Wunderkind

Wunderkind Identity

Know all that is knowable about your customers to drive contextual and personalized experiences.

Did you know that roughly 90% of your web traffic is anonymous to you? That means every day, thousands of existing *and* potential new customers browse your store and leave without buying anything. So how do you identify your returning customers or convert new visitors to opted-in contacts? Wunderkind Identity, part of the Autonomous Marketing Engine, is created for marketers, providing the most comprehensive network of owned first-party data. Wunderkind Identity recognizes and understands consumer behavior, enabling personalized and contextual experiences at scale. It helps drive marketing performance by enhancing targeting, improving customer experiences, and boosting revenue.

Wunderkind Identity is built upon the largest first-party data network to drive revenue

First-Party Data
Wunderkind Identity Network is built upon a robust foundation of first-party insights such as purchase history, website activity, and other behavioral data, to give retailers and other brands an alternative to tracking cookies.

Identity Graph
Wunderkind's PrivacyID consolidates emails, phone numbers, DeviceIDs, browsing, shopping, and third-party identifiers into a single graph powered by proprietary machine learning algorithms, significantly increasing identity rates.

Identity Enrichment
Leverage widely used ID frameworks such as UID2 from the Trade Desk. This allows advertisers to build scalable cookie-less targeting segments for programmatic activation, and publishers to resolve unknown visitors down to addressable audience groups that maximize CPMs and yield.

PrivacyID
Increase identity rate by consolidating emails, phone, DeviceIDs, browsing, shopping, and third-party identifiers into a single graph powered by proprietary ML algorithms. alternative to tracking cookies.

Drive marketing performance by enhancing targeting, improving customer experiences, and boosting revenue.

Server-Side Tracking

Lengthen the time you can recognize visitors from days to weeks and months, enhancing return visit recognition, and improving onsite experiences with essential first-party cookies.

Cross-Site and Cross-Device

Leverage probabilistic and deterministic methods to identify traffic across sites, browsers, and devices down to an email address or phone number in your database to ensure personalized messaging.

Privacy and Compliance

Our data collection is GDPR and CCPA compliant, including Transparency and Consent Framework (TCF) to ensure consumers have visibility and control over how their data is used..

Data Encryption

Our data transfers are encrypted. The data transfers occur via SFTP or HTTPS, leveraging TLS encryption for the utmost data protection.

Best Practices

Wunderkind abides by the code implemented in the Digital Advertising Alliance, and we're members of the Network Ads Initiative, Interactive Advertising Bureau, and European Digital Advertising Alliance.

The most comprehensive Identity solution on the market

Identity Network

Wunderkind's ID network recognizes over 9 billion consumer devices and more than 1 billion consumer profiles yearly.

Customer Knowledge

Innovations in PrivacyID, server-side tracking, and cross-site/device allow brands to deeply personalize experiences.

Privacy & Compliance

The solution adheres to the highest privacy and compliance standards in GDPR, CCPA, and CPRA.

Benefits for Marketers

The Wunderkind Identity Network has been around for over 10 years, monitoring over 2 trillion behavioral signals per year. Wunderkind helps marketers and publishers identify anonymous traffic, increase email and SMS revenue, power personalized messaging at scale, and improve the overall customer experience. Wunderkind drives over $5 billion in digital revenue for our clients annually.