

Wunderkind

Wunderkind Analytics

Turn insights into action



Wunderkind Analytics streamlines performance analysis with self-serve dashboards, customizable reports, and AI-powered recommendations. Part of the Autonomous Marketing Platform, Wunderkind Analytics enhances visibility, reduces reliance on Wunderkind teams, and empowers users to measure, understand, and optimize marketing strategies with flexibility and precision.

Your hub for performance insights, strategy optimization, and reporting



Connect Performance to Value

Quantify the impact of Wunderkind with detailed metrics, including identity rate and incremental revenue, enabling brands to clearly measure success.



Drive Efficiency with Self-Service

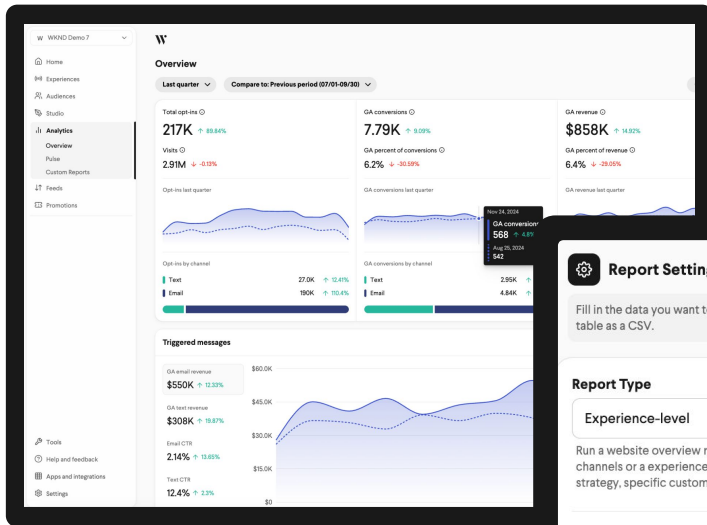
Leverage intuitive dashboards, customizable reporting, and automated exports to streamline analysis and reduce reliance on external teams.



Provide Deeper and Actionable Insights

Access cross-channel analytics, industry benchmarking, and predictive metrics to inform data-driven marketing strategies.

Key Capabilities of Wunderkind Analytics



Overview Dashboard

The Report Settings modal allows users to configure their reports. It includes a 'Report Type' dropdown set to 'Experience-level', a 'Which metrics should be included?' section with checkboxes for 'Email unique clicks', 'Sends', 'Email revenue', and 'Email conversion rate', and a 'Group data by:' section with radio buttons for 'Strategy', 'Experience', and 'Sends'.

Report Settings

Fill in the data you want to see for this report. You can download your table as a CSV.

Report Type

Experience-level

Run a website overview report to see performance totals across channels or a experience-based report to group data by overall strategy, specific customer experience or individually sent messages.

Which metrics should be included?

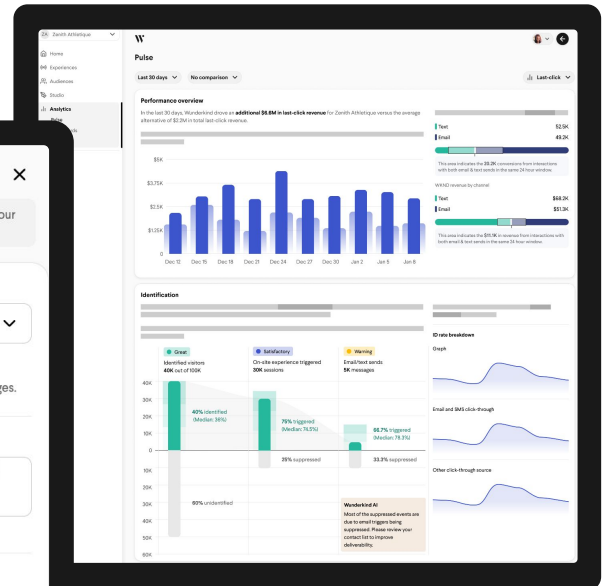
Email unique clicks x Sends x Email revenue x Email conversion rate x Select metrics

Metric data is pulled from Wunderkind.

Group data by:

☒ Strategy ☐ Experience ☐ Sends

Custom Reporting



Pulse Report

Customizable Reporting

Real-Time Dashboards

Scheduled & Exportable Reports

Cross-Channel Analytics

Industry Benchmarking

Predictive Metrics