

# A Powerful Partnership for Personalization-Driven Growth

**More recognized visitors.**  
**More personalization. More revenue.**



Wunderkind and Bloomreach combine identity + behavioral data with powerful customer journey orchestration.

Wunderkind identifies more anonymous shoppers and sends high-intent signals directly into Bloomreach—so you can activate more relevant, revenue-driving experiences within the Bloomreach platform you know and love.

Bloomreach remains your system of record for customer journeys, campaigns, creative, execution, and reporting. Wunderkind enhances Bloomreach with richer identity and behavioral context—no workflow changes required.

## Meaningful Interactions that Drive Revenue

### Increase Performance and Reach

- **Expand Reach:** Identify more anonymous visitors and bring them into Bloomreach Scenarios
- **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

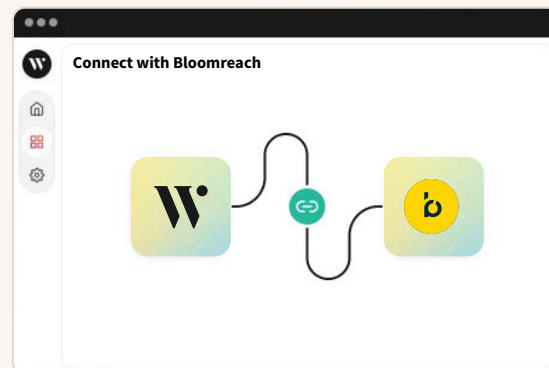
- **Richer Customer Context:** Behavioral and product-level data enrich Bloomreach profiles
- **Stronger Lifecycle Programs:** Better behavioral data powers cross-sell, upsell, replenishment, etc.
- **Continuous Engagement:** Maintain context across sessions, devices, and touchpoints

### Improve Operational Efficiency

- **One Orchestration Layer:** All campaigns, Scenarios, and reporting stay in Bloomreach
- **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 Bloomreach for emails & customer journey orchestration
- Increase reach and performance without replatforming
- Get richer, real-time behavioral data inside Bloomreach
- Scale personalization without added operational complexity



## The WKND + Bloomreach Partnership Delivers:

- **More recognized customers** through advanced identity resolution
- **More personalization** with enriched behavioral 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 on-site behavior to known profiles—expanding the audience eligible for Bloomreach Scenarios.



### Power Smarter Customer Journeys

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



### Enrich Bloomreach Profiles

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



### Drive Measurable Revenue

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

## Ready to transform your performance marketing?

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