

The Total Economic Impact™ Of Wunderkind

Forrester interviewed the decision-makers of a global multi-brand customer with experience using Wunderkind. Forrester used this experience to project a three-year financial analysis.

WUNDERKIND BY THE NUMBERS

Three-year risk-adjusted

1048% Increase in revenue from improved triggered email performance

3x Increased opt-in rate after Wunderkind

40% Time saved for marketing campaigns



BENEFITS PV

\$14.3M



NPV

\$11.7M

#2 Top paid channel

9x Return on ad spend

452% Return on overall investment

SUMMARY OF BENEFITS

Three-year risk-adjusted

Incremental profit through triggered emails with customer identification

\$8.6M

Incremental profit from opt-in growth

\$4.9M

Campaign savings due to improved marketing team productivity

\$803.3K

VOICE OF THE CUSTOMER

“The Wunderkind team knows we are committed to continuing our partnership with them. They have consistently exceeded our expectations with their service level and overall results.”



Omnichannel Digital Marketing Manager, retail

“Wunderkind’s ability to provide the incremental identification of customers to target through triggered campaigns really set them apart from competitors.”



Omnichannel Digital Marketing Director, retail



This document is an abridged version of a case study commissioned by Wunderkind titled: The Total Economic Impact Of Wunderkind, February 2022

Commissioned By

Contact
Wunderkind for
the full study

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Wunderkind