Wunderkind

The Power of Acquisition

Doubling Down on First-Party Data Acquisition

In today's rapidly evolving digital landscape, the ability to acquire and leverage first-party data has become a critical differentiator for brands and marketers.

First-party data — information collected directly from an individual — offers unparalleled accuracy, control, and insights on your customers and prospects alike, while driving more personalized and effective marketing strategies. Collecting emails and mobile numbers, with consent, allows you to activate a number of marketing channels at scale. This includes email and SMS, which can be hyper-personalized and reach consumers at a fraction of the cost of paid media. Furthermore, those channels are preferred by consumers for receiving offers and content from brands, as many studies have shown.

First-party data is also the key to helping identity resolution partners, like Wunderkind, help recognize known contacts that appear as anonymous traffic on websites. Did you know that up to 90% of a brand's traffic is unknown to them on any given visit? How about the fact that less than 5% of consumers will transact in a given site visit? Understanding who is on your site, along with what they've browsed, clicked or added to a cart, is the first step to getting them back to buy. Many email service providers (ESPs) can recognize a portion of your traffic and fire off an email offer for events like an abandoned cart, but identity resolution partners are in the business of recognizing a much larger percentage of anonymous traffic.

They also collect behavioral data on an individual across thousands of websites to optimize owned channels messages that convert. In fact, Wunderkind has identified up to 10x more consumers and messaging opportunities from web visits than some of the largest ESPs. This ability unlocks that critical first-party data to drive more revenue.

But how do you collect first-party data at scale in the first place? With both top-of-funnel marketing and PPC ads driving traffic, you need to harness and convert as many site visitors as possible to a marketing opt-in in order to activate the aforementioned opportunities. Many brands start with basic one-size-fits all pop-ups asking for emails or mobile numbers, but the execution may not bring the results they were hoping for. There has to be a better way, right?

This is where Wunderkind steps in, offering a comprehensive solution to empower marketers in the acquisition stage of first-party data. This paper aims to highlight the tactics and implementation suggestions that have been honed by our patented technology along with nearly 14 years of experience. Make no mistake, all acquisition tactics and technologies — much like identity resolution partners — are not created equal. Let's explore.

Wunderkind's Approach to First-Party Data Acquisition

Wunderkind's platform is designed to seamlessly integrate with marketers' and brands' existing digital ecosystems, enabling the efficient capture of first-party data through sophisticated website campaigns. These campaigns are not only highly effective but are also fully compliant with evolving privacy laws and regulations, ensuring that brands can grow their data assets responsibly.

The acquisition stage of first-party data is crucial, as it lays the foundation for all subsequent marketing activities. Wunderkind's technology provides significant value by harnessing your web traffic and converting a high percentage to an opted-in contact over basic pop-up tools at this stage by:

Increasing List Growth
Wunderkind's technology is optimized to drive significant list growth, enabling brands to expand their databases. By capturing both email addresses and phone numbers, Wunderkind helps brands build robust, multi-channel communication strategies that can be tailored to individual customer preferences.

Optimized Value Exchange
Wunderkind allows your brand to determine which offers or incentives are right for your target audience. This means business rules can be applied to keep discounts within expected ranges, or offering loyalty points, highlighting promotions and social proof and other value to secure that opt-in. Plus, we offer multiple high-converting display formats such as banners, overlays, and tabs as options for activation.

Intelligent Segmentation
Intelligently determine who actually sees an opt-in campaign. Wunderkind starts with specific attributes such as prospect/customer status, device, traffic source, and more. From there, we layer on real time variables, which may only be true during part of a session, such as cart quantity, cart value, and more. For example, we can get as granular as showing a campaign only to returning users, on desktop devices, who are on the checkout page with more than $50 in their cart.

Behavioral Triggers
After determining an audience, we decide when to display – or trigger — the experience. With our advanced behavioral technology, we can activate campaigns based on stackable actions we observe in real time (e.g., exit intent, scroll, or click). For example, a user must be on a product page, be active for at least 30 seconds, and show exit intent.

Growing Your List and Offering the Right Incentives

Wunderkind makes it easy to grow your email and phone number list by capturing valuable data from website visitors. It's not just about the numbers though — it's about offering the right incentive to get people to sign up. Whether it's a discount, loyalty points, or a promotion, you can tailor your offers to what works best for your audience.

Enhancing Customer Experience

With Wunderkind, data acquisition is not just about volume — it's about quality. The platform's ability to deliver personalized, contextually relevant messages ensures that users are more likely to engage and share their information. This enhances the overall customer experience, leading to higher satisfaction and long-term loyalty.

Suppression via Identity Graph

One of the most annoying experiences for your customers is being asked to join a mailing list after they've already converted. Many ESPs and third party niche acquisition tools don't recognize a returning visitor when they've cleared first-party cookies, or are visiting with a new device. The Wunderkind Identity Network is in the business of matching multiple devices to personal profiles, so when an opted-in member does return without a cookie or on a new device it's likely we'll recognize that and suppress another ask to opt-in.

Ensuring Compliance and Trust

In an era of increasing data privacy concerns, Wunderkind's compliance with regulations such as GDPR, CCPA, and TCPA is a significant advantage. By ensuring that all data capture activities are fully compliant, Wunderkind helps brands build trust with their customers, reducing the risk of legal issues and reputational damage.

Smarter Targeting and Perfect Timing

Wunderkind's technology helps you show the right message to the right people at just the right moment. It looks at things like whether someone is a new or returning visitor, what page they're on, and even their cart total, so you can create super-specific campaigns. Add in smart triggers like exit intent or scrolling, and you've got a recipe for personalized, timely messages that lead to more sign-ups and better customer experiences.

The Wunderkind Difference

Wunderkind builds products for marketers who are goaled on generating revenue. Wunderkind provides one-to-one customer experiences at unprecedented scale through channels that you own.

Wunderkind is a top performance marketing channel
Wunderkind powers one-to-one messages across email and text at scale not otherwise possible. We combine top technology and best-in-class strategy to produce consistent, directly-attributable results for our clients.

We create an unmatched customer experience
Nearly 1,000 leading brands and retailers such as Kurt Geiger, True Botanicals, Harley-Davidson, and Sonos trust Wunderkind to grow their lists and recognize users better than ever before, allowing them to deliver more high converting, one-to-one messages on websites, through emails, and texts.

> "Wunderkind's technology allows us to grow our database, recognize more shoppers onsite, and deploy high-converting behavioral messages at an unprecedented rate—all with minimal resources and time invested on our end.
>
> Their performance was well worth the investment."
>
> **Jay Nigrelli,**
> EVP of Direct To Consumer
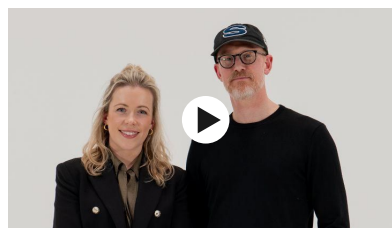> Perry Ellis

Drive Significant List Growth

3–5x
Your current capture rates

Turn One-to-One Messages into a Top Revenue Channel

10–15 %
of total digital revenue, last click across email and text messaging

WATCH: Kurt Geiger Doubles Acquisition Rates, Uses First-Party Data to Optimize Their Full-Funnel Marketing

TRUE BOTANICALS   Shinesty   DIANE VON FURSTENBERG   KURT GEIGER   ICONIC LONDON

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1 Getting Started: What is a Wunderkind Acquisition Website Campaign

Wunderkind's website campaigns are all about permissioning. They allow you to capture prospect emails and phone numbers on your website, based on real time actions and behaviors users take. When creating campaigns in the Wunderkind platform, we provide flexible setup and design options to ensure they reach the right audience, at the right time. Each campaign setup has four critical components:

1 Segmentation

This is who sees the campaign. Wunderkind starts with specific attributes such as prospect/customer status, device, traffic source, and more. From there, we layer on real time variables, which may only be true during part of a session, such as cart quantity, cart value, and more. For example, we can get as granular as showing a campaign only to returning users, on desktop devices, who are on the checkout page with more than $50 in their cart.

2 Behavioral Triggers

After determining an audience, we decide when to display--or trigger--the experience. With our advanced behavioral technology, we can activate campaigns based on stackable actions we observe in real time (e.g., exit intent, scroll, or click). For example, a user must be on a product page, be active for at least 30 seconds, and show exit intent.

3 Channel

Wunderkind works across both text messaging and email permissioning and integrates directly with your ESP. A website campaign can be dedicated to a single channel, or can drive sign-up to two lists.

4 Onsite Deployments

Finally, determine the best content and deployment format for your campaign. You can offer discounts, highlight promotions, or demonstrate social proof to encourage sign ups. Plus, we offer multiple, high-converting display formats such as banners, overlays, and tabs for you to choose from.

Growing Multiple Channels at Once

With the explosion of text message marketing in recent years, many marketers have a new opportunity to grow a new owned channel by expanding text message permissioning on their website. But knowing how to do both effectively can be difficult, and trying to make informed decisions with multiple vendors puts a unnecessary burden on internal teams. Furthermore, you want to ensure that both emails and mobile numbers are collected and stored in a single database in order to seamlessly deliver amazing cross channel experiences, including suppressing messages when needed and prioritizing the channel a given customer prefers.

After experimenting with text messaging point solutions, many marketers choose to work with Wunderkind to manage list growth holistically. This is because, ultimately, one partner across channels maximizes performance, experience, and returns.

1   Better Performance

Wunderkind aims to scale revenue across channels, finding the right balance between email and text messaging to maximize performance, holistically.

2   Better User Experience

With Wunderkind's identification technology, you can better control who you ask to opt-in, the number of experiences a user sees, and which channel they see.

3   Better Returns

Focusing on the right audience for each channel also drives channel efficiency. Text messages are inherently more expensive than email. Growing your list with users who are destined to churn is a sure-fire way to hurt your returns.

Determining The Right Cross-Channel Strategy for Your Business

With more flexibility across channels, marketers can devise the capture strategy that's right for their business, or better yet, test into the one that works best for them. The first question is to determine how aggressive your business wants to be with text messaging. If you see this channel playing a significant role in your customer communications in the near-term, Wunderkind can test more aggressive strategies. If you're still experimenting, you can focus instead on incremental captures. Ultimately there's no right answer across the board. Instead, Wunderkind can find what's right for your business and your customers.

Most Aggressive   Most Conservative

| Double email and phone numbers capture on entrance | Prioritize one channel, and make the other secondary | Give users channel choice between email and text | Reserve text messaging for customers, capture emails from prospects |

2 Reach the Right Audience With Our Advanced Segmentation Engine

Wunderkind's advanced segmentation engine displays different onsite experiences to the right individuals. Within the Wunderkind platform, we can create highly-targeted segments (or as we like to call them 'Behavioral Profiles'), based on user behaviors, device, location, and traffic source, and more. This level of customization allows for unmatched flexibility in how marketers grow their lists and prioritize channels on their website.

Visitor Profile

Visitor Profile criteria allows you to target campaigns by a visitor's geographic location, browser type, device resolution/orientation, date and times, and other visitor characteristics, as demonstrated in the following examples.

- Target only US visitors
- Target visitors who arrive at your site Monday through Friday between 9AM and 5PM
- Present a different deployment experience based on the user's mobile orientation (i.e., landscape or portrait)
- Show location-specific offers (i.e., visitors in Florida see offers for bathing suits, not coats)

Segment Type	Description
Geo Cohort	Target users based on their IP country, state, city, or zip code
Browser/OS	Target users based on their web browser/OS
Screen Resolution	Target users based on how wide or tall their screen is in pixels
Screen Orientation	Target users on their device screen orientation (i.e., Portrait or Landscape)
Date Range	Allows a campaign to run during a specific date range
Day Parting	Allows a campaign to run on specific days
Time Parting	Allows a campaign to run during a specific time range

Visit Behavior

Visitor Behavior considers qualities about a visitor, such as where that visitor has been and what the visitor has been doing onsite, and uses that information to determine campaign eligibility, such as:

- Display campaigns only to users on the homepage or cart page
- Suppress campaigns for users on a FAQ or legal page

Segment Type	Description
Current Page URL	Based on the current page URL structure
Landing Page URL	Based on the current visitor's landing page URL structure
Home Page URL	Based on whether that visitor is currently on the website homepage
URL This Visit	The visitor has been on a page with a certain URL structure
URL At Anytime	The visitor has ever been on a page with a certain URL structure
Pageviews	Number of pages have the visitor has browsed during their current visit

Historical Behavior

Historical Behavior tracks and analyzes a user's activity data. Wunderkind can refine campaigns so that targeting is based on prior behavior patterns – not just "one-off" interactions or purchases. Upon entering your site, we look at visitor behaviors such as:

- If a visitor has previously made a purchase
- If they have submitted their email address or phone number in a prior campaign
- If they are a returning or new visitor

Segment Type	Description
Previous Customer	Target previously converted users
Submitted Email	Target users who have previously submitted their email
Submitted Phone	Target users who have previously submitted their phone number
Visitor Type	Target users who have previously visited the site (i.e., new v. returning)

Device

More and more shoppers are browsing across multiple devices. Leverage Wunderkind's device segmentation to create campaigns specific for desktop, phone, tablet, and mobile users.

Segment Type	Description
Desktop	Target desktop users or choose to exclude
Phone	Target users of specific mobile devices, such as iPhone or Android
Tablets	Target tablet users or choose to exclude
Mobile Browser	Target users of specific mobile web browsers, such as Chrome

Traffic Source

Wunderkind can create campaigns targeted for visitors who land on your site from a specific traffic source, such as search engines, ads, influencers, or social channels. Want to make the most of your external marketing campaigns? See where your users are coming from by configuring referral segments.

Behavioral Attribute	Description
Landing Page Referrer	Track when a user lands on a landing page directly from a 3rd party (e.g., Facebook ads)
Current Page Referrer	Track when a user lands on a landing page (same example as above), but looks at the current URL the user is on, and determines if the user clicked through a referral link to get to that specific page
Anytime Referrer	Track if the visitor has ever been on a referrer page or URL
Clicked through Google Mobile Organic	Track if the visitor clicked to your site via Google mobile organic search

Behavioral Sequence

Trigger campaigns based on interactions with other campaigns. This includes interactions like impression, click, submit, close, or inheritance. For example, Campaign A's goal is email capture, and Campaign B's is phone number capture. Campaign B will only appear after the user enters their email. Meanwhile, Campaign C might have a different message if the user closed the email capture instead of submitting.

Behavioral Attribute	Description
Progression	Based on interactions (impression, click, submit, close) with other Wunderkind experiences
Companion Experience	Lets one experience inherit the criteria of another. This makes it so one campaign will not be eligible unless the other is as well.

Real Time Variables

With real time behavior, we consider elements relative to the page the user is on right now. With our real time variables technology, you can improve the customer's experience while they are on your site. For example, users who have taken high-intent actions like adding items to cart and need dedicated messaging to drive conversion. Wunderkind can even serve different messages based on cart value or quantity, for an added layer of personalization. Our team works with you to define real time targeting based on elements of your site, but some common variables are listed below.

Behavioral Attribute	Description
Logged In	Target whether the user is currently logged in
Ever Logged In	Target whether the user has ever been logged in
Cart Quantity	The quantity, or number of separate items, added to the cart
Cart Value	The total value of items added to the cart (usually the subtotal)
Product Name/Price	The name or price of an item (typically triggered on the product page)
In Stock	Based on whether or not an item is in stock
Submitted Onsite	Based on whether a user has ever submitted their email onsite

3 Trigger Personalized Captures Based on Real-Time User Behavior

Advanced behavioral triggers are crucial for a robust permissioning program, especially when a brand or retailer aims to both capture emails and drive text messaging permissioning. Wunderkind's behavioral technology ensures your list growth campaigns deploy at the right moment for each individual user.

When any behavioral trigger is met, the campaign activates and an impression event occurs. Unlike other capture technologies, we capture email addresses and phone numbers at multiple points, not just entrance and conversion, meaning Wunderkind adds more prospects in your mix in a more a native way. At the highest level, triggers can be broken down between **Engagement Triggers** and **Disengagement Triggers**.

Engagement Triggers

Engagement triggers are based on positive actions. We leverage these signals as chances to help capture an email or phone number from a user who is signaling intent and move them further down funnel.

Entrance or Page Load
Presenting a capture on entrance is one of the most popular ways to grow your list. For new visitors to your site, it's a great opportunity to get your message across right away. Wunderkind recommends triggering this campaign with an overlay to maximize engagement.

Scroll Gesture
Give your consumers a little extra breathing room and allow them to fully digest a page before delivering a CTA. Scroll Gesture activates the campaign when the visitor has viewed a certain percentage of the page (i.e., 10% from the bottom of the page), letting your content do the work before asking them to proceed down the purchase funnel.

Highlight Text
When a user highlights a product name on your website, they're probably going to copy/paste it into Google to find a better price. Wunderkind uses this behavior to trigger relevant messaging and help save the sale.

Hover
A hover is both a proactive action to explore the web page further, and also one of indecision. When a user hovers on a specific element, it could be to view other options, expand information or seek guidance. Use this moment to guide that customer journey and further improve their onsite experience.

Combine Triggers to Maximize Your Reach

You can stack Wunderkind's triggers to help reach your target shoppers, reduce cart abandonments, and grow your list.

Engagement Triggers (Continued)

Interstitial
Displays a campaign after a user has visited a specific number of pages. For example, new visitors from certain traffic sources might be more likely to spend more time on your site. For this particular audience, you might suppress the campaign until they've visited at least two or three pages.

Input/Dropdown Change
We can get as granular as triggering a campaign when a user makes a simple text or dropdown change on your website. For example, trigger a campaign after a user selects their product size to compel the visitor to click the 'add to cart' button.

Finished Typing
Being able to precisely detect when a visitor has finished typing in an input field means Wunderkind can trigger experiences at exactly the right moment for optimal performance and user experience. For example, if you want to push visitors to check a checkbox to opt-in to your newsletter, you want to do it when the visitor has finished typing in the email field above the checkbox.

Timed
Sometimes it doesn't make sense to go straight in with a form the second a visitor hits your website. If this strategy is right for you, we recommend triggering the campaign after the user has been on the page for a set amount of time. Improve their customer experience by allowing them the time to familiarize themselves with your brand.

Active time
While a Timed trigger can fire an experience after, say 10 seconds on a page, for every user, Active Time allows you to put a minimum or maximum time spent on your site. When paired with another trigger, this can help ensure experiences don't fire too soon.

Waypoint Targeting
Similar to Scroll Gesture, Waypoint Targeting triggers a campaign once a visitor has scrolled past a certain element on your site, signifying a positive engagement and a green light to present the capture experience.

Click On
Triggering campaigns when a visitor clicks on a specified element on the page is another opportunity for engagement. Whether it's a click to watch a video, view a product or open a menu, this presents a great time to ask for their email or number.
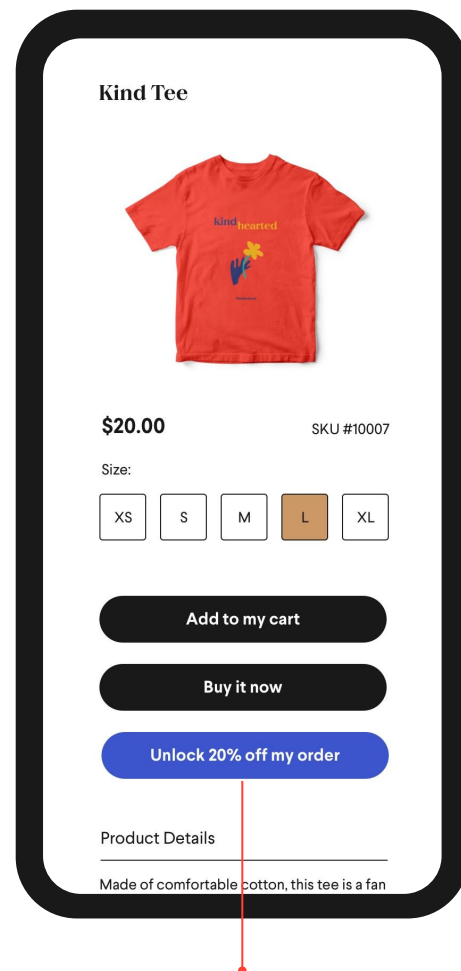
Example: use 'Click On' to fire a new CTA when a Prospect selects a size.

Disengagement Triggers

Disengagement is a critical opportunity to refocus a user's attention. By looking for the right signals, you can identify when a user has lost interest and use that moment to deliver an impact value proposition.

Exit-Intent™

Presenting a campaign when a user signals an intention to exit is a great way to boost visitor retention. As soon as the user moves to close or exit the browser tab, a campaign triggers. Considering this type of user is likely at the end of their customer journey, a call to action such as "enter your email now to receive X% discount" can be particularly effective for conversion and encouraging users to come back at a later time.

Mobile Exit Intent™

Wunderkind can detect the device that the user is currently using (iOS or Android) and load the corresponding Exit Intent Trigger. For example, if the user is on iOS, then the 'iOS Exit Intent' is used. If the user is on Android, then the 'Android Exit Intent' is activated when a user tries to exit (e.g., if the user starts typing in the URL bar or scrolls up quickly).

Inactivity

If you trigger a campaign after a defined period of inactivity (e.g., no mouse movement for 30 seconds), you grab another chance to capture that user's attention. Whether they have left their device unattended or simply switched to another tab, that user is still on your site. Deploy an eye-catching campaign creative or incentive and it will be the first thing they see upon their return.

Reactivity

Use Reactivity to trigger a campaign after a user reenages with your site after a period of inactivity. For example, the user switches tabs, and then re-engages on your website.

Tab Unfocus

Consumers are frequency switching between browser tabs. Grab their attention and bring them back to site by activating a campaign that dynamically populates a new page title for your site's inactive browser tab.

Rewind

Worried about what happens when a visitor can't find what they're looking for? Use a rewind trigger to activate a campaign when the back browser is clicked. Through the Wunderkind platform, you can target this capture to activate on a specific landing page or any page on your site.

Did you know? Exit intent technology, including the detection of exit behavior of an internet user, was **invented and patented** by Wunderkind's CEO and Co-Founder, Ryan Urban, in 2012.

Before you go…

Get 10% Off your first order

Sign up for emails to unlock your code

Email Address

Get my coupon code

No thanks

4 Grow Your Lists with High-Performing, On-Brand Website Deployments

The most effective way to infuse your list with high quality leads is through an email or phone number capture deployment on your website. Wunderkind's onsite deployments are designed to do just that. Optimized for both performance and user experience, all deployments are extremely flexible and fully customized to align with your brand's look and feel. From spin-to-wins, banners, to overlays we make sure every lead capture form speaks directly to the consumer and ensures the chances of completion are the highest possible.

Ultimately, Wunderkind's deployments are **entirely flexible**. Our tools allow us to build anything on top of or directly within a page. It's helpful to think about the by first understanding the **standard deployment types**. This basically pertains to where the campaign is anchored, be it the top or bottom of the page, or within it. From there, you can explore our **deployment customizations** to get a sense of how we bring these basic concepts to life so they can meet a variety of goals.

Deployment Types

We offer the following deployment tools to fit all your campaign needs.

Overlay
Overlays appear in the very center of the screen. They can cover the entire page or part of it, with flexible opacity around it. Overlays are a high-impact option for entrance or exit email/number capture, cart recovery campaigns, traffic targeting and more.

Bottom Bar
While top bars are great for messaging, mobile bottom bars are great for tapping, since they're so close to your thumb. Drive click and sign-up with persistent, non-intrusive experiences.
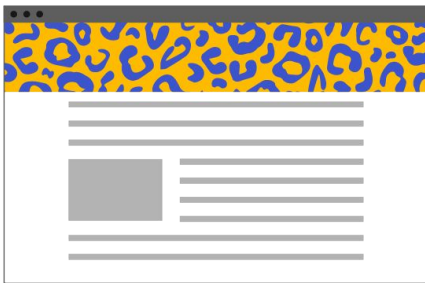
Top Bar
A simple, noticeable bar that stays at the top of the screen and scrolls with the page so that it remains within a user's sight all the time. Designed to grab users' attention and increase conversion.
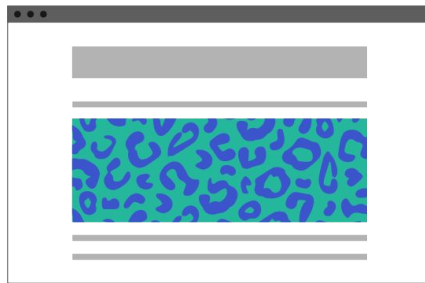
Inline Zone
Inline zone is a static deployment that lives directly in the page. It's a great way to get visitors to engage who are deeper into the funnel, but weren't quite ready to submit on entrance. Strategically place an inline signup in a category or cart page to capture your user's attention and increase the chances of conversion.

Deployment Types (continued)

Corner Tabs and Side Tabs

These expandable units are designed to be less intrusive to the overall user experience. These experiences remain on your site until your visitors decide it's the right time to submit -- clicking or tapping to expose submission fields.

Annotation

Annotations are anchored to specific site elements to draw attention and encourage a behavior. For example, use annotations to compel the visitor to click the 'add to cart' button by inserting the most relevant product value propositions and urgency.

Deployment Customizations, Continued

Product Retargeting
Retarget users in session with the products they viewed to encourage conversion. Wunderkind can dynamically in product names and product imagery to customize any list growth or on-site experience, while also generating additional intent around products users previously engaged with.

Same-Session, Dynamic Coupon Codes
Static coupon codes proliferating around the web hurt your margins and train your customers to hunt for a discount. Wunderkind ensures only the right audience sees a coupon, with single use codes that won't end up on Affiliate sites.

Timers
Drive urgency in any experience with a countdown clock. These can be set to a specific time, like the end of a sale period, or a window based on activation, like 30 minutes after the user submits.

Dynamic Text
Wunderkind's dynamic text feature offers a more granular way to personalize your campaign content. We offer a few different ways to customize your content with dynamic text tags, including location data, date and time, and timer countdowns, which you can use to increase the urgency for the visitor and encourage a conversion. You can also auto-populate content with custom variables, like cart value or coupon codes.

Dynamic Calculations
Contextualize savings in real time to drive users to convert. For example, an $80 cart that's eligible for a '20% new visitor' campaign, could trigger messaging that lets the user know that they can save "$16 dollars off their order."
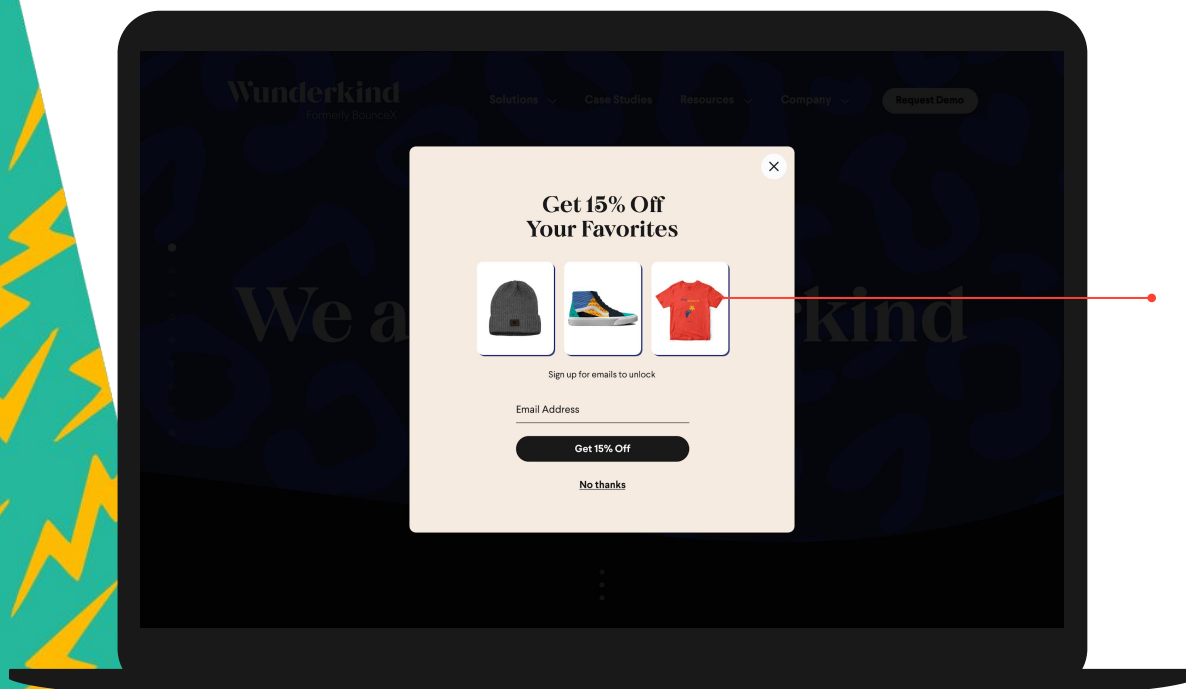
Product Retargeting
dynamically pulls in the products the user viewed

Deployment Customizations, Continued

Liquid Variables
Easily maintain consistency across your campaigns. Liquid variables allow Wunderkind campaigns to be easily updated with one edit. Globally update your offer, copy, imagery and more across dozens of emails and on-site campaigns with one simple edit.

Campaign Animations
We support 19 animation deployment types to meet any brands needs and allow for the right visual animation at each moment, such as slide from the top bottom or side, fading in or out, hinging-down, or zooming-in.
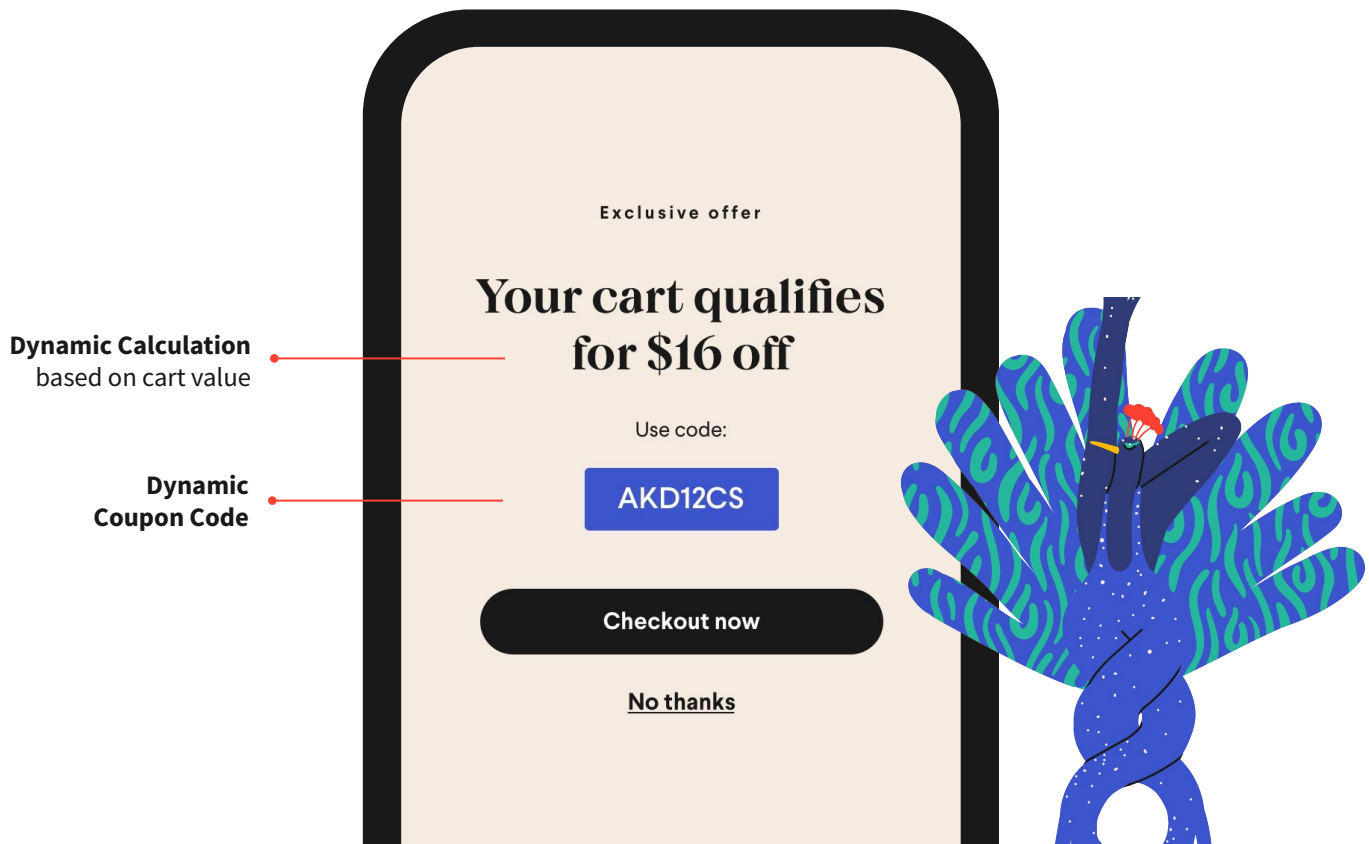
CSS Alignment
Wunderkind's design and engineering teams can align deployments to your unique brand specifications or visual preference.

Frequency Caps and Activation Limits
You can control how often an experience is shown, what prevents it from being shown, and how users can close the experience.

- **Activation Delay:** Delay the campaign from showing for a specified amount of time.
- **Max per Pageview:** Limit the amount of times a campaign can activate on the current pageview.
- **Max per Activation Window:** Specify an activation window interval and determine how often a campaign can trigger during the interval (e.g., 10 times per hour).
- **Max Activation Overall:** Specify how many times a campaign can fire for the visitor.
- **Close Options:** Enable auto close, close buttons, and post-close targeting per campaign.

Dynamic Calculation based on cart value

Dynamic Coupon Code

Exclusive offer

Your cart qualifies for $16 off

Use code:

AKD12CS

Checkout now

No thanks

Deployment Customizations: Custom Gamification

Gamification overlays, like a Wheel Spinner, Choose Your Offer, Slots, Mystery Offer and Scratch-Off, enhance user engagement. Wunderkind offers these gamification elements out-of-the-box, plus has a dedicated, experienced design team to create custom gamifications, based on your brand. The foundation is a gaming element element we're all familiar with, which adds fun and excitement to what would be a simple prospect discount. From there, we can customize the game itself to incorporate not just branded design, but brand elements, like a shoe retailer that asks users to match three heels to win.

Spinning Wheel
The user spins the wheel to determine their offer. This is the most common gamified eCap experience available. Our design team can create full or half wheel (which we always recommend on mobile).

Choose Your Offer
User given choice of 3 different options to determine their offer, all hidden behind. The user excited to see what's behind Door Number 1.
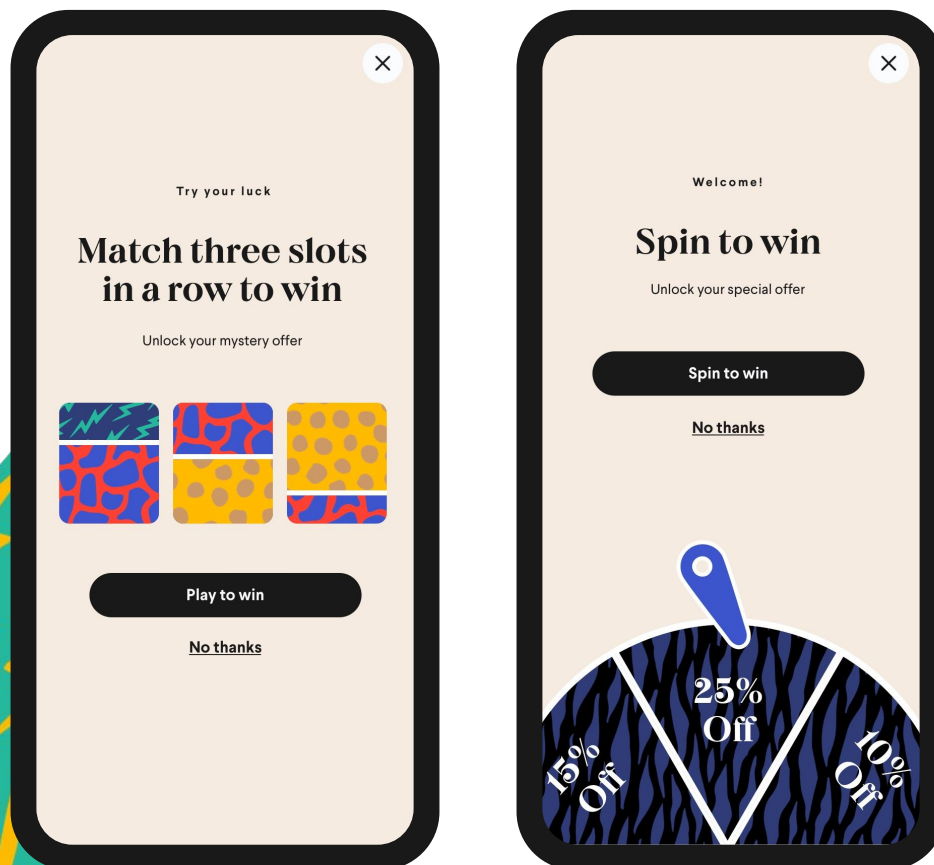
Slots
The mechanics of a slot machine are simple and visual - you match and you win.

Mystery Offer
Obscure the offer to drive engagement with the modal and prime a user to submit their email address.

Scratch-Off
Intrigue users and drive them to convert with this surprise scratch-off overlay.

Managing Multiple Website Vendors

Every retail and eCommerce leader is well-versed in competing priorities. One website is expected to do and sell many different things for many different people, all at once. This can especially cause problems when using different tools on top of your eCommerce platform. Wunderkind is well-versed in the intricacies of multiple triggered experiences. We've worked across thousands of websites and with numerous vendors to ensure the best experience for users.

Wunderkind handles multiple vendors in three primary ways z-indexes, suppressions and calls, and swim lanes. Using a **Z-Index**, Wunderkind can determine whether an experience should be on top of or underneath something else on the website, creating layers within a website. With a little bit of coordination between vendors, **suppressions and calls** allow Wunderkind to create more defined rules as to which experience should fire when. And lastly, with **clear swim lanes,** we simply align straight-forward strategies on which pages different vendors fire experiences on.

Here are some common scenarios we see:

1

Chat Bots
By adjusting the Z-Index, Wunderkind overlays typically fire above all chat bots to focus the user, instead of having a chat bot bubble on top of an email capture. We generally recommend that most clients limit a chatbot to a key part of a user journey, or at least simply page-view 2+, as most new users don't immediately need support.

2

Refer-a-Friend Solutions
These widgets typically offer a discount when another friend purchases. Wunderkind recommends that clients serve these to existing customers. Your prospects won't want to evangelize you, and plus, you don't want to encourage them to wait to purchase. These work great on a checkout page, where you can offer a customer an opportunity for a future discount. Wunderkind can also call or suppress them to ensure the audience is limited on the rest of the site.

3

Cookie Permissioning Overlays
Wunderkind can either fire campaigns on-top of a Cookie Permissioning overlay by adjusting the Z-index, or integrate with it to fire after a user accepts.

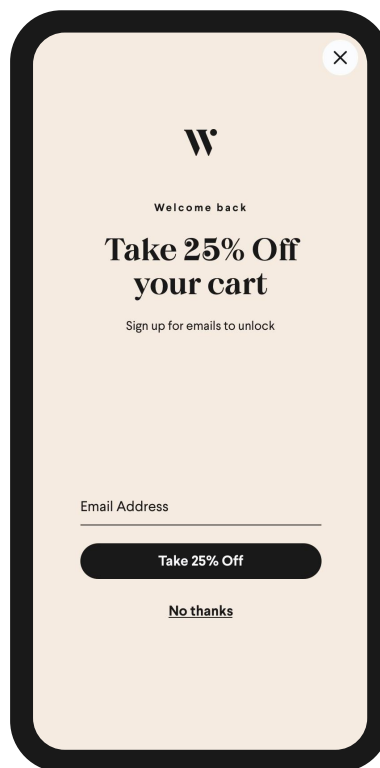# 5 Test and Measure to Optimize Campaign Performance

Whenever a marketer launches a new experience on their website, they need visibility into how it's impacting their conversion rates. At Wunderkind, we provide best-in-class testing capabilities for list growth so our clients can confidently test new ways to grow their lists. For each campaign we run, we can conduct either an A/B or Multivariate Test.

In an **A/B Test** we create two variations of a campaign (version A and version B) that we run against one another. In a **Multivariate Test** we create multiple variations to run against one another, like A/B/C test or A/B/C/D tests.
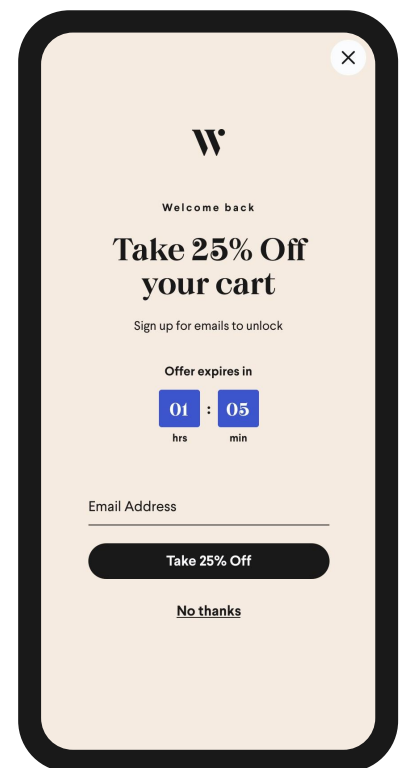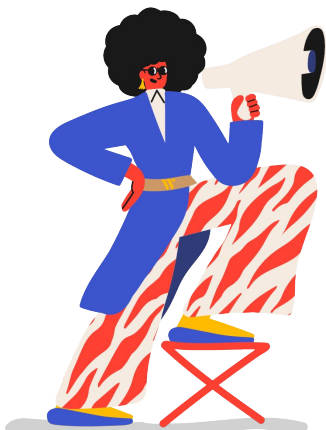
As tests run, we measure how visitors respond to the different variations based not only on the submit rates of each campaign, but on their overall revenue performance.

Positive experiences deliver positive performance lift. Your users like them better, so they engage more, and ultimately convert more.

Variation A - No Timer

W

Welcome back

Take 25% Off your cart

Sign up for emails to unlock

Email Address

Take 25% Off

No thanks

Variation B - Timer

W

Welcome back

Take 25% Off your cart

Sign up for emails to unlock

Offer expires in

01 : **05**
hrs   min

Email Address

Take 25% Off

No thanks

Easily adjust the amount of traffic that sees your campaign

Wunderkind provides campaign exposure options, which means we can configure what percentage of traffic can see each variation, based on your preferences. Larger control groups allow us to accelerate our learning by obtaining a large sample more quickly, while smaller controls allow us to maximize our impact.

Understanding Control Groups

Independent Controls Make Wunderkind Testing Unique

Most marketers know that they should use some sort of testing solution when deploying anything on their site. The problem is that for the list growth solutions that actually do provide testing capabilities, they fail to measure against a benchmark — that's where Wunderkind comes in. For each campaign, we run test variations and independent control groups to determine the variation winner and to ensure that our campaigns provide a positive conversion rate lift. The control groups represent a percentage of users that are not exposed to the test campaigns (i.e., they receive the "non-Wunderkind" experience) as a source of truth to show the actual lift Wunderkind campaigns provide.

Our Control Groups Highlight What Works As Much As What Doesn't

We always want to have a positive impact, but some tests may not return the results we're looking for. At Wunderkind, we use these learnings to improve our optimization and performance strategy — meaning we don't just run campaigns for the sake of running them. Our objective is to derive valuable insights on consumer behavior, so when it does come time to optimize and analyze results, you can feel confident in our deployment experiences, even as your site and visitors change.

Not All Tests Are Created Equal

When you've captured millions of emails across thousands of websites, you learn a thing or two about what's worth testing. Wunderkind's strategy playbooks and experienced Customer Success team can guide you to run productive tests that have the potential to meaningfully move the needle, and help you avoid the fluff that just wastes time.

> **The question isn't "should I do A or B?" — it's "should I do A, B, or *nothing at all*?"**
>
> At Wunderkind, establishing independent control groups is essential for measuring uplift generated by any Wunderkind campaign. Our goal is to guarantee that we're making a true, tangible impact on your overall site performance.

Campaign Data and Analysis

Wunderkind provides insights to help you run smarter and data-driven campaigns.
Get extensive onsite coverage, sales, engagement, conversion, and best practice data for full performance visibility. Plus, you'll have access to the following campaign-level and variation-level data.

Campaign-Level Data

Metric	Description
Actual Conversions Lift	We take the difference between the conversions attributed to the Wunderkind variations and the number that would have been generated if that traffic had seen the control.
Actual Conversion Rate Lift	Shows the increase in conversion rate (versus the control) for traffic exposed to all Wunderkind variations of the experience.
Actual Conversion Revenue Lift	Measures the amount of incremental revenue a behavioral experience provided. It is measured by taking the total revenue attributed to all Wunderkind variations in the experience and subtracting the amount that would have been generated if those variations had not run (if all traffic for the experience had seen the control).
Rate Lifts	The percentage increase or decrease from one rate to another. This allows you to see the relative impact of our behavioral experience versus the control, though you can change this baseline for rate lift calculations via the filters in the Wunderkind dashboard.
Conversion Rate, Submit Rate, and Click Rate	Calculated by dividing the count by the number of unique impressions for the campaign.
Eligibility	The share of eligible visits out of total website visits during the period. Visits are similar to "sessions" in Google Analytics, and end when there is 30 minutes of inactivity.
Eligible Visits	Specific visits that meet the segmentation criteria, such as engagement level, site area, traffic source, or device type.
Optimized Conversions Lift	An estimate of the incremental conversions that would have been generated if the best performing variation had been used for all impressions in the experience.
Optimized Conversion Rate Lift	Shows the potential conversion rate lift if only the best performing variation had been used.
Optimized Conversion Revenue Lift	Measures the amount of incremental revenue that could have been achieved if all impressions, including the control portion, had used the variation with the highest conversion rate. It is measured by estimating the total revenue if all traffic had seen the best performing variation and subtracts the revenue that would have been generated if all traffic had seen the control.

Variation-Level Data

Metric	Description
Average Order Value (AOV)	Revenue divided by conversions. Differences in AOV may suggest that the variation had an impact on product mix, upsell attach rates, or discount usage.
Clicks	Instances where a link was clicked in the experience, other than to close/dismiss it.
Conversion Rate, Submit Rate, and Click Rate	Calculated by dividing the count by the number of unique impressions for that variation.
Conversions	Purchases attributed to the variation or control. For websites with multiple conversion goals (registration, free trial, etc.), you can view the impact on a different goal by adjusting the Conversion Goal setting.
Impressions	The total number of times an experience is activated. This is the same for both a variation and a control, although in the case of a control, the visitor will see nothing.
Revenue	The total value of conversions attributed to a variation.
Revenue per Unique Impression	The value of conversions divided by the number of unique impressions for a given variation. This takes into account both conversion rate and AOV, and is a useful metric for comparing the value a variation drives relative to the control or other variations.
Unique Impressions	Measure the number of visits during which an experience is activated. A top bar displayed on 10 pages will result in 10 overall impressions but only 1 unique impression. This metric is a useful way to understand the number of visits that were exposed to a specific behavioral experience.
Unique Impression Rate	The share of visitors that activate the experience they were eligible to see, calculated as unique impressions divided by eligible visits.

Third-Party Analytics Integration

Wunderkind connects to your Google Analytics or other analytics instance so you can easily view your onsite campaigns' conversions and revenue attribution, directly within GA. By default, we pass **impression**, **click** and **submission** events of each campaign experience so your internal team can further measure the impact of Wunderkind campaigns.

Marketers can also use these events to optimize campaign performance. For example, we may find that a normal submit rate for entrance email capture is 10%, but for Facebook paid traffic, it's only 4%. We can use these insights to improve the experience for Facebook visitors by optimizing how we target them (e.g., we can set up a campaign that speaks specifically to Facebook users, or that uses different messaging and/or incentive).

6 Legal and Policy Compliance

Wunderkind takes consumer privacy very seriously and follows the most rigorous industry standards to ensure the highest data privacy and security. We are committed to meeting and maintaining campaign compliance with local legislation, such as GDPR, CCPA, CAN-SPAM, CASL, and TCPA & CTIA. Additionally, we're compliant with the following data, accessibility, and Google standards.

Built-in and White Glove Web Accessibility Compliance

Wunderkind is committed to web accessibility. We believe in the uniqueness of each individual, and that the internet should be usable by all people, regardless of circumstance or ability. We have integrated accessibility into our process when developing products, designs, and campaigns, not so we can check a box on accessibility, but so that we can continue to make inclusiveness a core part of who we are and what we build. Any vendor claiming to be *fully-ADA compliant* doesn't fully understand the nuance of how Title III of the groundbreaking civil rights law applies to the online space.

WCAG 2.0, or Web Content Accessibility Guidelines, are the principles that set the standard for online accessibility. Our ongoing accessibility efforts work toward conforming to their guidance in the evolving online space. Wunderkind's onsite experiences are coded in HTML5 and supplemented with ARIA when needed. Like our emails, they are built to be accessed by a variety of devices and assistive technologies, including screen readers.

In addition to the training and expertise of our in-house staff, Wunderkind works with Perkins Access, a division of Perkins School for the Blind, to continually enhance the accessibility and usability of our product. Perkins Access provides ongoing accessibility support, including inclusive design reviews, WCAG audits, expert standards guidance and remediation support.

Designed for Readability
- Alternative text applied to logo and image elements
- Accessible labels applied to interactive elements (e.g., form field)
- Text and graphical objects have contrast ratios greater than 4.5 to 1 with surrounding elements and background colors
- Legible font families and sizes
- Links are visually identifiable (e.g., underlined, bolded, italicized, etc)
- All caps applied in CSS (instead of HTML file)

Web Accessibility, Continued

Navigation
- Before campaign impression: campaigns are hidden from screen readers and not navigable by keyboard
- On impression, campaigns become visible to screen readers and navigable by keyboard. Site content behind overlay is hidden from screen readers and unreachable by keyboard.
- Highly visible focus indicator implemented on all actionable components (e.g. links, buttons, etc.)
- Tabbing settings for overlays:
    - Focus is programmatically moved on each step
    - Tabbing the last focusable element in a step loops back to the first focusable element of the step
    - Tabbing in reverse on the first focusable element moves focus to the last focusable element of that step
    - In addition to close buttons with accessible names, users can dismiss an overlay with Escape
- On campaign close focus is returned to the element that triggered launch. If no element was previously focused, the focus is set to the <body> element.

Input Assistance
- Form field labels are properly associated with their corresponding inputs
- Error messages are programmatically associated with their corresponding field so that assistive technology users are informed, and do not rely solely on visual presentation. Focus is moved to the first input with an error.

Compatibility
- Correct and complete markup language is used (ex: no duplicate ids, etc.)
- The order of content in the source code matches the visual presentation of content on the page
- Modal dialogs follow the modal dialog design pattern as defined by WAI-ARIA
- Close (X) buttons are given accessible labels that describe purpose ("close dialog")

Accessibility is a constant practice

To be successful, it must exist across all functions of a company. It evolves with culture and technology as we all work together to build a more equitable world.

Permissioning Compliance Across Regional Laws

GDPR, CCPA, CAN-SPAM & CASL
Wunderkind is fully-compliant with all regional privacy and email marketing laws. We have both a robust in-house team of legal experts on international privacy laws as well outside counsel that has been with us for the last decade for the roll-out of landmark laws like GDPR and CCPA. In addition to restrictions and guidelines on how data needs to be managed and used, each law has also specific guidelines on how permissioning needs to be handled on your website. Said in another way, how can you make sure that every email you capture is legal and usable, based on the region it was captured in?

Wunderkind list growth has productized solutions and compliance settings to help global retailers maximize their one-to-one marketing in a compliant way. As a way to explain these different laws, let's take a look at an email capture experience and how it would have to be versioned in the US, Canada, and the EU to highlight the regional requirements.

In the U.S. a double opt-in isn't required, though most marketers add a disclaimer

In Canada, opt-in creatives need to include an explicit statement confirming the opt-in.

In the EU, creatives must also include an explicit statement confirming their opt-in and link to a privacy policy.

TCPA & CTIA Text Messaging Compliance

There are two acronyms marketers should be aware of for mobile messaging: TCPA, (the Telephone Consumer Protection Act), which is the law that regulates marketing from auto-dialers as well as the CTIA (the Cellular Telecommunications and Internet Association), which is a regulatory body that can shut down a retailer's shortcode for not complying with its guidelines.

Wunderkind works with its internal legal team and external counsel on an ongoing basis to ensure that all of these compliance elements are simple for our clients and up-to-date, so you can focus instead on running a high-performing text message marketing program.

The TCPA and CTIA have different requirements, and most marketers aren't familiar with the differences. The below breaks down that this U.S. law and the industry body both require:

TCPA Requirements

The foundation of the TCPA is permissioning, and it requires the following:
- "Prior express written consent" must be obtained before sending mass marketing text messages.
- The consent notice must be "clear and conspicuous" and needs to be "apparent to the reasonable consumer, separate and distinguishable from the advertising copy or other disclosures." It should inform users of the following:
  - The name of the business
  - How to opt-out
  - That the program delivers automated messages
  - That signing up is a not condition of purchase
- Marketers must honor any request to unsubscribe "within the shortest reasonable time from the date of such request."

Additional CTIA Requirements

The CTIA has its own requirements for the sign up call-to-action:
- Link to a Privacy Policy
- Link to Terms and Conditions
- Message frequency disclosure
- STOP to stop receiving text messaging
- "Message and data rates may apply" disclosure
- Disclosure that the brand intends to send cart reminders

CTIA also states that marketers must immediately trigger an opt-in message, must contain the following information
- The program (brand) name
- Verifies the Consumer's enrollment
- Customer care contact information
- Opt-out instructions
- A disclosure on message frequency
- "message and data rates may apply" disclosure

TCPA & CTIA Text Messaging Compliance (Continued)

When a user signs up for text message marketing through a Wunderkind-powered experience on a mobile device, it automatically launches the user's messaging app with a pre-populated text that they send to opt-in. Wunderkind addresses TCPA and CTIA compliance in 1) the call-to-action we power on the website, 2) the pre-populated message the user sends, and 3) the confirmation message they receive, ensuring any disclosures are "clear and conspicuous" throughout.

Step One, CTA

Step Two, Opt-in Messages
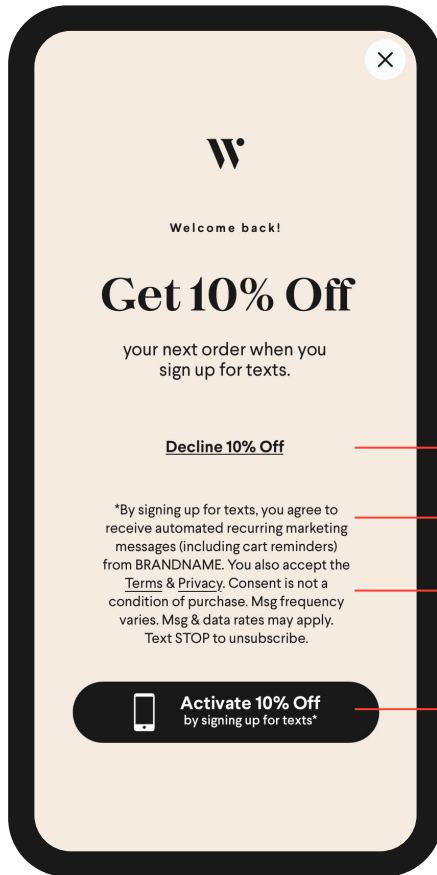
Clear, conspicuous disclosure

Required confirmation text
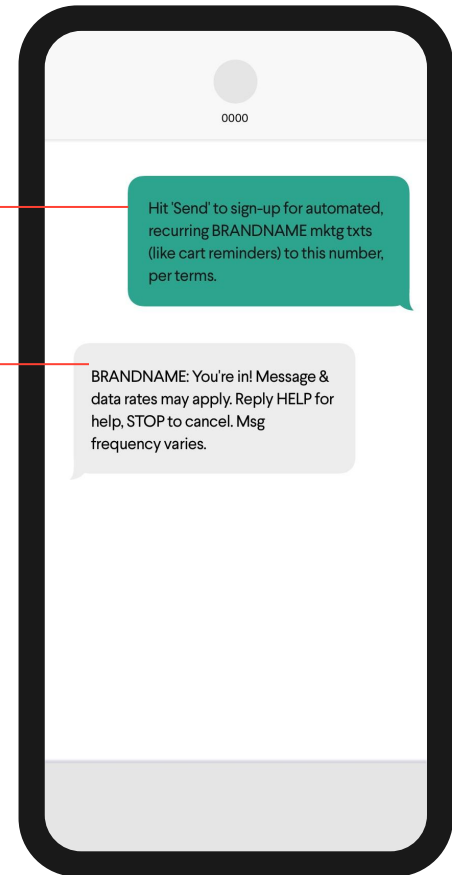
Clear Exit Messaging

Clear, conspicuous disclosure

Ts&Cs and Privacy Links

Clear Opt-in CTA

Disclaimer Text
By signing up for texts, you agree to receive automated recurring marketing SMS messages (including cart reminders) from [BRAND] and accept the Terms and Conditions and Privacy policy. Consent not a condition of purchase. Msg frequency varies. Msg & data rates may apply. Text STOP to unsubscribe.

Wunderkind places the disclosure above the CTA to make it as clear and conspicuous as possible, per our recommended compliance best practices.

Pre-Populated Text the User Sends:
Hit 'Send' to sign-up for automated, recurring BRAND mktg texts (like cart reminders) to this number, per terms.

Confirmation Text:
BRAND: You're in! Message & data rates may apply. Reply HELP for help, STOP to cancel. Msg frequency varies.

Compliance with Google Policies

These rules and guidelines may not have been written by any government body. Violating them won't subject you to a lawsuit, but they may subject your business to penalties in your search rankings, which could be just scary for many marketers. Wunderkind has worked to ensure compliance with every rule that could impact a retail site.

Google Organic Traffic Targeting
Google believes that when a user clicks through a mobile or desktop organic search result, they should be able to easily read the site's content without any obstacles. Specifically, if more than 40% of the content is obscured by something like an email capture, your search ranking could suffer. Wunderkind adheres to this policy by segmenting out organic search traffic and delivering an alternate, compliant experience.

Google Shopping Ads
Google also insists that when a user clicks through a Google Shopping ad (formally known as a Product Listing Ad, or a PLA), they should land on that item's product page and that product's image should be clearly visible. This means that you cannot show an overlay on entrance to users clicking through these ads. Wunderkind suppresses these overlays to ensure your site's Google search rankings don't suffer.

Google Core Web Vitals
Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web. Each of the Core Web Vitals represents a distinct facet of the user experience, is measurable, and reflects the real-world experience of a user-centric outcome. Wunderkind is aligned with the purpose of these metrics and is committed to providing a first-class user experience. We monitor these scores on our client's websites, and our product team conducted a thorough review of our product suite in preparation for the upcoming launch of these metrics.

Don't Let Your List Growth Efforts Hurt Your SEO

Most list growth technologies ignore Google policies, or don't even know about them. Wunderkind actively educates its clients about best-in-class solutions to ensure one marketing effort doesn't hurt another.

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyper personalized one-to-one messages.

Brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices, 1 billion consumers and observes 2 trillion digital transactions per year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine which integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels. Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over $5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Harley-Davidson, Perry Ellis and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results