but by doing it smarter. After a decade of data overload, tech sprawl, and performance plateaus, marketers are reimagining what intelligence really means in the age of AI. The next wave of growth will come from precision, empathy, and orchestration, where data, creativity, and decisioning converge to deliver meaningful, measurable impact.

Across every channel, a common theme emerges: automation is no longer the end goal, augmentation is. Agentic AI is transforming marketing from a rules-based process into a responsive system that acts, learns, and adapts in real time. It's eliminating manual bottlenecks, turning campaigns into conversations, and freeing teams to focus on strategy, storytelling, and brand building. Inboxes and feeds may be more crowded than ever, but relevance, not reach, will determine who breaks through.

Marketers are also redefining data strategy for a privacy-first era. The smartest brands are moving beyond collection to connection, using AI to activate consented first-party data, integrate privacy-safe partnerships, and turn every interaction into intelligence. The focus has shifted from building bigger databases to creating smarter ecosystems powered by identity graphs, real-time pipelines, and orchestration layers that make insights instantly actionable.





Owned channels are evolving too, becoming more interactive and human. Email is turning into a micro-app environment, SMS is reclaiming the front line of attention, and loyalty experiences are becoming the connective tissue of customer relationships. AI-driven personalization now determines the right message, right moment, and right channel dynamically, scaling empathy, not just automation.

Meanwhile, the MarTech stack is getting leaner and smarter. The era of “more tools” is giving way to “better systems.” Budgets are flowing toward platforms that directly improve profitability, AI decisioning, predictive modeling, and retention-focused technology that pays for itself through smarter, more personalized engagement. Consolidation and diversification will coexist as brands seek both simplicity and flexibility, all powered by shared LLM capabilities customized for every brand experience.

The only certainty ahead is uncertainty. New AI-native marketplaces, evolving data access, and the next wave of social commerce could reshape acquisition overnight. The brands that prosper will be those that build adaptability into their DNA, balancing precision with agility, technology with trust, and automation with authenticity.

In short, 2026 will be the year marketers turn intelligence into intimacy. AI will handle the complexity; humans will deliver the connection. The future won't belong to those who automate the most, it will belong to those who use intelligence to make marketing feel human again.

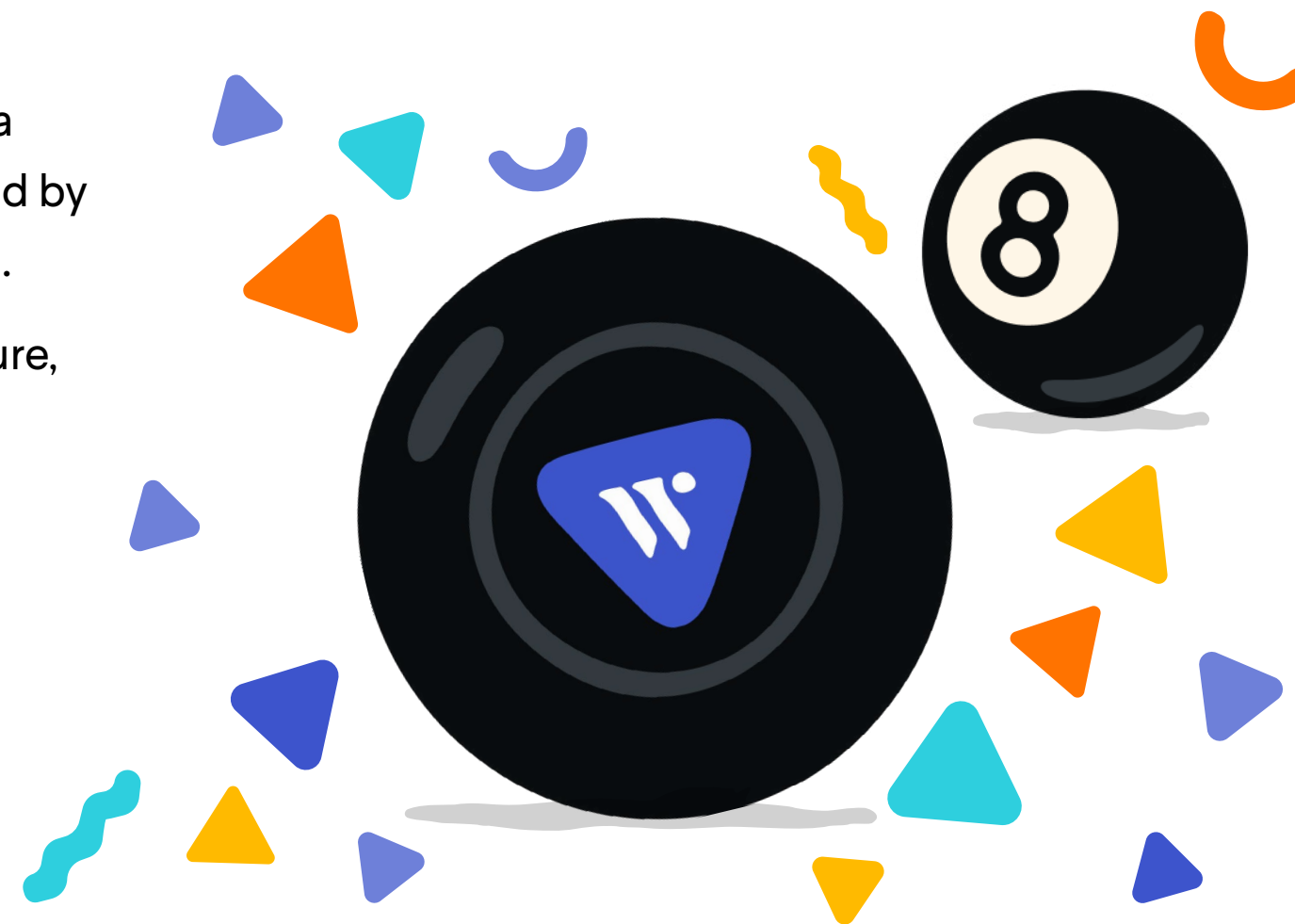
Reimagining Data Strategy for the AI-Powered Future

In 2026, data strategy isn't about how much you collect, it's about what you do with it. The brands pulling ahead are the ones moving from data hoarding to data activation, using AI to turn consented, first-party data into real-time, revenue-driving experiences.

As third-party cookies fade into history and privacy moves from a compliance checkbox to competitive advantage, identity is being redefined. It's no longer a static database, it's a living, learning network powered by AI. One that adapts with every click, view, and opt-in.

Winning teams are investing in intelligent infrastructure, privacy-safe ID graphs, real-time data pipelines, and orchestration layers that translate insights into action instantly. AI does the heavy lifting, surfacing opportunities as fast as your customers move, while your people get back to doing what they're best at: strategy, storytelling, and building brand love.

Every interaction sharpens the system. Loyalty programs evolve into value exchanges. Predictive models turn raw signals into personalized moments. The smartest brands aren't treating data like a warehouse. They're using it like an engine—fueling trust, driving relevance, and creating a feedback loop that gets sharper with every send, click, and conversion.



The future of marketing isn't just data-driven. It's AI-powered and customer-obsessed.



8

Will Data and Privacy Ever Play Nice?



"There's a growing need for strong data partnerships. Most companies can't achieve meaningful scale with first-party data alone, and even those with massive databases risk fishing in the same pond if they rely solely on it. The real opportunity lies in combining that data with privacy-first partnerships and AI-generated propensity models that continuously learn from enriched datasets."

Ajinkya "Jinx" Joglekar, Advisor, Growth Stack Commerce

"In 2026, first-party identity won't just be part of your marketing strategy, it'll be the engine driving it. And AI? It'll be working behind the scenes, connecting the dots across email, text, onsite, and ads—turning old-school, rule-based campaigns into smart, responsive, 'it's-like-they-read-my-mind' experiences. The kicker? You'll grow reach and revenue without having to rip and replace your tech stack. It's not about more tools, it's about smarter decisions, less guesswork, and letting autonomy do the heavy lifting."

Richard Jones, CRO, Wunderkind

8 Can Marketers Unlock Hidden Value in Their Data?



“The 2026 data priority stack:

- (A) A privacy-safe identity graph anchored in consent state
- (B) Real-time event pipelines supported by dynamic feature stores
- (C) Clean-room connectivity with retailers and media partners
- (D) Strong governance and observability—including data quality SLAs and lineage tracking”

Zach Bingham, Growth Manager, Lunar Solar Group

“Here’s the truth: data and privacy aren’t opposing forces, they strengthen each other. Great marketing runs on great data. You need it to understand behavior, deliver relevance, and create experiences people actually want. But here’s where many brands stumble: they treat data collection like something to hide. The reality? Customers will share their information if you’re transparent about why you need it and how it benefits them. First-party data becomes more powerful when you lead with privacy. The brands winning in 2026 won’t choose between data and privacy. They’ll use transparency to unlock both.”

Jimmy Kim, Co-Founder & CEO, eCom Email Marketer

“More than anything, it’s about returning to a truly customer-centric mindset and re-evaluating existing partnerships and investments, not just applying band-aids because ‘that’s how we’ve always done it.’ Brands need to look at their foundation, starting with the CDP, and determine what data really matters. AI will handle much of the heavy lifting, but humans are still essential to interpret and act on the insights. The difference now is speed, insights will surface and be actionable far faster than waiting on a data team or analyst.”

Erin Levzow, Industry Veteran and Fractional Executive

8 Will AI Finally Turn Data Into Wisdom?



“Marketers need to be smarter about the data exchange, how we connect and unify it to see the full picture of the customer. To do that effectively, brands must make engagement simple and create a clear value exchange, for example, offering data in return for loyalty benefits. We’re now seeing loyalty participation rates as high as 80% in the restaurant space.”

Erin Levzow, Industry Veteran and Fractional Executive

“Marketers have been drowning in first-party data but struggling to use it. We collect everything, analyze little, and personalize even less. AI changes that completely. Data + AI unlocks the ability to process millions of behavioral signals in real time and turn them into action, not quarterly insights, but personalization that happens in the moment it matters.”

Jimmy Kim, Co-Founder & CEO, eCom Email Marketer



The Rise of Agentic AI: From Automation to Augmentation

Let's be honest, automation used to mean rigid workflows, clunky journeys, and a lot of educated guessing. In 2026, that approach is officially outdated.

We're entering the era of AI as a true marketing co-pilot, an intelligent system that doesn't just automate, but acts, learns, and adapts in real time. It reads signals, understands intent, and dynamically personalizes content, channel, and timing, on the fly, for each individual.

This shift isn't just about doing things faster. It's about doing them smarter. AI now orchestrates experiences across email, SMS, onsite, and paid media with a level of precision humans simply can't match at scale. And it frees up your team to focus on brand, strategy, and storytelling—the work that actually moves the needle.

Search is evolving too. As AI shopping agents shape how consumers discover and decide, relevance becomes your biggest competitive advantage.

If you're not showing up in the moment with personalized value, you're out of the conversation.

The brands that win won't replace people with machines, they'll build better partnerships between the two. AI becomes the amplifier, not the star. Less guesswork, more growth.

In short: It's time to stop managing campaigns, and start orchestrating real-time, revenue-driving experiences.



53%

Over half of consumers regularly, or occasionally use AI to find better deals online.

64%

Almost two-thirds of consumers are either very, or somewhat comfortable with AI-powered product recommendations.

Data from the Wunderkind U.S. Tariff Survey Series, November 2025: The Battle for Black Friday/Cyber Monday

8 What Bottleneck Will Automation Break Next?



Manual work
won't survive.

“With the rise of autonomous marketing platforms, journeys will be a thing of the past for leading brands. Agents will personalize journeys at the customer level, determining timing, channel, and offer in real-time for each individual.”

Chris Marriott, President & Founder, Email Connect

“In 2026, intelligent AI decisioning, rooted in first-party identity, will quietly take a sledgehammer to marketing bottlenecks. No more hand-coded journeys, ticket queues, or endless replatforming cycles. Instead, we'll see an API-first layer making smart, real-time calls on who gets what, when, and where. The result? Marketers get to trade busywork for bigger bets: strategy, creativity, rapid testing, and revenue-driving measurement that actually compounds LTV over time.”

Richard Jones, CRO, Wunderkind



8 Will Shoppers Let AI Do the Buying?



Charm the algorithm.

“AI research will increasingly become a primary influence in shopping decisions. It may not fully overtake reviews and search in 2026, but it will begin to reshape traditional purchase behaviors. How brands influence discoverability within consumer AI experiences is still to be determined, but one thing’s certain: Google will find a way to monetize it.”

Fritz Brumder, CEO, WiseOx

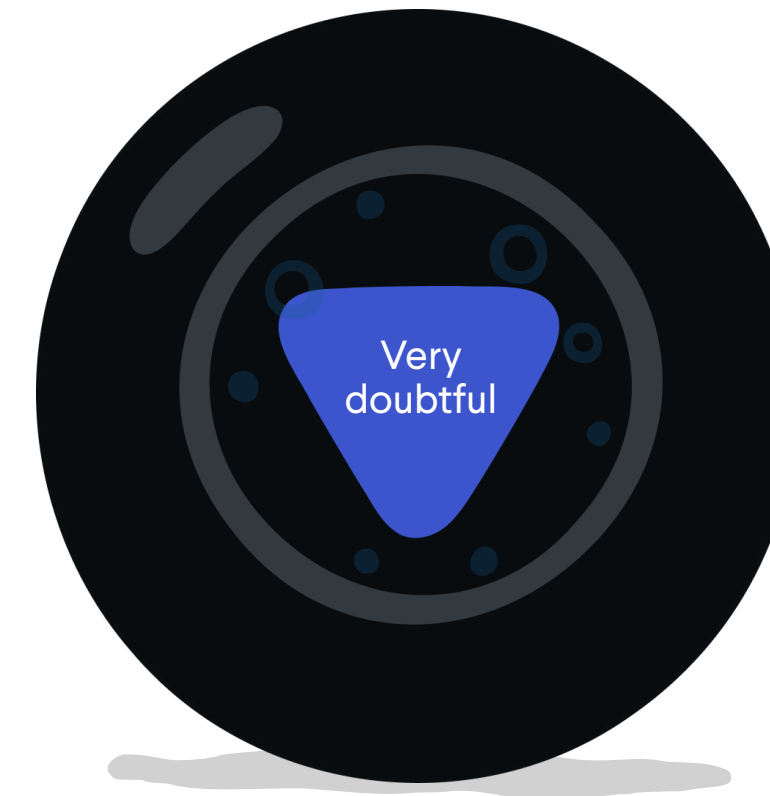
“AI shopping agents will quickly become a go-to for product discovery and decision-making, especially for repeat and commodity purchases. Brands will need to optimize for AI shelf placement just as they once did for SEO or marketplace ranking. The advantage will go to brands that feed richer product data, social proof, and UGC signals directly into AI ecosystems.”

Nick Shackelford, Co-Founder & CRO, Structured

“The more AI feels like a personal shopper, authentic, intuitive, and genuinely helpful in surfacing information, the more consumers will rely on it.”

Paul Kontonis, CEO, Fabric Media

8 Can AI Inspire, Not Replace, Creativity?



Ask again after the next breakthrough.

“Agentic AI will take over the blank-page moments and the repetitive work, research, outlines, testing variations, but the magic will still come from humans. The best outcomes will blend AI’s efficiency with human insight, creativity, humor, and storytelling. AI enhances creativity; it doesn’t replace the creator behind it.”

Chase Dimond, Email Marketer & Agency Owner, Structured

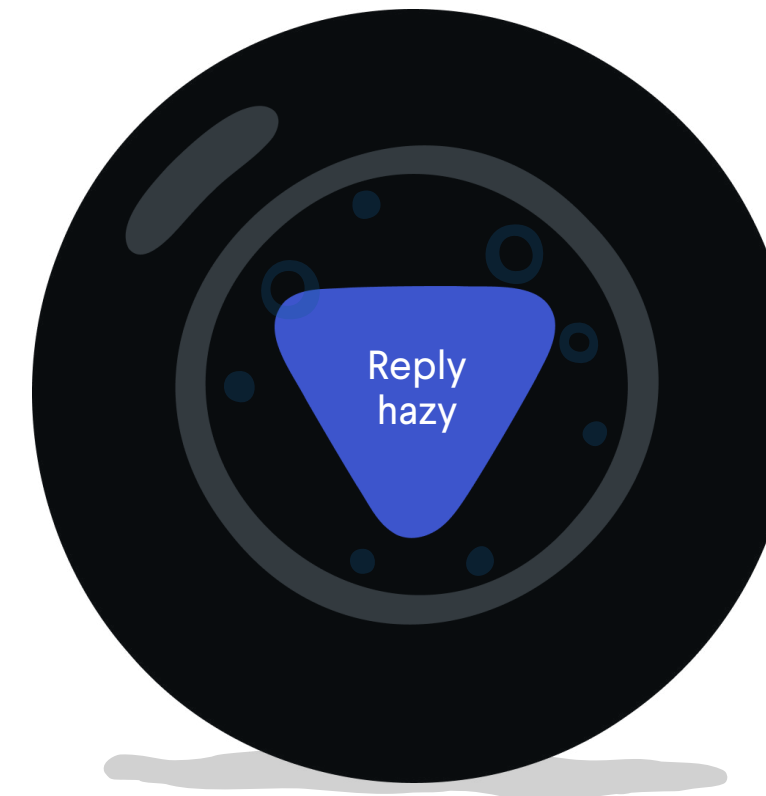
“AI will remove much of the executional friction, from research to first-draft content, allowing teams to spend more time on strategy, storytelling, and brand-building. The real advantage will go to marketers who treat AI as a creative partner, not a shortcut, preserving the human touch that truly moves people.”

Jamie Dimond, Sales and Marketing, CBF Labels

“AI will boost creativity by accelerating the idea-to-execution cycle, especially when testing concepts, formats, and content variations. But it won’t replace the intuition and real-world experience behind great marketing. The winning formula will be human-led ideas with AI-powered execution.”

Connor Dimond, eCommerce Email Marketer & CEO, Dimond Media

8 Is “Right Message, Right Moment” Still Alive?



AI rewrites the rules in real time.

“We believe two things can be true at once: every customer is unique, and yet there are clear commonalities within key segments. AI allows us to recognize those patterns and optimize our communications and offerings accordingly. In my industry (wine), think about purchase behavior. Someone who buys flutes from a collection often returns for the matching glasses; or timing, holiday shoppers who reappear each season. Even at the stage of wine collecting matters, serious collectors investing in advanced cooling equipment tend to seek higher-end accessories to complete their cellars. Frequent buyers, on the other hand, might make smaller, more regular purchases for replenishment or gifting. Today, we rely on static, rules-based journeys to address these segments, but AI will soon optimize content and offers for each individual, drawing on 15 years of customer and sales data that reveal the evolution of every segment.”

Ben Argov, President, IWA Wine Accessories

“The idea of the right message, at the right moment, in the right channel will only grow more important. With traditional search, a consumer might type ‘Toyota Highlander reviews.’ But with AI, they’ll say, ‘I’m looking for a Toyota Highlander for my family, we have two kids and a dog. We love winter sports and biking, and I need space for four bikes. I’m also a veteran and can get a military discount.’ The ability for an advertiser to target based on that level of shared profile data is ten times more valuable than a traditional keyword search.”

Fritz Brumder, CEO, WiseOx

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Data or Model: Which Matters More?



Harmony beats hierarchy.

“Data quality—yes. And we’ll see real-time image generation, personalized merchandising copy, and agentic chatbots, serving both customers and employees, become core to how brands create, sell, and support in 2026.”

Ajinkya “Jinx” Joglekar, Advisor, Growth Stack Commerce

“The quality of AI models, their ability to research, present information, and take action, will matter most. AI simulation through image generation will be transformative, and the fusion of search with AI-powered expert advice will become a dominant force.”

Fritz Brumder, CEO, WiseOx

“Data quality wins first: privacy-safe first-party identity and clean behavioral signals expand reach and make audiences actionable. With that foundation, agentic AI decisioning selects content, channel, timing, and offers in real time for lift beyond rules—running in an API-first, composable layer beneath your tools, no replatforming required.”

Rachel Waldstein, VP, Global Strategy Consulting, Wunderkind

The Evolution of Owned Channels in 2026

In 2026, owned channels aren't just getting smarter, they're getting more human. Sure, inboxes and devices are more crowded than ever, but cutting through the noise isn't about shouting louder. It's about showing up with something that actually matters.

Relevance is the new reach. Every email, every SMS, every loyalty ping has to feel personal, timely, and, most importantly, worth it. Because in a world of endless scroll and swipe, your message has to earn its place in the customer's day.

AI is flipping the game. Email isn't a static blast anymore, it's a living, breathing experience. Think: live content, tailored product drops, interactive modules baked right into the inbox. SMS? Still the MVP of immediacy, short, conversational, and directly tied to conversion. And behind it all, orchestration engines are working in real time, picking the best message, channel, and timing for each individual, not just a segment.

The future of messaging isn't "more." It's better. More intentional. More relevant. Less noise, more meaning. The brands that get this right, those using AI to elevate empathy, precision, and value, won't just get higher open rates. They'll build trust, deepen loyalty, and turn every owned channel into a growth engine that feels like a one-to-one connection.



53%

of consumers prefer to receive personalized offers from brands via email, peaking at 61% of Gen X

23%

of consumers prefer to receive personalized offers from brands via in-app push notifications, peaking at 39% of Millennials

13%

of consumers prefer to receive personalized offers from brands via mobile wallet, peaking at 24% of Millennials

Data from the Wunderkind U.S. Tariff Survey Series, November 2025: The Battle for Black Friday/Cyber Monday

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Can Anyone Still Cut Through the Noise?



"It's not about sending more; it's about being worth opening. The brands that stand out will deliver content that feels personal, timely, and genuinely helpful. People don't need more emails, they need better ones."

Chase Dimond, Email Marketer & Agency Owner, Structured

"Cutting through the noise will come down to intentionality and connection. Brands will win not by sending more messages, but by showing up with relevance, value, and personality. When your content feels like a relationship, not a broadcast, people will engage."

Jamie Dimond, Sales and Marketing, CBF Labels

"In 2026, success won't be about volume, it'll be about resonance. The brands that win will deliver fewer, smarter touchpoints that feel earned and tailored to the moment a customer is in. Relevance beats frequency, the message that feels personal and timely is the one that gets remembered."

Jordan West, CEO, Social Commerce Club

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Which Channel Will Rise Next?



“SMS will continue to surge as the dominant owned channel in 2026. It cuts through attention fatigue more effectively than email and matches how consumers prefer to engage today, short, snackable, and actionable. The brands that win will treat SMS as a personalized relationship channel, not a promo blast machine. With rising acquisition costs and shrinking attribution clarity, SMS offers a direct line to high-intent customers, powered by owned first-party data and measurable conversion lift. When executed thoughtfully, it becomes one of the most valuable retention levers in a brand’s ecosystem.”

Brooke Yoakam, Co-Founder & CRO, AvidAI

“Emails are becoming micro-apps, featuring live inventory and pricing, embedded quizzes, cart edits, and even ‘ask the agent’ blocks that learn preferences and update downstream segments. Owned channels like interactive email, SMS, WhatsApp, push notifications, and on-site or in-app agents will work in concert. Loyalty apps will also regain traction when they deliver clear value through perks, receipts, and instant rebates.”

Zach Bingham, Growth Manager, Lunar Solar Group

8 Will AI Out- Personalize Humans?



And soon.



“By 2026, agentic AI decisioning will choose content, channel, timing, and offers for every interaction, using first-party identity and real-time intent to orchestrate cross-channel precision that humans cannot efficiently match; less noise, more relevance, measurable lift, and compounding revenue.”

Ronen Kadosh, AVP, Sales & Partnerships, Wunderkind



Maximizing Lifetime Value in the Age of Intelligent Engagement

Hopefully we're beyond still believing that loyalty is about points. Loyalty is about presence. The brands that win won't just reward transactions, they'll build relationships rooted in empathy, timing, and real value.

AI is making that shift possible, turning customer engagement from reactive to relational. It knows when to reach out, when to hold back, and how to add value in ways that feel personal, not pushy.

Relevance is replacing repetition. As AI reads fatigue signals and real-time behavior, it ensures every touchpoint feels timely and human, because no one ever stayed loyal to a brand that wouldn't stop emailing them sweaters in July.

Post-purchase? That's the new frontier. Loyalty is moving beyond the inbox into smarter, more layered experiences, membership models with built-in flexibility, concierge-style service, and rewards that mean something locally and personally. Real-time data lets

brands anticipate needs, reward advocacy, and deliver proactive service that actually feels like service.

Retention in this new world won't be about how often you show up, it'll be about how well you do it. The brands that master this balance, using AI to scale empathy, not just automation, will turn casual buyers into lifelong fans. Not with gimmicks, but with genuine connection.



58%

Well over half of consumers say transparent communication on price rises increases brand loyalty.

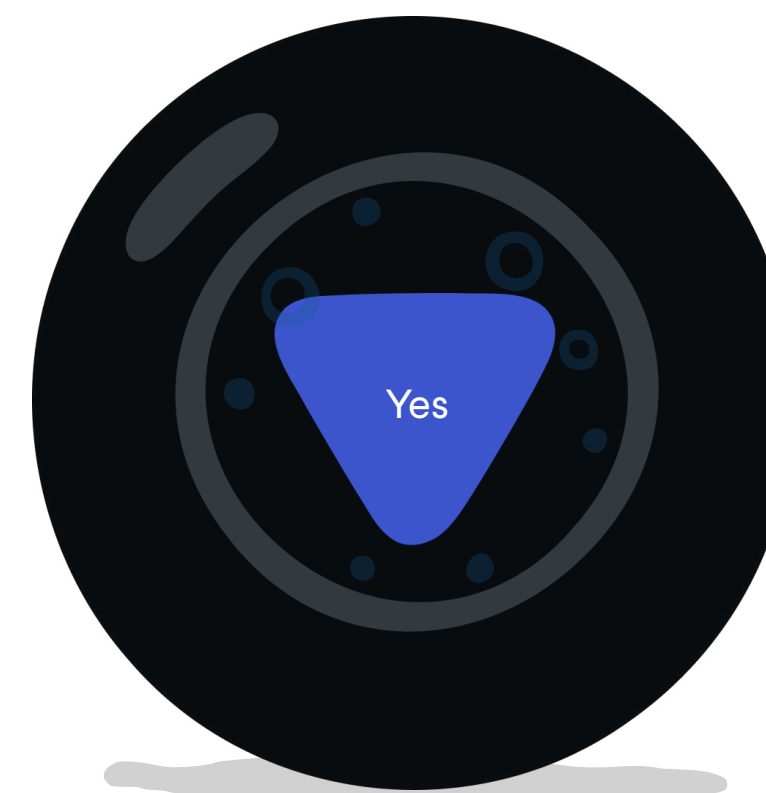
**Real-time data
lets brands
anticipate need.**



Data from the Wunderkind U.S. Tariff Survey Series, November 2025: The Battle for Black Friday/Cyber Monday

8

Can Brands Message Without Fatigue?



Balance is the truest personalization.



“That is where AI comes in and how it can pull in all the analytics down to a guest level and make moves on it, that we can’t quickly as humans without multiple resources and extensive expertise.”

Erin Lezow, Industry Veteran and Fractional Executive



“Expect more creative messaging and human-centric touchpoints, brands that lead with empathy, authenticity, and imagination will build the strongest connections.”

Paul Kontonis, CEO, Fabric Media



“The number of messages a consumer receives over time is another form of personalization. What feels like ‘too much’ for one person might be ‘just right’ for another.”

Chris Marriott, President & Founder, Email Connect

8 Which Post-Purchase Moment Wins LTV?



Connection over
discount.



“Membership-layered subscriptions will evolve to include skip and swap options, concierge support, exclusive bundles, and local perks like store coupons or cashback, paired with proactive refill timing to strengthen retention. The smartest brands will track signals like time-to-value, NPS, early-use satisfaction, product stickiness, channel preferences, and trust markers to better predict and grow lifetime value.”

Zach Bingham, Growth Manager, Lunar Solar Group



From Sprawl to Strategy: The 2026 MarTech Outlook

MarTech strategy isn't about stacking more tools, it's about making the ones you have actually work smarter. After years of shiny-object syndrome and bloated stacks, brands are finally asking the right question: does this tech drive real impact?

We're seeing a shift from expansion to intelligence. The smart money is moving toward platforms that boost insight, personalization, and profitability, not just add another dashboard to monitor. AI-powered decisioning, predictive models, and retention-centric ecosystems are stepping into the spotlight as marketers lean into lifetime value over sheer volume.

The new stack is all about balance. Consolidation where it counts—think orchestration engines and autonomous marketing platforms that cut down on complexity, but with room for modular AI tools that bring flexibility and speed. It's not one-size-fits-all. It's “best-fit-for-

right-now,” powered by shared LLM infrastructure that adapts to your brand's voice, goals, and customers.

The brands that win won't be the ones with the biggest tech stacks. They'll be the ones with the smartest ones, built for adaptability, anchored in clean data, and focused on one thing: turning every customer interaction into measurable, meaningful growth.



The brands that win won't be the ones with the biggest tech stacks.



8 Where Will 2026 Budgets Flow?



“We’ll see the biggest budget shifts toward tools that actually improve customer insight and profitability, not just shiny tech. AI-driven personalization, smarter attribution, and retention-focused platforms will command more investment. Brands are recognizing that technology which increases LTV and efficiency ultimately pays for itself.”

Jordan West, CEO, Social Commerce Club

“Budgets in 2026 will swell where outcomes are proven: first-party identity infrastructure to expand reach, agentic AI decisioning to pick content, channel, and timing autonomously, and analytics that prove incremental lift. CX tools get funding only when they plug into an API-first stack.”

Rachel Waldstein, VP, Global Strategy Consulting, Wunderkind



8 What Will Stay Sacred in Lean Times?



“By 2026, must-haves are clear: first-party identity to expand reach, an agentic AI decisioning layer to pick content, channel, and timing, API-first interoperability over replatforming, and revenue-grade analytics that prove incremental lift across email, text, onsite, and ads.”

Rachel Waldstein, VP, Global Strategy Consulting, Wunderkind

“By 2026, the new nonnegotiables are clear: first party data recognition, agentic AI decisioning for cross channel orchestration, and accurate analytics that collectively expand reach, automate precision, and prove incremental ROI within an API first stack.”

Ronen Kadosh, AVP, Sales & Partnerships, Wunderkind



8 Consolidate or Diversify?



“We’ll see greater diversification across platforms, all powered by the same underlying LLM capabilities, but differentiated through custom interfaces, experiences, and brand ‘skins.’

Paul Kontonis, CEO, Fabric Media

“Next-gen ESP platforms offer tremendous consolidation opportunities for brands still on legacy systems, without sacrificing capabilities. The clear trend in 2026 will be a move toward consolidation.”

Chris Marriott, President & Founder, Email Connect



The New Frontiers of Digital Marketing

The next era of digital marketing won't be defined by what we know, it'll be defined by how we handle what we don't. Competitive edge won't come from shouting louder, but from spotting signals others miss, and acting on them in real time.

As privacy reshapes the rules of engagement, smart brands are leaning into permissioned data, real-time behavioral insight, and AI that knows how to “read the room” without invading it. Every touchpoint, whether it's an ad view, a cart abandonment, or a loyalty login, becomes a chance to know your customer better, while still respecting the boundaries.

But let's not pretend the road ahead is predictable. AI-native marketplaces, shifting data policies, and constantly evolving social commerce formats could flip your acquisition strategy on its head overnight.

That's why the brands that win won't bet the farm on any one channel. They'll invest in identity, intelligent

orchestration, and building community equity, so they can pivot fast without losing ground.

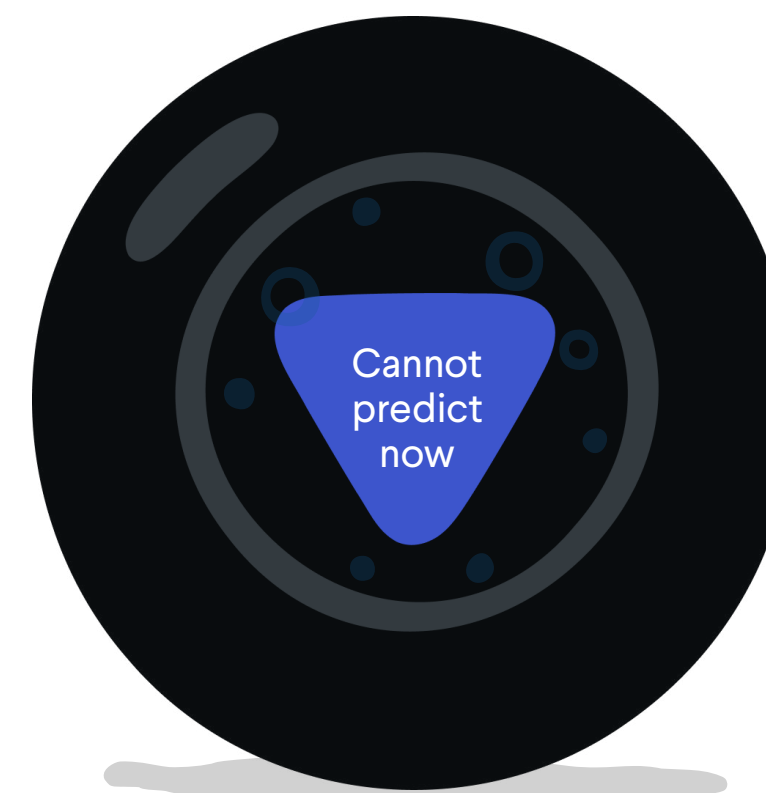
The real opportunity now? Turning uncertainty into momentum. Using intelligent systems to make sense of the chaos, stay relevant, and turn every unknown into an advantage.



Competitive edge now comes from reading signals early and acting fast.



8 How Will Brands Reach the Unknown?



Identity will
reveal all.

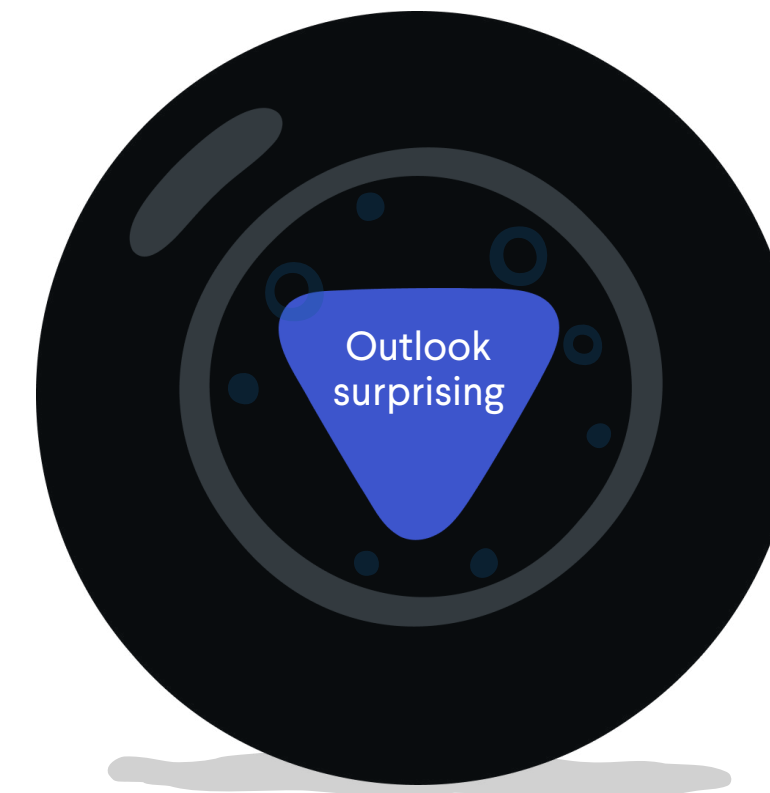


“By 2026, the brands pulling ahead won’t be the ones shouting louder, they’ll be the ones turning anonymous visits into actual outcomes. How? With privacy-first, first-party identity and AI that knows how to read the room. We’re talking real-time behavioral signals, permissioned and powerful, that help you reach people you didn’t even know were on your radar, and engage them across email, text, onsite, and ads. No replatforming. No noisy guesswork. Just smarter, context-aware experiences that convert.”

Richard Jones, CRO, Wunderkind



8 What Wildcard Lurks Ahead?



Expect the unexpected.

“Actually using AI for true orchestration and decisioning vs. vanity and creative.”

Ajinkya “Jinx” Joglekar, Advisor, Growth Stack Commerce

“The wildcard is a major shift in customer acquisition channels, whether that’s an AI-native marketplace, a new social commerce format, or a change in data access that rewrites how brands reach buyers. The brands that stay adaptable, build community equity, and diversify acquisition beyond paid will be the ones that win the next curveball.”

Nick Shackelford, Co-Founder & CRO, Structured



Conclusion

As we look ahead to 2026, one theme rises above the rest: Marketing is shifting from manual, channel-by-channel tactics to intelligent, orchestrated systems that respond in real time to every customer signal. Across AI, identity, owned channels, creative agility, and loyalty, the landscape is evolving toward speed, precision, and genuine human connection, and brands that embrace this shift will redefine performance and customer experience.

AI has moved from a bolt-on tool to the backbone of modern marketing. It's not just automating workflows, it's accelerating decisioning, powering predictive models, and enabling agentic systems that personalize content, channel, and timing at the individual level. This evolution allows marketers to spend less time building static journeys and more time on creativity, storytelling, and strategy. Wunderkind sits at the center of this shift, delivering the autonomous decisioning and real-time triggers that transform AI from a buzzword into revenue-driving action.

Identity is undergoing its own reinvention. With third-party cookies fading into history, brands are leaning on privacy-safe identity graphs, richer first-party data, and intelligent data pipelines that move insights into action instantly. Wunderkind's industry-leading identity network recognizes more site traffic than any other solution, turning anonymous visitors into reachable customers, fueling smarter segmentation, and powering deeply personalized email, SMS, onsite, and paid experiences.

Owned channels, once viewed as simple communication tools, are becoming growth engines. Email and SMS are shifting toward dynamic, interactive, AI-enhanced experiences that cut through the noise with relevance and value. Wunderkind elevates these channels with behavioral triggers, cross-channel orchestration, and generative content capabilities that consistently outperform standard marketing messages.

Loyalty is also transforming. Points alone no longer cut it; consumers expect meaningful, timely, relationship-driven engagement. With AI-driven fatigue detection, real-time personalization, and post-purchase intelligence, Wunderkind enables brands to scale empathy, knowing when to reach out, when to hold back, and how to deliver thoughtful moments that build advocacy and long-term value.

And finally, the advertising ecosystem is undergoing a rebalancing. As AI reshapes discovery and Meta becomes more competitive, the brands that win will harmonize paid and owned channels, suppressing audiences they already "own" and expanding reach through identity-powered lookalikes. Wunderkind bridges these worlds, reducing waste and strengthening cross-channel performance.



In 2026, the brands that thrive will be those that convert intelligence into action, and action into meaningful growth. Wunderkind is built for exactly this moment.

Wunderkind

Wunderkind is redefining agentic marketing decisioning, where identity meets AI to deliver increased revenue through personalization across channels.

Our Autonomous Marketing Platform (AMP) uses a proprietary identity graph — tracking 9B+ devices and 2T+ digital events annually — to transform anonymous web traffic into known customers, without third-party cookies. AMP dynamically triggers messages across email, text, and ads, optimizing creative, channel, and timing in real time.

Seamlessly integrating via SDKs, APIs, and natively with ESPs, it fits any stack without requiring replatforming. Brands like Harley-Davidson and Kendra Scott rely on Wunderkind to unlock reach and revenue, with \$5B+ in attributable sales annually and consistently top-ranking channel performance.



P E R R Y E L L I S

