

Wunderkind

# Audiences for Meta

Wunderkind's Precision Targeting Meets Paid Social



**Wunderkind Audiences for Meta** is a new integration that automatically syncs Wunderkind's AI-powered, identity-resolved audiences directly into Meta Ads Manager—bridging the gap between owned and paid channels. By combining Wunderkind's deep understanding of user intent across email and SMS with Meta's expansive ad ecosystem, brands can deliver smarter, more efficient campaigns. The result is simple: better targeting, reduced ad waste, and stronger ROAS, powered by real engagement data.

## Suppress to Optimize

Reduce wasted spend by excluding users already in flows or low-intent segments, focusing budget on high-propensity audiences.

## Precision Retargeting

Re-engage warm, high-potential shoppers, like flow openers or category browsers, with dynamic, AI-powered audience segments.

## How it Works | *Simple Setup. Continuous Sync.*

- **Connect Meta:** Enable in the Wunderkind Integrations Hub.
- **Select Audiences:** Choose segments to send to Meta Ads Manager.
- **Sync & Go:** Audiences publish automatically every 24 hours.

### Beta Results

## The Power of Wunderkind Audiences

35%

Lower CPP  
(cost per purchase)

7-9X

Lift on ROAS  
(return on ad spend)

*Audiences for Meta is available to Wunderkind clients with an active Wunderkind tag and Meta Business Manager account. Contact your Wunderkind representative or request a demo to get started today!*