

Wunderkind

AI Abandonment Experiences

Optimized Sends. Higher Conversions.

Wunderkind's AI Abandonment **personalizes the timing and channel for each shopper after a cart, category, or product abandonment**. With optimized channel selection and smarter sequencing, AI chooses the best method and moment to re-engage—dynamically adapting based on real behavior, not static rules.

The result? Marketers drive higher engagement and conversions with less effort, while shoppers enjoy a more timely, seamless experience.

Classic Abandonment Experiences



Send Time: Fixed



Channel: Predetermined

NEW! AI-Powered Abandonment Experiences



Send Time: Dynamic



Channel: Adaptive

"We're excited to be beta testing Wunderkind's AI Abandonment capabilities at SMCP. It will take the guesswork out of when and how to reach shoppers, driving more clicks and conversions than classic journeys."

- *Erin Pepe, VP of Digital and Customer Experience at SMCP*

The future of catalog experiences is here—and it's smarter than ever!

Contact your Wunderkind rep to get started.