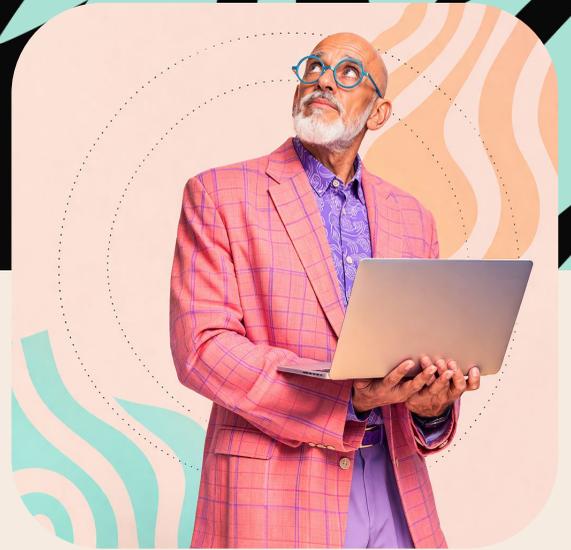


Wunderkind x *braze*

A Powerful Partnership for Performance Marketers



More recognized visitors. More personalization. More revenue.

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

Meaningful Interactions that Drive Revenue

Increase Performance and Reach

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

Grow Lifetime Value

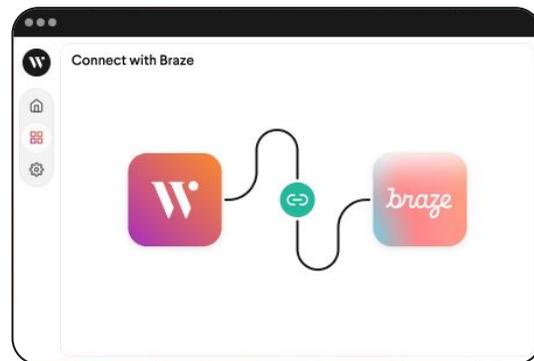
- **Richer Context in Braze:** Product, category, URL, pricing, and inventory metadata flow into Braze profiles and events.
- **Stronger Lifecycle Programs:** Coordinate abandonment, replenishment, price, and post-purchase off a single identity and Signals graph.
- **Ongoing Optimization:** Braze performance (sends, opens, clicks, revenue) informs Wunderkind's models for smarter eligibility and pressure control.

Improve Operational Efficiency

- **One Orchestration Layer:** All channels and logic remain in Braze Canvas; Wunderkind only supplies identity + Signals.
- **Standardized Signals:** 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 journeys
- Who want richer data and real-time signals inside Braze



The WKND and Braze 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 Braze flows.



Enrich Braze Audiences:

High-intent Signals—cart, product, price-drop, low inventory, etc.—are streamed into Braze as custom events and Canvas properties.



Power Smarter Journeys:

Your team keeps building & optimizing journeys in Braze Canvas while WKND ensures more of the right people enter the right flows at the right time.



Drive Measurable Revenue:

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

Ready to transform your performance marketing?

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