

A Powerful Partnership for Performance Marketers



More recognized visitors. More personalization. More revenue.

Wunderkind and Cordial combine Wunderkind's identity + behavioral data with Cordial's omni-channel orchestration. Wunderkind identifies more anonymous traffic and sends high-intent behavioral data signals into Cordial so you can scale deeply personalized, revenue-driving experiences without changing how you work in Cordial today.

Meaningful Interactions that Drive Revenue

Increase Performance and Reach

- **Expand Reach:** Wunderkind's Identity Network (9B+ devices, 1B+ profiles) turns anonymous visitors into Cordial-addressable customers.
- **Smarter Triggers:** Cart, browse, catalog changes, and other high-intent signals fuel more relevant experiences through Podium Orchestration
- **More Revenue from Existing Journeys:** Cordial continues as the system of record for campaign creation and management while Wunderkind increases message eligibility and personalization.

Grow Lifetime Value

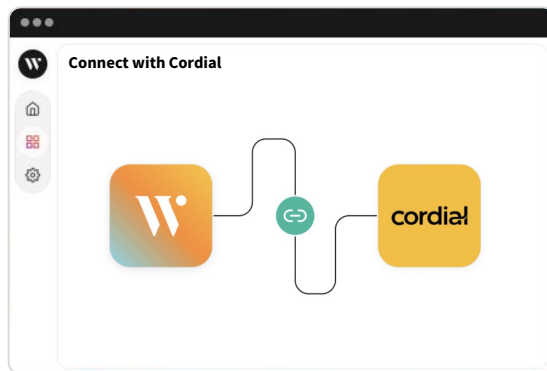
- **Richer Context in Cordial:** Product, category, URL, pricing, and inventory metadata render inside your Cordial template.
- **Stronger Lifecycle Programs:** Coordinate abandonment and catalog experiences off a single identity graph.
- **Ongoing Optimization:** Cordial performance data (sends, opens, clicks, revenue) informs Wunderkind's models for smarter eligibility and pressure control.

Improve Operational Efficiency

- **One Delivery Layer:** Every message renders and delivers through Cordial. Wunderkind adds identity recognition, decisioning, and triggering — no new sending platform, no replatforming.
- **Standardized Experiences:** A single, API-first integration supports abandonment and catalog use cases—no bespoke rules per campaign.
- **Fast Time-to-Value:** Go live in weeks, not quarters, with low ongoing maintenance and no replatforming.

For Brands

- Looking to increase identified reach & personalization
- Seeking better performance from existing orchestrations
- Who want real-time behavioral triggering inside Cordial



The WKND and Cordial Partnership Delivers:

- **More recognized visitors** through industry-leading identity resolution
- **More personalization** with expanded, enriched audience data
- **More revenue** through optimized, real-time messaging
- **Faster implementation** with a productized, maintained integration



Identify More Customers:

WKND recognizes 3–6x more anonymous traffic and ties on-site behavior back to known profiles, expanding the audience eligible for orchestrations.



Enrich Cordial Audiences:

Cart, product, price-drop, and low-inventory intent triggers the matching Podium Orchestration per contact.



Power Smarter Orchestrations:

Your team keeps building & optimizing orchestrations in Cordial Podium while WKND decides who enters which Experience, and when.



Drive Measurable Revenue:

More identified users + richer behavioral context + better timing = higher conversion, stronger performance, and clear incremental revenue.

Ready to transform your performance marketing?

Contact your Wunderkind or Cordial representative to learn how our partnership can drive immediate performance improvements for your brand.