

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

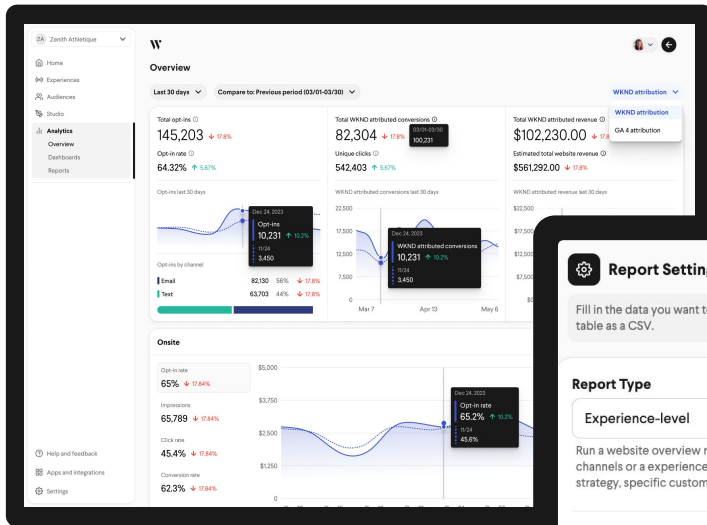
Leverage intuitive dashboards, customizable reporting, and automated exports to streamline analysis and reduce reliance on external teams.



Provide Deeper and Actionable Insights

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

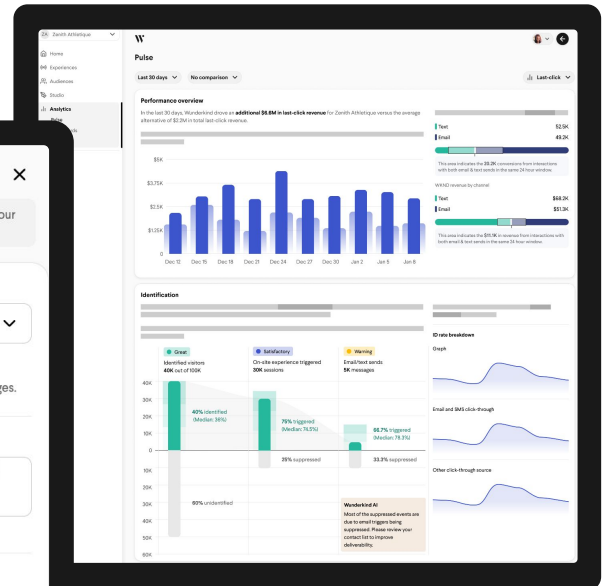
Key Capabilities of Wunderkind Analytics



Overview Dashboard

The Report Settings dialog allows users to customize their reports. It includes a section for "Report Type" with a dropdown menu set to "Experience-level". Below this, there is a section for "Which metrics should be included?" with checkboxes for "Email unique clicks", "Sends", "Email revenue", "Email conversion rate", and "Select metrics". A note states: "Metric data is pulled from Wunderkind." At the bottom, there is a section for "Group data by:" with radio buttons for "Strategy" (selected), "Experience", and "Sends".

Custom Reporting



Pulse Report

Customizable Reporting

Real-Time Dashboards

Scheduled & Exportable Reports

Cross-Channel Analytics

Industry Benchmarking

Predictive Metrics