

Wunderkind x  Iterable

A Powerful Partnership for Personalization-Driven Growth

More recognized visitors.
More personalization. More revenue.



Wunderkind and Iterable combine identity, intent, and AI decisioning with an AI customer engagement platform built for scale.

Wunderkind resolves anonymous, high-intent traffic and converts it into addressable audiences Iterable previously could not message. Once a visitor is recognized, Wunderkind decides what message they get based on previously unknown behavior and then sends the identified visitor and a recommended action to Iterable. Iterable ingests that action and decides whether to not to send that message. Iterable remains your single system of record for consent, templates, deliverability, and reporting. Content blocks stay owned and edited by you with no replatforming, no second sending stack, and no template ownership changing hands.

Meaningful Interactions that Drive Revenue

Increase Performance and Reach

- **Expand Reach:** Identify more anonymous visitors and bring them into your Iterable instance
- **Activate High-Intent Moments:** Cart, browse, category, price drop, and inventory data drive more relevant engagement
- **More from Existing Programs:** Increase entry into journeys you've already built without rework

Grow Lifetime Value

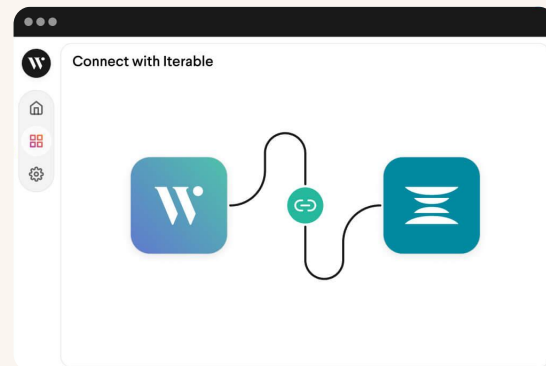
- **Richer Customer Context:** Behavioral and product-level data enrich Iterable profiles
- **Stronger Lifecycle Programs:** Better behavioral data powers cross-sell, upsell, replenishment, etc.
- **Continuous Engagement:** Maintain context across sessions, devices, and touchpoints

Improve Operational Efficiency

- **One Orchestration Layer:** All campaigns, journeys, and reporting stay in Iterable
- **Standardized Data Signals:** No need to manually build or maintain complex behavioral rules
- **Faster Time-to-Value:** Launch new use cases quickly with a productized integration

For Brands Looking To...

- Use Iterable for email, text, and customer journey orchestration
- Increase reach and performance without replatforming
- Get richer, real-time behavioral data inside Iterable
- Scale personalization without added operational complexity



The WKND + Iterable Partnership Delivers:

- **More recognized customers** through advanced identity resolution
- **More personalization** with enriched behavioral and product data
- **More revenue** from better timing, targeting, and relevance
- **Faster implementation** with a seamless, API-based integration



Identify More Customers

Wunderkind recognizes previously anonymous visitors and ties onsite behavior to known profiles, expanding the audience eligible for Iterable journeys.



Power Smarter Customer Journeys

Your team continues to build and optimize journeys in Iterable while Wunderkind ensures more of the right customers enter those journeys at the right time.



Enrich Iterable Profiles

High-intent data—cart, product, price-drop, low inventory, etc.—is streamed into Iterable as trigger events carrying enriched customer and product data.



Drive Measurable Revenue

More identified shoppers, richer data, and better timing means higher conversion, stronger lifecycle performance, and incremental revenue growth.

Ready to transform your performance marketing?

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