

Wunderkind

Build by Wunderkind

Power of Wunderkind, on Your Terms

Build by Wunderkind is an API-first solution that gives brands full control over their marketing data and execution. Seamlessly integrating Wunderkind's identity, behavioral insights, and segmentation into existing tech stacks, Build enables brands to enhance ESP triggers, unify cross-channel data, and deliver hyper-personalized experiences—without constraints. With API-driven integrations, brands can confidently activate insights in real time, optimize performance, and scale marketing efforts.

The Power of Wunderkind, on Your Terms



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.

Data Only Sends with Build by Wunderkind

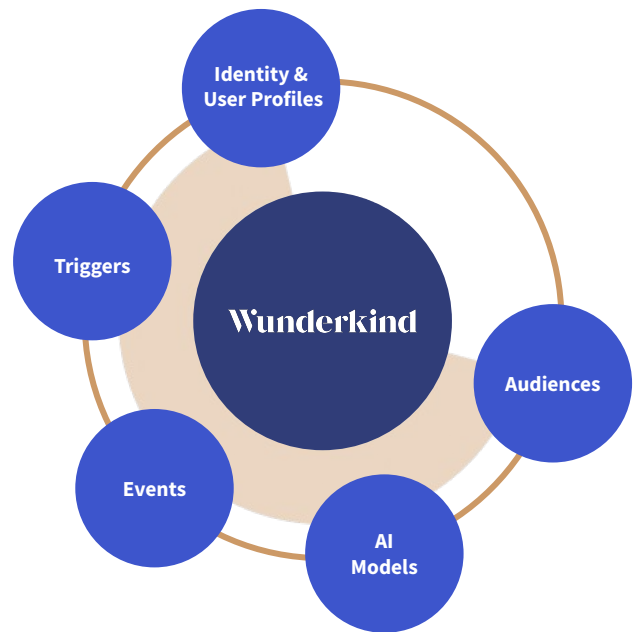
Gain full control over your marketing execution with data-only sends, which delivers real-time identity and behavioral insights directly into your existing infrastructure—enhancing your marketing without modifying you **Klaviyo**, **SFMC**, or **other ESP flows** or requiring third-party templates.

Direct Data Delivery

Flexible Payload Options

No Client-Side Dependencies

Growing Network of Supported ESPs



Build by Wunderkind 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