

Wunderkind

Integrated Audiences

Your best audiences, built on Wunderkind identity, behavior, and intent, available where you activate.



Integrated Audiences delivers Wunderkind's Identity-resolved, AI intelligence-defined audiences into the platform your team already works in as a ready-to-send list of email addresses and/or phone numbers, making audiences available wherever you activate — your ESP, paid social and other ad platforms, business intelligence and analytics tools, onsite personalization and testing tools, etc. Whether you publish an audience one time, or set a recurring sync that refreshes daily, the list is kept current without manual work.



Precision without sacrificing reach

- **Reach a larger share of your subscribers.** The moment you break your list into something targeted (category browsers, cart abandoners, likely churners), reach collapses to the sliver of those shoppers you are able to recognize. Because these audiences are built on Wunderkind Identity, which resolves site behavior you can't connect back to your own customers, a larger share of the subscribers you already have becomes addressable.
- **Intelligence you can't assemble elsewhere.** Behavior, intent, and Wunderkind AI model outputs, including purchase propensity and product affinity, define who is in the audience.
- **Always-fresh.** No exports, no manual uploads, no audience that's out of date the moment it lands.
- **One source of truth.** The same audience stops getting rebuilt in multiple systems, so one audience powers everything across your tech stack, meaning counts agree and shoppers don't get messaged twice.



Activate Anywhere

Sends are the most common use, but not the limit. One maintained audience can serve:

- **Email and text campaigns** — seasonal and one-off sends, category-affinity promos, browse-and-didn't-buy, etc.
- **Ad targeting** — custom audiences in the ads platforms you run
- **Suppression** — keep already-targeted shoppers out of expensive text campaigns
- **Onsite personalization and testing** — deliver the audience into the tools you already use
- **Reporting and measurement** — see who is in an audience and how it moves over time



Getting Started

Connecting a destination is a one-time setup in the Wunderkind Platform (AMP) that only takes a few minutes.

From there, simply build your audience, choose the destination, and push as either one-time or recurring. It stays current from that point on, with no file handling and nothing to re-authorize before the next run.

Contact your Wunderkind CSM to learn more and start scoping the best audiences and use cases for your brand.