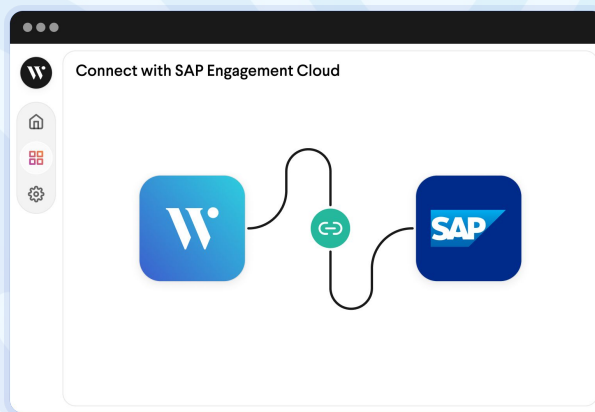


More Recognized Visitors.
More Personalization.
More Revenue.



The Wunderkind Autonomous Marketing Platform (AMP) Integration for SAP Engagement Cloud enables eCommerce and retail brands to unlock identity resolution and autonomous decisioning to increase performance and reach of their owned channels. Each AMP Experience becomes a triggered Event-Based Automation program inside the client's own SAP Engagement Cloud instance, launching personalized, behavior-based email and text off high-intent signals the ESP could not act on before.

Meaningful Interactions that Drive Revenue

Increase Performance and Reach

- Reach 3–6x more of the traffic already on site by resolving anonymous visitors into addressable SAP Engagement Cloud contacts.
- On-site behavior flows back to known profiles, so high-intent visitors enter the right personalized experience instead of being missed.
- Intent-based triggers replace batch timing, lifting open, click, and conversion rates across existing Experiences.

Grow Lifetime Value

- Behavioral signal data enriches every SAP Engagement Cloud profile, enabling segmentation on what customers do now, not just what they bought last.
- Continuous identification keeps lapsing customers reachable, powering earlier winback, replenishment, and price-drop triggers.
- More relevant lifecycle messaging drives repeat purchase rate, order frequency, and long-term contact value.

Improve Operational Efficiency

- One integration, no new interface — your team keeps building and optimizing orchestrations in SAP Engagement Cloud.
- Wunderkind handles identity resolution and entry decisioning, eliminating manual list building and audience refreshes.
- Cleaner measurement: incremental revenue from newly identified contacts is reportable against baseline.

What This Means for Brands

- **Growth without added acquisition cost.** More revenue from traffic you already paid for, instead of more spend chasing traffic you still cannot identify.
- **No disruption to what already works.** Your SAP Engagement Cloud investment, data model, and team workflows stay as they are — the integration adds reach and signal, not migration work.
- **A consolidated customer view.** Identity and orchestration operate as one system, reducing vendor sprawl and giving the business a single, defensible view of customer intent.

The WKND and SAP Engagement Cloud Partnership Delivers:

- **Expanded reachable audience.** Anonymous visitors are resolved to known SAP Engagement Cloud contacts automatically, expanding the addressable audience for every orchestration.
- **Behavioral intent triggers.** Cart, product-browse, price-drop, and low-inventory signals are delivered into SAP Engagement Cloud as orchestration entry criteria.
- **Real-time entry decisioning.** Wunderkind decides who enters which Experience and when, so sends land at peak intent rather than on a fixed schedule.
- **Enriched contact profiles.** Every matched profile gains behavioral context, sharpening segmentation, personalization, and suppression.
- **Clear incremental measurement.** Incremental revenue from newly identified contacts is reportable per orchestration, so gains are provable.



Identify More Customers

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



Power Smarter Customer Journeys

Your team keeps building and optimizing orchestrations in SAP Engagement Cloud while Wunderkind decides who enters which Experience, and when.



Enrich Iterable Profiles

Cart, product, price-drop, and low-inventory intent signals trigger the matching SAP Engagement Cloud Orchestration per contact.



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 SAP Engagement Cloud representative to learn how our partnership can drive immediate performance improvements for your brand.