

## A Powerful Partnership for Performance Marketers

### More recognized visitors. More personalization. More revenue.

Wunderkind and Klaviyo deliver a future-proof, high-performance solution for brands seeking to maximize the identity, personalization, and efficiency of their messaging programs. By combining Wunderkind's advanced identity resolution and decisioning engine with Klaviyo's flexible email and SMS/MMS orchestration, brands unlock new levels of revenue and personalization through a seamless, scalable integration.



## Meaningful Interactions that Drive Revenue

### Increase Performance and Reach

- **Significant Revenue Increases:** Quad Lock saw +42% incremental lift in revenue and +71% incremental lift in reach, translating into a boost in revenue and a 17.22x ROAS
- **Expanded Reach:** Wunderkind's identity network (9B+ devices, 1B+ profiles), combined with Klaviyo's orchestration, enables brands to identify and engage significantly more site visitors
- **Incremental Revenue:** Drive additional revenue with more customer profiles and higher email/text volume

### Grow Lifetime Value

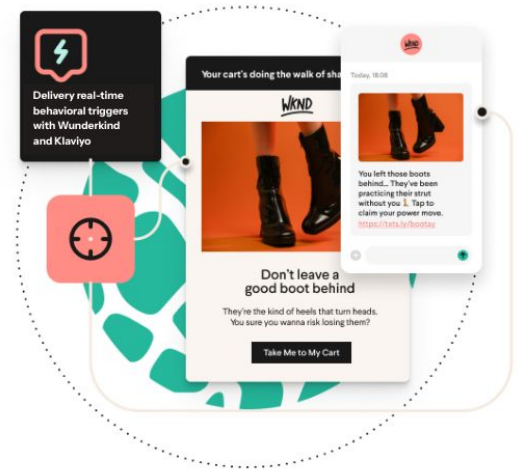
- **Smarter Re-Engagement:** Identify customers across sessions and automatically trigger the next best message based on their behavior
- **Better Customer Experience:** Recognize returning visitors and deliver personalized experiences that build loyalty
- **Audience Growth:** Expand opted-in contact lists with compliant identity resolution

### Improve Operational Efficiency

- **Real-Time Identity:** Direct integration enables brands to identify unknown traffic and capitalize on conversion opportunities in real-time
- **Seamless Integration:** Brands maintain control of their existing workflows while gaining advanced identification capabilities
- **Minimal Technical Resources:** Simple setup and onboarding require minimal technical resources to get started, with a productized, compliant joint solution.

## For Brands

- CRM, Lifecycle, Digital, and Growth Marketing teams seeking to increase performance and customer lifetime value
- Organizations wanting to enhance their messaging programs with better identity resolution
- Marketing teams looking to identify more anonymous traffic without complex implementations



## The WKND and Klaviyo Partnership Delivers:

- More recognized visitors through industry-leading identity resolution
- More personalization with expanded, enriched audience data
- More revenue through optimized, real-time messaging
- Faster implementation with a productized, maintained integration



### Identify More Visitors:

Wunderkind's ID Network recognizes anonymous site visitors across 9B+ devices and 1B+ profiles



### Trigger Personalized Messages:

Klaviyo's orchestration powers the right message at the right time to newly identified shoppers



### Enrich Audiences:

Identified users are automatically synced to Klaviyo, expanding addressable audiences



### Drive Measurable Revenue:

Convert browsing moments into purchases with personalized, timely outreach

## Ready to transform your performance marketing?

Contact your Wunderkind or Klaviyo representative to learn how our partnership can drive immediate performance improvements for your brand.