

Wunderkind

AI Catalog Experiences

Smarter Targeting. Better Reach. Stronger Performance.



Wunderkind's AI Catalog **uses proprietary affinity modeling to predict product interest, expanding your reach while keeping every interaction personal and relevant.** By analyzing behavioral signals across your site and beyond direct browsing, AI Catalog identifies high-intent shoppers who might otherwise be missed—starting with Price Drop, and expanding soon to Low in Stock, Back in Stock, and more.

For marketers, that means expanded reach without sacrificing precision or performance. For shoppers, it creates a more seamless, tailored experience that surfaces the products they're most likely to love.

Classic Catalog Experiences

- ✓ **Audience:** Browsed exact product
- ✓ **Targeting:** Based on browsing history

NEW! AI-Powered Catalog Experiences

- ⚡ **Audience:** Browsed lookalike product
- ⚡ **Targeting:** Based on predicted Interest



AI-powered targeting leads to broader reach, stronger relevance, and higher revenue. Early results show incremental revenue and expanded audiences compared to classic Catalog Experiences.

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

Contact your Wunderkind rep to get started.