

# More Identified Customers. More Personalization. More Revenue.

## Transform Salesforce Marketing Cloud into a hyper-personalization engine, powered by Wunderkind's proprietary identity resolution and AI-decisioning

Wunderkind's Autonomous Marketing Platform (AMP) integrates directly with Salesforce Marketing Cloud (SFMC) to layer proprietary identity resolution and AI decisioning onto SFMC's existing capabilities—delivering personalization at unprecedented scale.

With Wunderkind, SFMC users can identify anonymous visitors, enrich customer profiles with real-time behavioral data, and trigger hyper-personalized experiences across email and SMS—without disrupting existing journeys.

## Challenges We Solve

**Performance & Conversion Limits** Static, one-size-fits-all messaging underperforms. Anonymous traffic goes unidentified and unconverted. Dormant customers have no strategic re-engagement path.

**Data Utilization Gaps** Valuable customer data sits unused inside SFMC. Customer identity remains fragmented across devices and touchpoints with no real-time behavior-based targeting in place.

**Campaign Execution Limitations** Cross-channel campaigns lack propensity and affinity scoring and identity data. Manual campaign creation slows execution and limits scale. Customer journeys follow a linear funnel instead of intelligent re-engagement flywheels.



## What Brands Unlock

### Increase Performance and Reach

- Identify anonymous website traffic other tools can't reach—turning lost visitors into actionable, addressable contacts.
- Expand your audience with verified contact data and real-time behavioral signals that sharpen SFMC's AI and Journey Builder models.
- Deploy intelligent campaigns across the channels where your buyers already engage, increasing deliverability and response rates.

### Grow Lifetime Value

- Identify customers regardless of device or session, ensuring every touchpoint builds on a consistent, complete profile.
- Continuously enrich customer profiles using Wunderkind's Identity Graph, on-site behavioral analytics, and your existing Salesforce data.
- Create self-improving marketing flywheels that connect web, messaging, and service—to drive faster conversions in your owned audience.
- Make customers feel known with advanced personalization to increase spend and frequency

### Improve Operational Efficiency

- Automate personalized campaign execution without rebuilding existing SFMC journeys—add intelligence without adding work.
- Leverage proven campaign playbooks and best-practice templates that remove the guesswork from optimization.
- Use Wunderkind data to optimize send frequency, offers, and content in Journey Builder—building confidence to version experiences based on real marketing impact.



#### Advanced Personalization

Automated 1:1 experiences for known and anonymous visitors enriched by behavioral analytics and your existing Salesforce data.



#### AI-Powered Campaign Optimization

Propensity scoring, cart abandonment recovery, and buyer-persona intelligence that self-improves with every interaction.



#### Cross-Channel Execution

Intelligent email and SMS extended into campaigns with Wunderkind-powered product and category recommendations



#### Self-Improving Intelligence

Every customer interaction trains a smarter system, optimizing send frequency, offers, and content directly in Journey Builder.

**Ready to transform your performance marketing?**

Contact us to learn more: [contact@wunderkind.co](mailto:contact@wunderkind.co)