

Introducing the Wunderkind Publisher Growth Suite

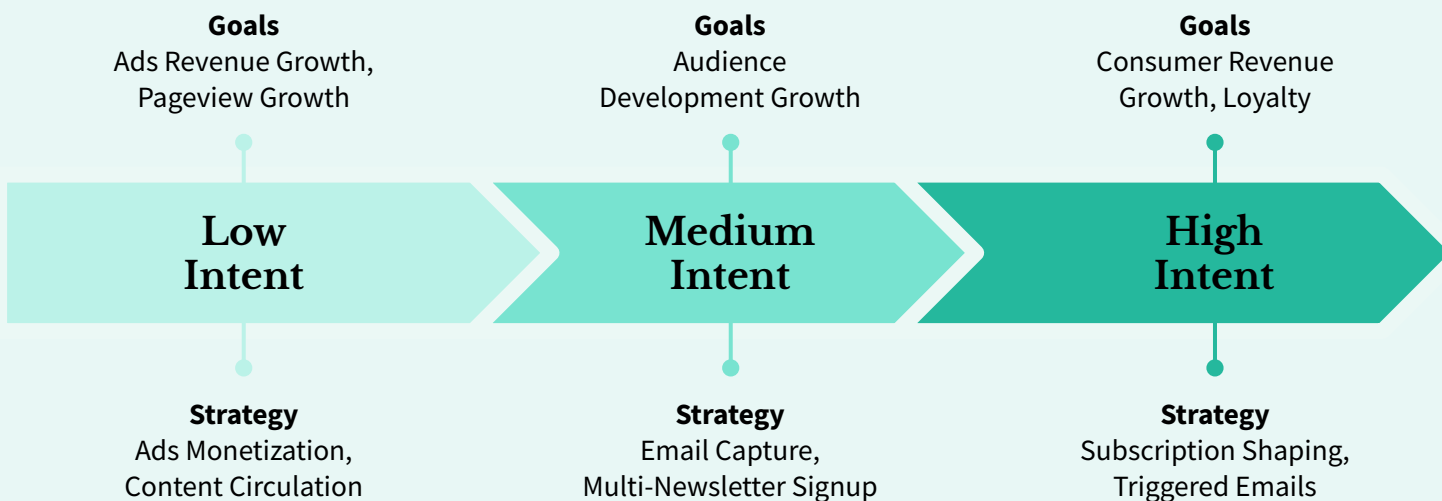
Drive Performance Across Every Revenue Channel Through a Kind and Unified User Experience

The Wunderkind Publisher Growth Suite allows publishers to approach audiences holistically, delivering on revenue and audience growth goals with one solution. The common thread in everything we do?

Putting the user first.

Our suite of revenue driving products allows publishers to run strategies that **drive impact across every revenue channel, resulting in industry-leading CPMs at \$10-15 on average.**

We allow you to take the highest value action at each stage in a reader's journey



5-10%

Lift in Ad Revenue

5-10x

Lift in Email Submissions

8-10%

Increase in Consumer Revenue

How it works

Our engagement methodology ensures that users are seeing our experiences at the perfect moment.



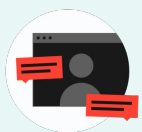
Identify anonymous traffic

Wunderkind identifies anonymous website traffic down to an email address within a publisher's CRM.



Establish moment of disengagement

Our behavioral engine recognizes real-time behaviors to detect the moment a visitor is done reading or has disengaged with content.



Determine how to communicate

Whether a visitor is a loyal subscriber or a fleeting newcomer, we deliver ads or targeted messaging for audience development to users based on where they land in the funnel.



Provide a meaningful experience

We deploy personalized experiences to visitors without disrupting their content consumption to ensure we provide the best user experience possible.

"Wunderkind has been instrumental in helping us hit our audience development goals. The new model allows us to scale that growth and drive additional ad revenue! It's a win-win."

Emily Christner

Chief Product Officer at Trusted Media Brands

Wunderkind is trusted by 200+ premium publishers to maximize performance.

Daily Mail

CNN

Vox

Reach

TMB TRUSTED MEDIA BRANDS

The Weather Channel

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**Interested in getting started without any out-of-pocket cost?
Ask about our Recoupment Model!**