

**Wunderkind**

# Build with Wunderkind

**The Power of Wunderkind, on Your Terms**

Wunderkind is an API-first solution that gives brands and developers flexible, frictionless access to the core components that power the Wunderkind Autonomous Marketing Platform—identity, triggers, and data—on their terms. Wunderkind users can seamlessly integrate Wunderkind directly into their tech stack via Mobile and Web SDKs, Wunderkind APIs, and Signals, increasing performance and reach and growing customer lifetime value, while maintaining operational efficiency.

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## The Power of Wunderkind, on Your Terms

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### **Activate Behavioral- Driven ESP Integrations**

Utilize the Wunderkind ID network to drive more revenue through existing triggers, without replacing any ESP flows.



### **Gain Full Access to Data and Insights**

Connect and activate Wunderkind data across your entire marketing ecosystem for greater efficiency and insight.



### **Enable Self-Service Personalization**

Empower teams to create tailored, dynamic experiences without reliance on additional development resources.

# Wunderkind Signals, a Build Capability

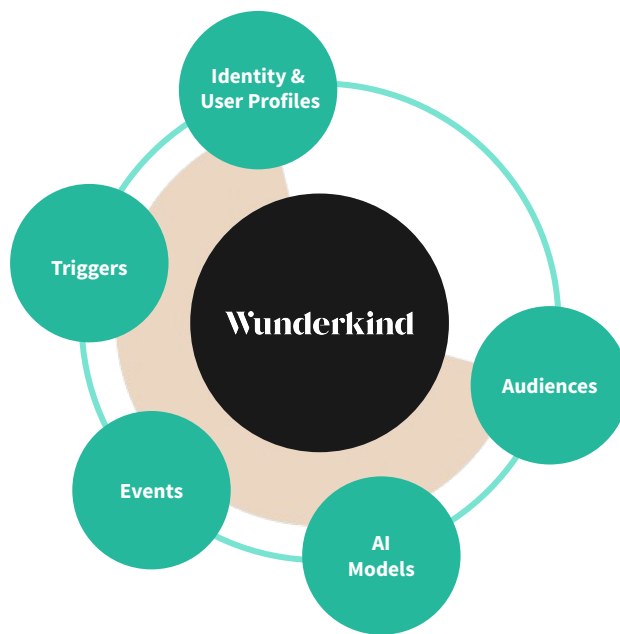
Wunderkind Signals fits into your existing tech stack to activate high-performing emails and texts without campaign duplication or platform disruption. Powered by identity, real-time behavior, and agentic decisioning, Signals helps you deliver the right message at the right moment—on your terms.

Direct Data Delivery

Flexible Payload Options

No Client-Side Dependencies

Growing Network of  
Supported ESPs



## Signals Implementations

✓ **Tag & Pixel Javascript** *or* **Server Side Integration**

✓ **Integrates with any existing email capture solution**

✓ **WKND-designed email sent via HTML payload** *or* **WKND sends trigger to your ESP with email, product, links, etc.\***

*\*Allows your brand to keep existing flows exactly as they are, without any Wunderkind builds within your ESP.*

Wunderkind also offers a robust suite of revenue driving products, and is not just limited to triggered emails.



**Scaled List Growth**

**2-4x**

behavioral captures,  
compared to previous solution



**Triggered Email Revenue Lift**

**400-600%**

compared to previous  
solution, measured last click



**Behavioral Text Revenue Lift**

**19x**

compared to previous  
solution, measured last click