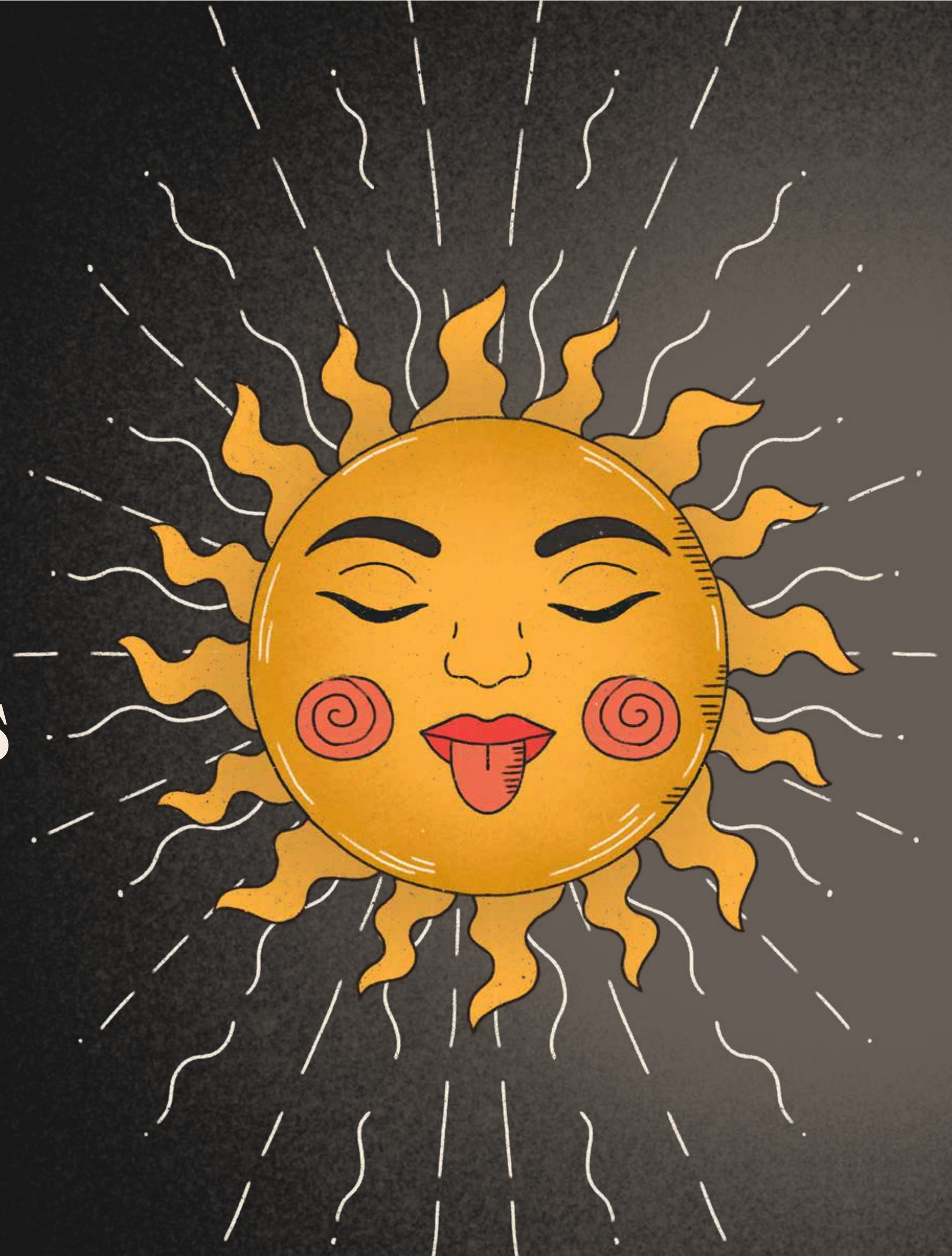# Wunderkind

2025 FORECAST:

Expert Predictions Shaping the Future for Brand Marketers

Oh no, not another digital marketing predictions guide. Every year, these guides appear, recycling the same content, laden with buzzwords, jargon, or—worse—now written by ChatGPT. At Wunderkind, we're doing things a little differently. We've spoken with thought leaders, industry experts, and CMOs from leading brands about the year ahead and what they hope—and expect—to see.

2024 was a year of both change and continuity. Fortunately, it was far less tumultuous than previous years. Marketers have come to grips with sweeping global privacy legislation, the economy is slowly recovering, and the rapid expansion of AI tools is largely viewed in a positive light.

Google's plan to curtail third-party tracking cookies was more of a 'will they, won't they' than Ross and Rachel or Jim and Pam. After years of delays to its proposed cookie deprecation timeline, Google has pivoted, now proposing tools that enable users to make more informed choices. Don't be surprised to see additional press releases and adjustments to this plan in 2025.

AI has deeply embedded itself into marketing strategies, enhancing personalization, content creation, and customer engagement. Yet, most marketers are only scratching the surface of its potential, often using it for basic tasks. While 2024 was a year of experimentation, 2025 will be the year of action.

For marketers heavily invested in paid channels, 2024 was a challenging year. The U.S. elections accounted for a staggering $12.3 billion in digital advertising spend—a 30% increase over the 2020 election. Competing for consumer attention on paid channels is already difficult, but the scarcity of ad inventory and increased costs, driven by large political ad budgets, made it even more challenging.

To counter these challenges, shifting from costly, competition-dependent channels like paid search and display to leveraging owned channels is essential. The first email may have been sent over half a century ago, but it remains a leading channel for reaching consumers—uncensored for the most part, unaffected by algorithms, and highly personalized. In 2024, more brands also embraced the power of text for its immediacy and wide reach, though it remains underutilized among many retail brands.

With up to 95% of website traffic remaining anonymous, it's essential to have technology in place to capture email addresses and phone numbers at scale. In 2024, more brands leveraged identity resolution to recognize returning customers who had cleared their first-party cookies or were using new devices. Those same identity partners helped turn truly anonymous website visitors into highly engaged customers, though there is still much work to be done.

As we look ahead to 2025, these shifts in digital marketing will continue to shape how brands interact with their audiences, balance paid and owned strategies, and embrace emerging technologies. This 2025 Forecast will provide you with expert perspectives to help your brand not just navigate but thrive in an ever-evolving digital landscape.

"I think we're emerging from a global recession. We have rapidly advancing AI tools, and this past year was challenging, marked by major layoffs and economic downturns. But 2025 is going to be a year of positivity—a fresh start."

Peter Lines, Experienced Head of Digital in eCommerce

The Importance of First-Party Data for Personalized Marketing

In the race to stay top-of-mind when consumers are ready to purchase, first-party data is the key to delivering the truly personalized marketing that modern consumers expect. Unlike third-party data, it comes directly from consumers who interact with your brand, offering invaluable insights into customer behavior and preferences. This data allows brands to create hyper-targeted email and text campaigns, leading to higher engagement rates and a stronger ROI. However, collecting this data effectively is where many brands fall short.

As uncertainty around the phase-out of third-party cookies persists, marketers are clear that this year they will shift focus to strengthen their first- and zero-party data strategies. This includes prioritizing direct data collection through website engagement, social media, and incentives for sign-ups, as well as adopting contextual targeting to reduce reliance on third-party data. Owned data will become essential for delivering tailored customer experiences and driving growth.

63%

of retail marketing leaders say third-party cookie-enabled tactics still play a major role in their brands' advertising strategies

59%

of retail executives are significantly concerned about the uncertainty surrounding the depreciation of third-party cookies in Google as many rely heavily on them

The steps marketers are taking to mitigate the ongoing uncertainty surrounding Google's depreciation of third-party tracking cookies.
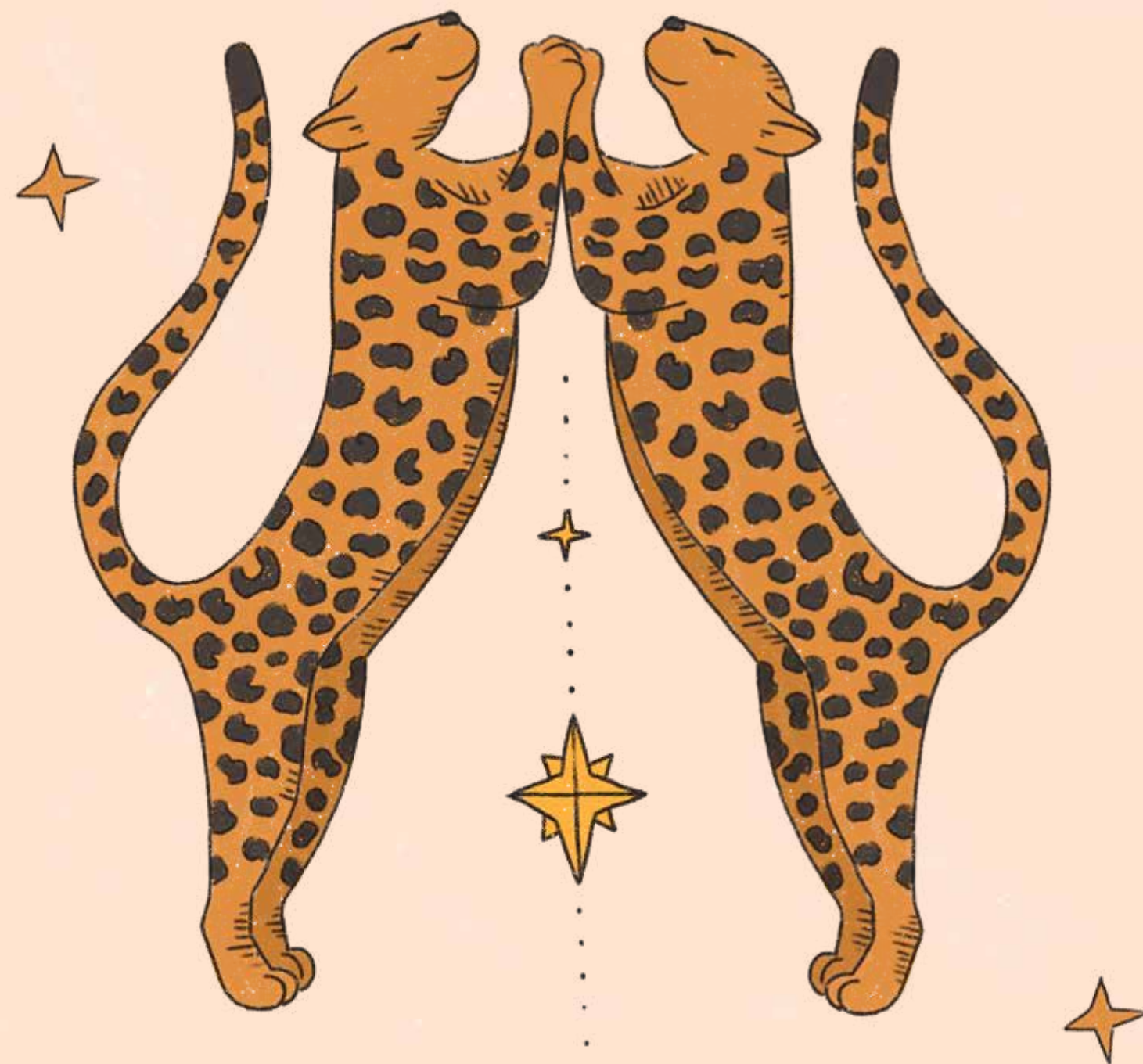
"We're preparing for a shift toward privacy-first solutions. To manage this transition, we're investing in enhancing our first-party data capabilities. While the exact timeline isn't set in stone, we're focusing on strategies that allow us to adapt flexibly as privacy standards evolve."

John Roman, CEO, BattlBox

"It feels like there's been so much uncertainty for so long that the only thing brands can do with certainty is invest in platforms that scale first-party data and improve owned-channel acquisition. By pairing first-party data collection with top-of-funnel campaigns to drive site traffic, brands can mitigate the impact of third-party tracking deprecation and build data sets that enable efficient growth."

Ronen Kadosh, Executive Director of Sales, Wunderkind

"If cookies disappeared today, email and mobile capture would become the most important functionalities on our entire site. Without them, we'd have no way to track who's visited our site and to retarget them. Email and SMS would essentially be our only options for retargeting."

Molly Delp, VP eCommerce, True Botanicals

How the role of first-party data will evolve in 2025

"More companies are realizing the importance of personalization, and the need for robust first-party data. I expect continued efforts to improve on data collection practices."

Oscar Castro, eCommerce & Omnichannel Expert

"First- and zero-party data will become the cornerstone of personalized marketing experiences. Marketers need to leverage both to gain deeper insights into customer preferences, behaviors, and purchase patterns to deliver more tailored and relevant content."

Ewelina Aiossa, General Manager, Topical Skin

"In 2025 it's especially important for brands and marketers to not only build, but ACTIVATE first-party databases and lean into their owned channels like email & text to acquire new customers and retain existing ones."

Erica Bonelli, AVP, Strategy Consulting, Wunderkind

How marketers will collect and utilize first-party data more effectively

"Brands need to enhance the ability to link visitor data to actual customers by adopting an identity resolution system and increasing the use of AI/ML modeling. Focus on predicting customer lifetime value, next purchase items or categories, discount needs, and building personalized segments and groups."

Matt Gehring, CMO, Dutch Pet Co

"Predictive analytics will allow marketers to evaluate all customers at all times to automatically determine the right content, the right offer, and right sequence of events on how to engage with consumers."

Patrick Tripp, President, Tripp Consultants

"We're doubling down on first-party data to drive personalization and foster customer loyalty. The goal is to move beyond transactional interactions and build more experiential relationships."

Patrick Lewis, CEO, Oak Furnitureland

"First-party data is going to be more and more crucial as customers expect more from their relationship with the brand. The brand relationship can only be enriched by data."

Gareth Rees-John, Chief Digital Officer, Kurt Geiger
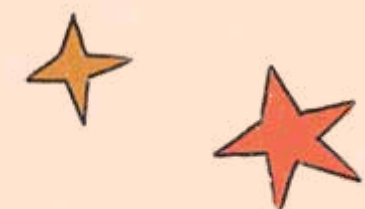
How AI Will Reshape Marketing

Where to begin? In 2025, the steady hum of AI servers will overshadow much of the traditional bustle in marketing departments. Among all the shifts in eCommerce and digital marketing over the past few decades, none has been as seismic as the rise of AI. For retailers, AI will elevate personalization to new heights. By analyzing vast amounts of data—such as customers' purchasing behaviors and browsing histories—AI algorithms will deliver hyper-personalized product recommendations.

Leading marketers believe AI will drive smarter decision-making and enable highly efficient, targeted campaigns. AI-driven tools will also streamline content creation, from product descriptions to social posts, allowing marketing teams to focus on strategy. In customer service, AI-powered chatbots will handle routine inquiries, while complex scenarios are seamlessly routed to human agents, ensuring an authentic and personalized experience. As brands increasingly integrate AI across their tech stacks, automation will enhance operational efficiency and customer journey mapping, creating a balanced approach that combines intelligence with authenticity.

97%

Nearly all marketing executives said their teams are implementing AI in their operations in some way

38%

Only 38% of marketing leaders are using AI to deliver advanced segmentation and personalization

How AI is shifting the workforce and workplace

"AI is turning the most valuable commodity that humans have ever possessed into a utility. It is turning intelligence into a plug in the wall. If you want more IQ points for a task, go to ChatGPT, Grok or Gemini. When intelligence itself becomes a utility, the biggest asset that humans still possess is going to be human connections. AI hasn't figured that out yet."

Richard Jones, Chief Revenue Officer, Wunderkind

"AI just really shortens our timeline to execution so much that it unlocks massive amounts of time and resources for us that we could be spending doing other things... using AI to free up time, to allow our brainpower to go to things that really only people should be doing."

Molly Delp, VP eCommerce, True Botanicals

The role AI will play in tech stacks in 2025

"People often think, 'Oh, AI is taking over jobs.' But really, it's enabling us to do things we've never been able to do before. There's so much potential for creating new tools and workflows—I'm deeply involved in that right now. It'll be interesting to see what emerges."

Ed Roberta, CEO & Founder, Polaris Digital

"I believe AI advancements will soon be standard across all solutions in our tech stack, enhancing automation without necessarily being consumer-facing. My hope is that AI and automation free up our teams to focus on strategy, enabling us to elevate our customer journeys and dialogue even further."

Dmitri Arts, Head of Digital Commerce, Ralph Lauren

"I am 100% excited about AI... Being able to have a computer make these decisions, instead of needing to hire a human to make those decisions, is a huge benefit for me, especially because I'm a one-person team."

Molly Wallace Kerrigan, Senior Director of Retention, Shinesty
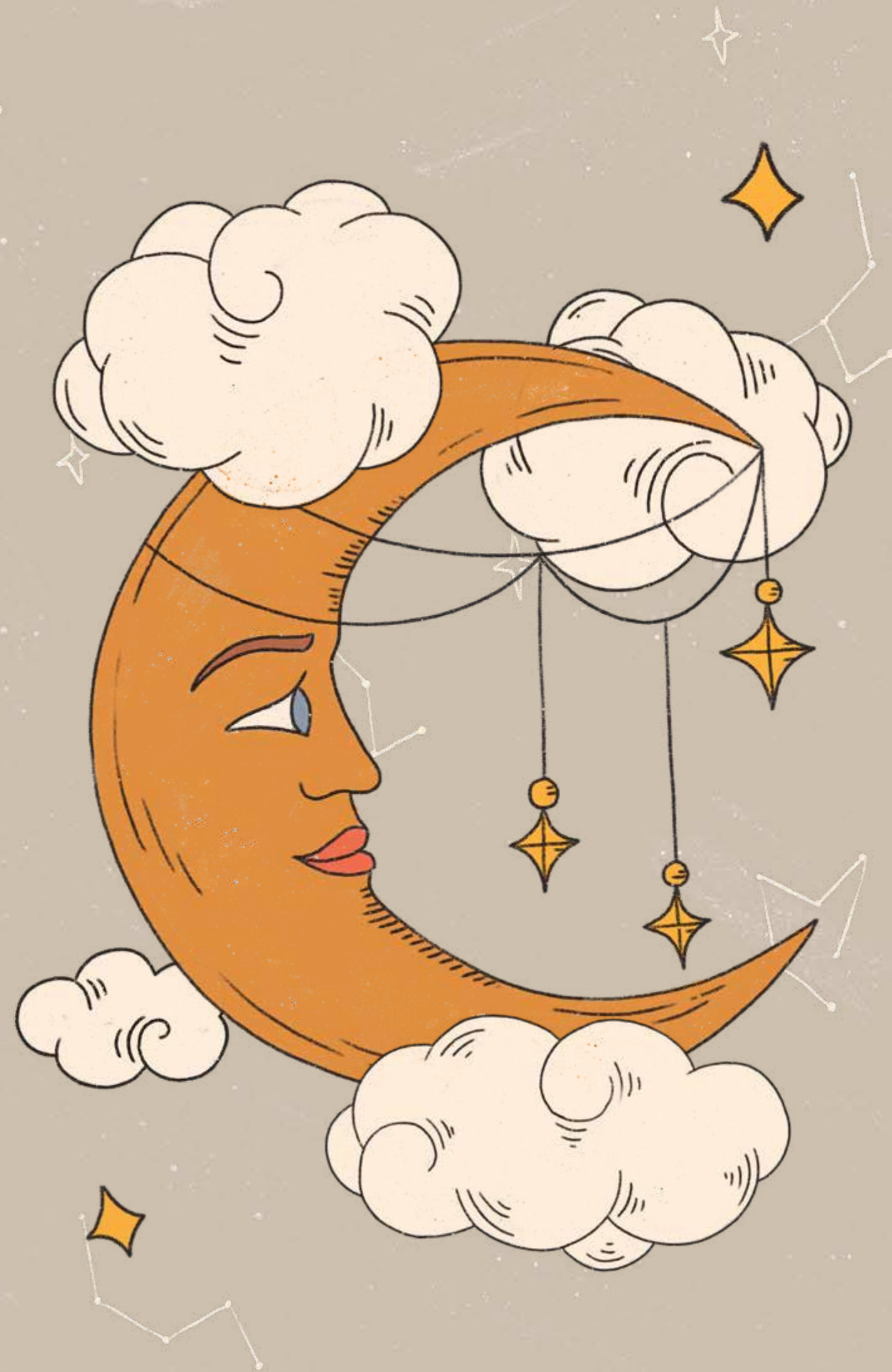
How automation will change the way brands interact with their customers

"For many brands, automation will work best as part of a hybrid approach, where simpler interactions are handled by AI while more nuanced interactions are routed to human agents. This combination allows brands to benefit from automation without compromising the personalized touch that certain customer service situations still require."

John Roman, CEO, BattlBox

"The interaction must always feel personal and genuine. With AI, we can enhance relevance for the customer while streamlining employee tasks and boosting campaign productivity. It's about combining intelligence with authenticity."

Jay Nigrelli, EVP of DTC, Perry Ellis International

"I think the advantage of AI technology is that it enhances speed in identifying opportunities, creating new iterations of messaging, and developing creative visuals, allowing us to offer insights more quickly. I find this incredibly valuable."

Kyle Brucculeri, President, KTLYST

Connecting with Consumers with the Right Message, on the Right Channel, at the Right Time

There are three certainties in life: death, taxes, and email as the most effective way to connect with consumers. It's not only the preferred channel for receiving offers, product recommendations, and content from brands, but it's also comfortably the most cost-effective for brands. As acquisition costs rise, brands are shifting from a reliance on paid media to prioritizing owned channels like email and text for sustainable growth and increased customer lifetime value.

Fueled by organic growth through these channels, brands are enhancing their strategies with advanced personalization, loyalty programs, and data-driven insights. Email remains essential, evolving toward hyper-personalization, interactivity, and AI-powered segmentation to meet changing consumer expectations. Text is increasingly leveraged for both transactional and marketing messages, balancing engagement

with relevance to maintain effectiveness. Together, these owned channels offer brands a powerful way to connect with customers without the heavy costs of paid media, enabling them to drive long-term growth and loyalty.

Wunderkind powers high-impact, behaviorally triggered emails and texts that re-engage your highest-intent users. These messages capitalize on signals like cart, product, category, browse, and search abandonment. On average, a standard marketing email drives just $0.04 in revenue, compared to $0.95 per email from Wunderkind. The difference lies in personalized messaging triggered by real-time user behavior.
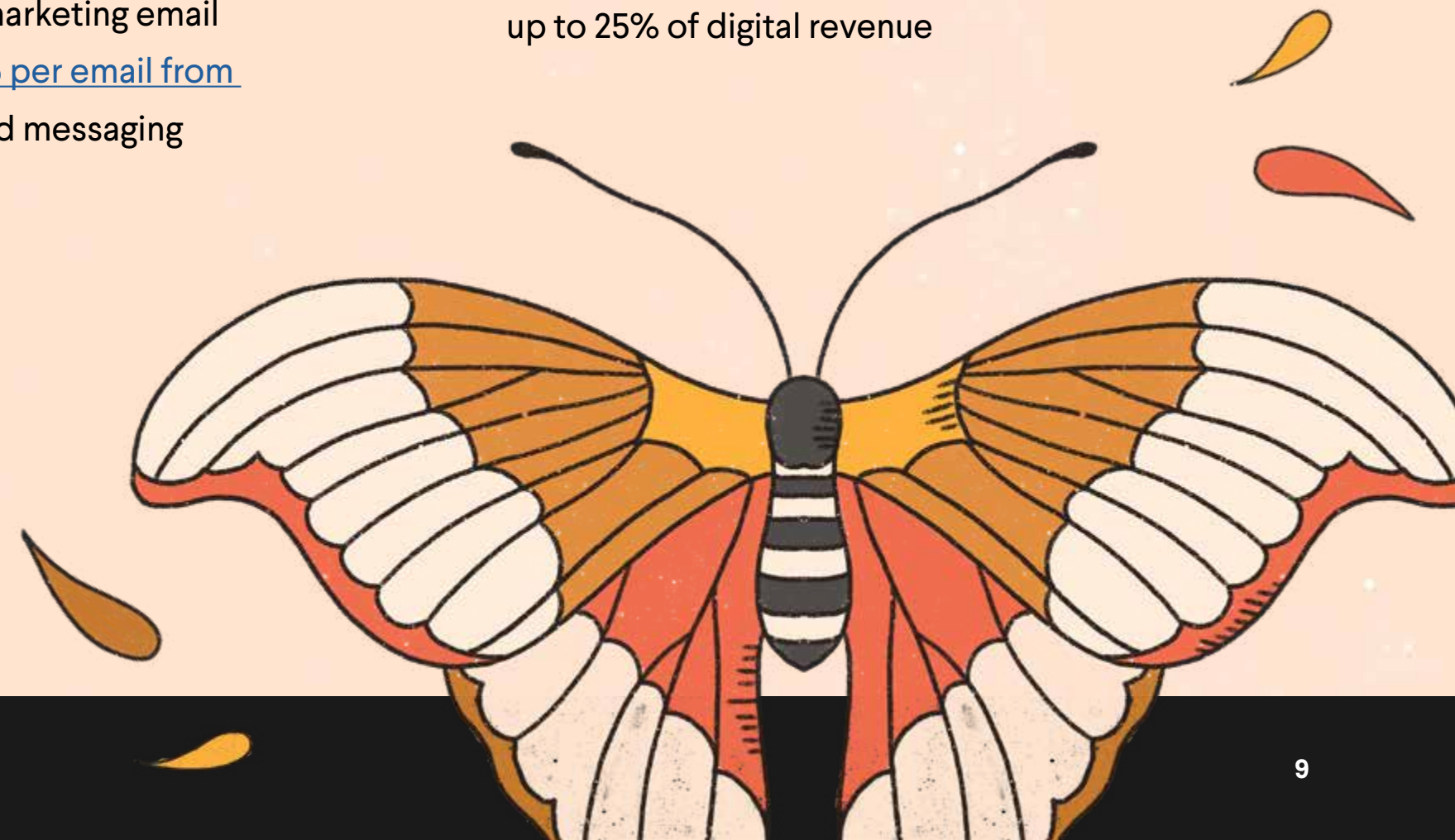
69%

of marketing leaders are turning to owned channels — like email and text to connect with consumers

3-6x

By identifying more of a brands' website traffic without relying on cookies, Wunderkind can trigger emails that drive up to 25% of digital revenue

Strategies to leverage owned channels to drive sustainable growth amid rising customer acquisition costs

"Organic growth will come from owned channels, with paid media serving as a supplement. Instead of focusing solely on acquisition, we're now prioritizing our own channels to drive long-term growth and build customer lifetime value. That's the shift we've made—from being a paid-focused brand to one centered on owned channels."

Peter Tu, Performance Marketing Manager, RM Williams

"Owned channels are vital for our business growth and we will continue to put emphasis on them."

Paul Kontonis, CMO, Revry

"Everything we can with email to offset costs and get more "free-ish" customers will be critical to increasing LTV."

Jens Nicolaysen, CMO, Shinesty

"What surprised me about Wunderkind is how fast they beat their ROI model. So, very rapidly it was evident that the abandoned browse and abandoned basket messaging campaigns were delivering far in excess of the revenues that we had previously."

Gareth Rees-John, Chief Digital Officer, Kurt Geiger

The rise of text marketing

"We will keep a steady SMS cadence and email a few times weekly, supplemented with automated sends. Embrace more automation and smarter tools to better support customers in their shopping or service journeys."

T.R. Wilhoit, VP eCommerce, Case-Mate

"We have taken the opportunity to combine our programs and have email and text both with Wunderkind, and with doing that, we've actually seen a decrease in our costs and an increase in efficiency. We recognized a 122% increase in text-driven revenue, with Wunderkind accounting for 10% of our total digital revenue."

Molly Delp, VP eCommerce, True Botanicals

"Email will remain important, but it needs to be more relevant and personal. Text will be leveraged predominantly for better service within a transaction, but we will also use it more for marketing."

Patrick Lewis, CEO, Oak Furnitureland

"I would expect SMS marketing to become more interactive. It is currently primarily a one-way method of communication. Ideally by leveraging AI tools, more organizations will offer chatbots to help address customer needs."

Oscar Castro, eCommerce & Omnichannel Expert

The future of email marketing

> "In a very sophisticated way, email can do everything for you, from acquisition to retention, triggered to brand storytelling. However I do feel we are not creative anymore and test less."
>
> *Dmitri Arts, Head of Digital Commerce, Ralph Lauren*

> "I think we'll continue to see consumers gaming the system to get discounts and welcome offers and see open rates decrease as email frequency increases. The ability to provide relevant information that the consumer is interested in and will be critical, but that information can't be too personal or the consumer will think it's creepy."
>
> *Alexis Costa, VP, Marketing, Fossil*

> "With customer preferences changing and an expected 75% opting out of third-party cookies, brands must utilize first-party data in order to better recognize users onsite to then retarget via email. Email marketing will become more important than ever as an inexpensive owned channel for brands to be able to reach their customers."
>
> *Erica Bonelli, AVP, Strategy Consulting, Wunderkind*

Brian Best's top 5 trends we will see in messaging in 2025:

1. Enhanced personalization and segmentation
2. Strengthening loyalty and exclusive member programs
3. Data-driven insights and predictive analytics
4. Cross-channel integration for seamless experiences
5. Content that adds value and educates

Brian Best, Senior Manager of CRM, Samsung
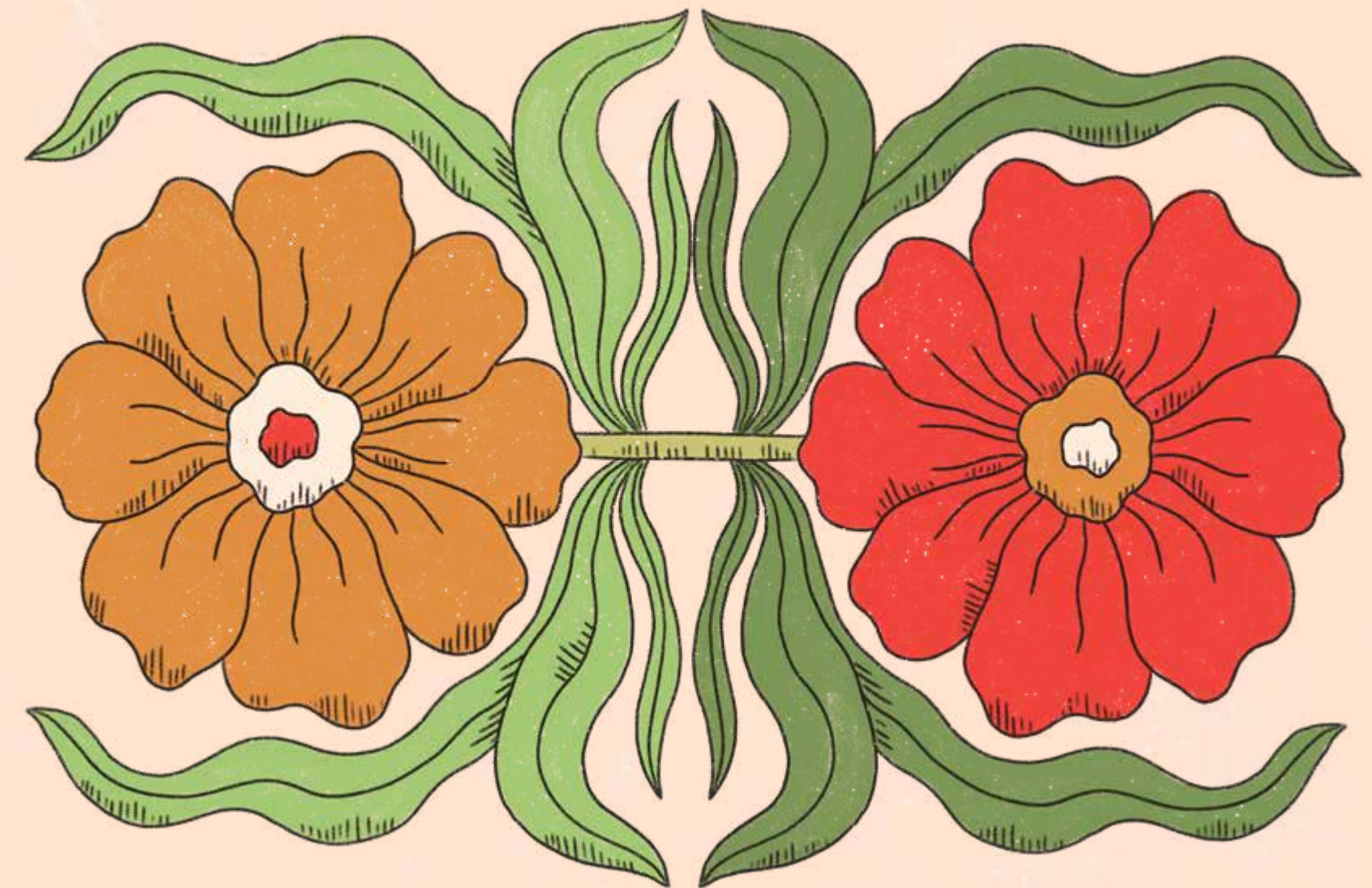
Digital Advertising That Clicks

As digital advertising costs surge—especially on platforms like Google—marketers are rethinking their strategies, shifting from lower-funnel, conversion-focused tactics toward a balanced approach that drives true, incremental growth. This shift places greater emphasis on brand-building, leveraging AI-enhanced personalization, privacy-first advertising, and interactive formats like shoppable content and immersive video. As privacy regulations tighten, brands will prioritize first-party data, creative storytelling, and sustainability to connect authentically with audiences. With Connected Television (CTV) and cross-platform integration on the rise, the future of advertising will balance targeted efficiency with engaging, value-driven content.

There are myriad reasons why banner ads just aren't resonating with consumers these days. What was once an innovative format for extending a brand's reach is now, at best, annoying—and at worst, intrusive—for online consumers. WunderKIND Ads prioritize user experience over loud, disruptive formats, resulting in higher-quality engagement and better performance outcomes. With an exclusive publisher inventory of 300 top-tier partners in its premium marketplace, WunderKIND Ads can outperform industry benchmarks by over 400%.
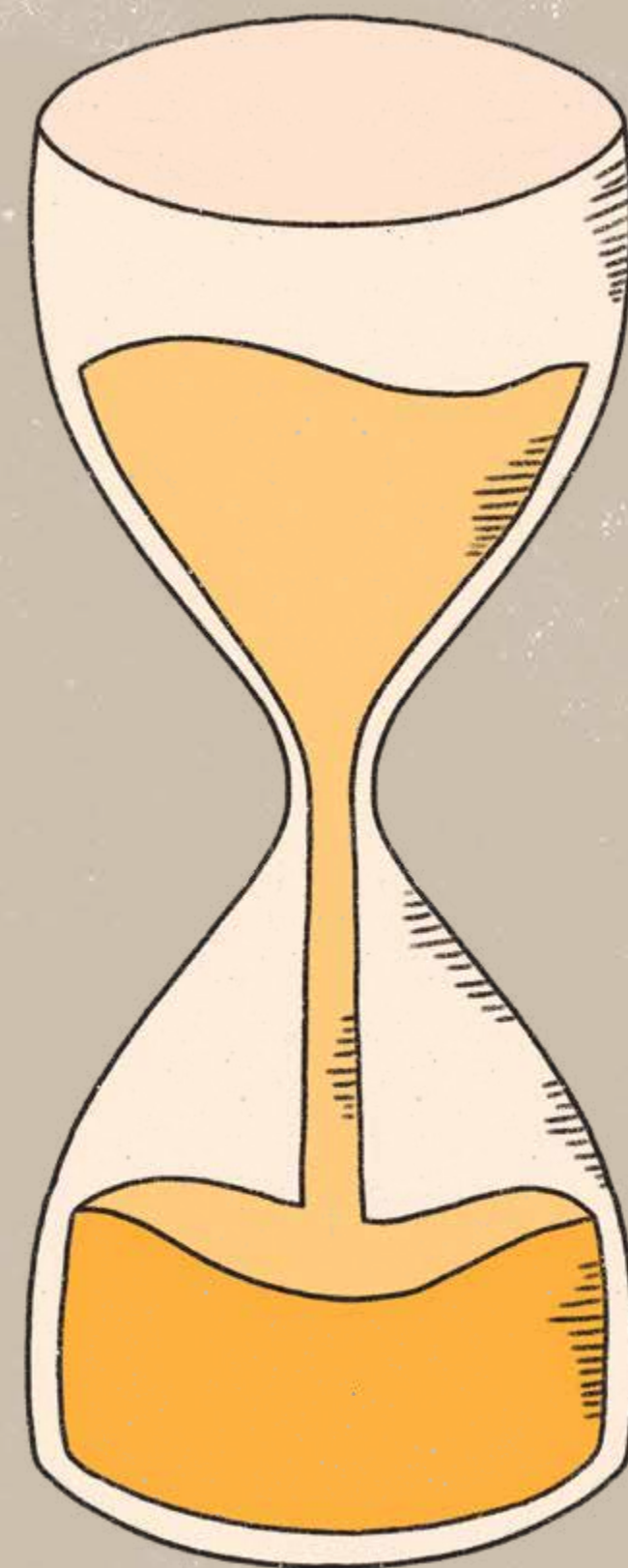
11%

Retail ad spend will grow by 11% over the next year

.68%

Engagement rate for WunderKIND Ads, which over-indexes the display benchmark of .13%

76%

Over three-quarters of users have a negative perception of brands that interrupt their content consumption

New trends in digital advertising

"I think we're spending far too much on digital advertising—on certain channels and platforms—when you compare actual returns to what the platforms report. I believe there will be a reckoning, where companies realize they can still drive significant growth without massive ad budgets. The shift needs to be from just driving traffic to driving real, incremental growth, and figuring out how to achieve that will be the real challenge. I think more people will start to focus on this."

Peter Tu, Performance Marketing Manager, RM Williams

Brian Best's top 5 trends we will see in digital advertising in 2025:

1. AI-enhanced personalization
2. Privacy-first advertising
3. Interactive and immersive formats
4. Sustainable and purpose-driven messaging
5. Cross-platform and omnichannel integration

Brian Best, Senior Manager of CRM, Samsung

The challenge of delivering effective, relevant ads

"Brands must prioritize best-in-class, relevant creative to ensure their ads stand out. Producing more creative assets for testing is now essential to rise above the noise."

T.R. Wilhoit, VP eCommerce, Case-Mate

"With paid marketing costs—especially on Google—continuing to rise, marketers will need to shift focus toward social, organic, and direct traffic. As costs increase, it's essential for content to be more targeted and impactful than ever."

Eric Johnson, Founder & President, EMJ Consulting

"What a user is reading or viewing is really much more important than who they are from an identity perspective... cookies have actually been pretty broken. They kind of work, but they're not as effective as actually targeting the user's frame of mind."

Patrick McCarthy, SVP, Programmatic Monetization, Dotdash Meredith

Leveraging Data to Engender Lasting Loyalty

Loyalty begins when a customer feels emotionally connected to your business—when interacting with your brand and buying your products becomes a natural part of their routine. Loyal customers support your business by purchasing repeatedly, and they're proven to spend more as well. However, after years of economic stagnation, where price is king, brands need to offer a strong value exchange to earn repeat purchases.

While Wunderkind does not specifically provide loyalty platform technology, the company's data, intelligence, and managed services help foster loyalty with existing customers, turning them into advocates.

In 2025, brands will deepen their focus on customer loyalty, leveraging first-party data to create hyper-personalized loyalty programs with exclusive, real-time rewards and experiential perks. AI-driven gamification and tailored subscription or membership benefits will enhance engagement, while post-purchase strategies like basket-building and referral incentives will encourage repeat purchases. With retention proving more cost-effective than acquisition, brands will prioritize meaningful, customer-centric rewards that strengthen long-term loyalty and brand relationships. Investments in post-purchase engagement and exclusive offers will keep brands top-of-mind, driving sustained customer loyalty in an increasingly competitive market.

25%

According to Forrester, price sensitivity will lead to a 25% decline in brand loyalty, but loyalty program participation will increase

The trends that will dominate loyalty

"Loyalty will evolve to more exclusivity, meaning loyalty with a brand unlocks things that are either exclusive to that customer base, or are available to that customer base first."

Eric Johnson, Founder & President, EMJ Consulting

"Subscription and membership-based loyalty programs—particularly those with tiered benefits—are on the rise. Gamification is being increasingly used to boost engagement, while AI provides a continuous feedback loop for ongoing personalization and improvement."

Lou Nicholls, Managing Director of Digital, Coutts

The value of personalized post-purchase experiences or loyalty-building initiatives

"Yes, brands are likely to allocate more budget toward personalized post-purchase experiences, recognizing that tailored follow-ups and loyalty-building initiatives enhance customer retention, increase lifetime value, and foster long-term brand loyalty."

Brian Best, Senior Manager of CRM, Samsung

"Loyalty-building to take the longer term approach of which personalized post- purchase experiences would be one of the pillars."

Lou Nicholls, Managing Director of Digital, Coutts

Turning the Unknown to Known with Identity Resolution

Identity resolution is the process of connecting data points across a consumer's journey to build a complete, unified profile of each individual. By linking various identifiers—such as email addresses, phone numbers, device IDs, and online behaviors—brands can accurately recognize and engage customers wherever and however they interact, creating a seamless, personalized experience throughout their journey.

Identity resolution providers offer technology that spans thousands of websites, advertisers, and publishers, granting them unparalleled reach and insights. These providers track trillions of browsing, clicking, and booking behaviors, providing deep visibility into consumer preferences and intentions beyond a brand's own website.

Many brands mistakenly rely solely on their ESP or CDP as an identity solution, but the real value of an identity partner lies in understanding consumer actions across the digital landscape. It's a powerful tool for creating highly personalized, revenue-generating interactions tailored to today's dynamic marketplace.

In 2024, Wunderkind will recognize over 9 billion consumer devices—roughly double the number of active global consumers. Without diving too deeply into large numbers, this translates to trillions of browsing events across billions of devices, enhancing brand performance without relying on outdated third-party tracking cookies or generic, low-yield paid ads.

75%

With the continued uncertainty surrounding the depreciation of third-party cookies in Google, three-quarters of marketing executives aim to collect data on their own sites, directly from consumers

52%

Over half of brands are implementing zero-party data strategies — that is, information a customer willingly and eagerly shares, like preferences, likes and dislikes

47%

Almost half of retail executives said they're turning to identity resolution partners

How brands will derive value from identity resolution

"Continue to optimize anonymous traffic using Wunderkind's proprietary technology to de-anonymize traffic for hyper-targeting across our customer engagement journeys."

Brian Best, Senior Manager of CRM, Samsung

"I have seen firsthand how [Wunderkind's] identity graph does work, and we have been able to collect and identify more of our first-party customer data, therefore providing a much better experience by knowing who our customer is and being able to deliver on their preferences and message them in a timely way."

Ana Warner, Loyalty, CRM, Retention, Formerly across Belk, Fossil & Under Armour

"To convert unknown visitors, we can leverage personalization tools like pop-up suggestions, dynamic content recommendations, and targeted offers to engage users in real time. Additionally, optimizing retargeting strategies and collecting behavioral data will help us reach these visitors even after they leave the site."

John Roman, CEO, BattlBox

How brands will derive value from identity resolution

"Being able to identify more customers is critical for us... Wunderkind's vast network allows them to connect that information at a much higher rate and more vastly than any other company."

Jay Nigrelli, EVP of DTC, Perry Ellis International

"The first thing that stood out for me about Wunderkind was that their identity graph could identify many, many more users when they arrived at the site, providing for more personalized interactions. Not only did we see the volume of data surpass [our previous solution], but with Wunderkind we actually saw the health and the contactability of the customers that we were getting reach 40%."

Gareth Rees-John, Chief Digital Officer, Kurt Geiger

"Before we implemented Wunderkind, we were leaving a lot of money on the table. Customers were coming to us from various sources, but unless they were logged into their Shopify account, we weren't able to know who was there to even speak to them. With Wunderkind, it's no longer 1 in 20 people we can see, it's 7 in 20. So now that we're able to identify these customers, we can send them personalized messaging"

Kathleen Loftus, Global Digital Director, ICONIC London

"With the advent of a cookie-less internet, email and mobile capture have become the most important functionalities... Wunderkind's identity graph [is essential] as it allows us to keep connecting and engaging with customers without relying on third-party cookies."

Molly Delp, VP eCommerce, True Botanicals

Looking Ahead

Looking ahead to 2025, brands will navigate an era defined by authenticity, agility, and deeper customer connections. As AI-generated content becomes more ubiquitous, the standout opportunities will lie in showing up authentically—through real human interactions, direct engagements, and events that foster meaningful connections. Consumers increasingly crave real interaction, making authenticity an essential differentiator.

Alongside this, privacy will emerge as a unique value proposition, with smart brands leveraging their commitment to data privacy to build trust and loyalty. Real-time customer interaction will further distinguish leading brands, especially as customers expect immediate, personalized responses across live chats, social media, and while browsing. Brands that can adapt swiftly, with tools that enable rapid content and customer service updates, will have a competitive edge.

Economically, we may see slight improvements, though not a complete return to previous levels, and profitability will remain paramount as more brands recalibrate their marketing investments to ensure sustainable growth.
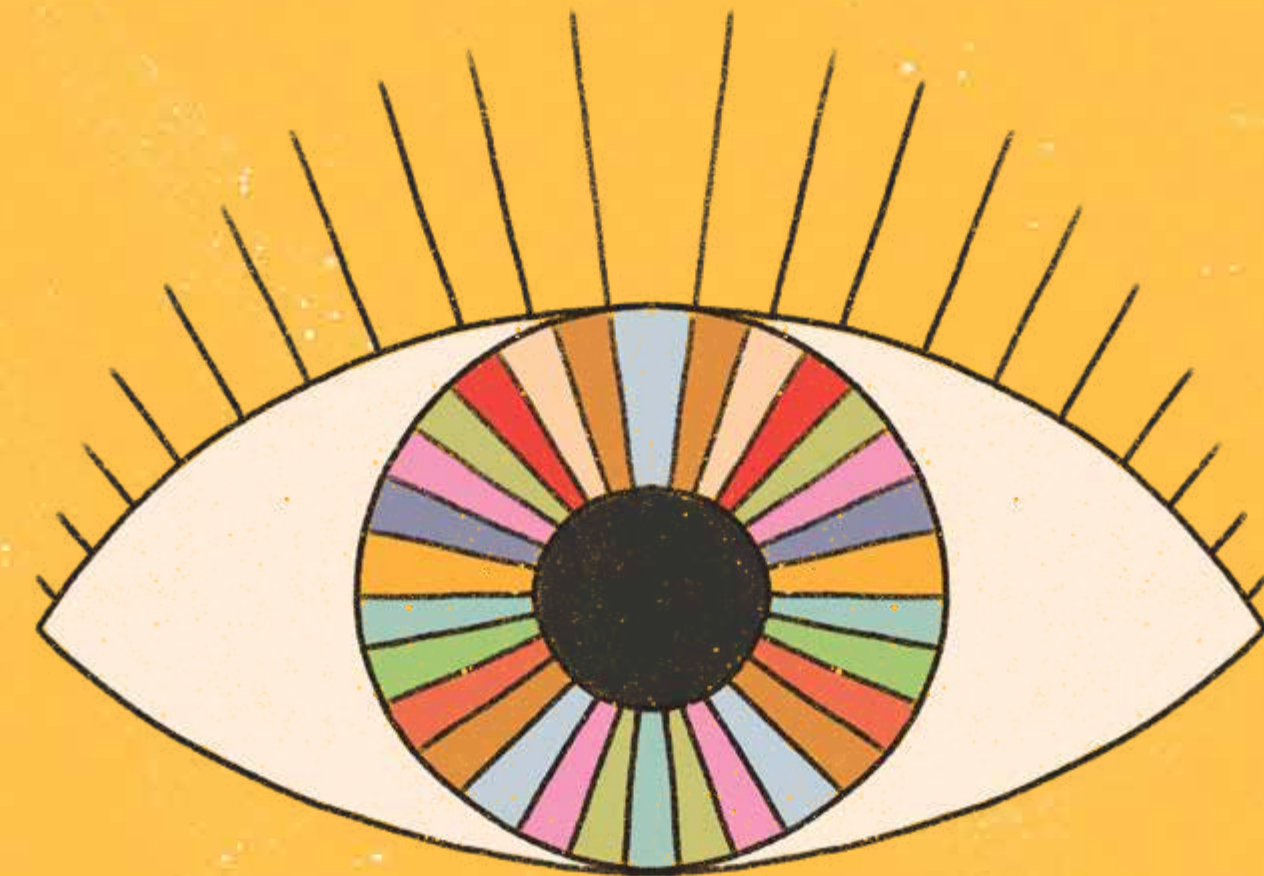
The year's biggest opportunity will lie in building engaged communities through valuable content that educates, entertains, and resonates with customers. Brands investing in shared values and fostering genuine community interactions will drive organic growth and deepen customer relationships. In this light, 2025 will be a fresh start—a year where smart, agile brands that prioritize authenticity, adaptability, and meaningful customer experiences will find new avenues for growth and resilience amidst changing economic, regulatory, and technological landscapes.

The main challenges brands will face in 2025

"It will continue to be challenging to get customers to convert on DTC sites vs. Amazon and others. Ad costs will continue to rise and cause friction for DTC-first brands."

T.R. Wilhoit, VP eCommerce, Case-Mate

"I think by the start of 2025, we might see the economic outlook remain steady or even start to improve slightly. In 2025, we likely won't be fully back to normal, but I expect a much more positive outlook overall."

Ed Roberta, CEO & Founder, Polaris Digital

"With AI on the rise, many brands may struggle with balancing automation with authenticity, risking a loss of genuine human connection in their messaging. As AI-generated content floods the market, brands will need to invest in building trust through transparency and ensure their content feels real and relatable to avoid appearing overly automated or inauthentic."

Erica Bonelli, AVP, Strategy Consulting, Wunderkind

The biggest areas of opportunity

"I believe the opportunity in 2025 will be authenticity and human connection. We're seeing a lot of AI-generated content, from copy to video, but people crave real human interaction. Showing up authentically, appearing on camera, engaging at events, and connecting directly with customers will likely be what truly stands out."

Alexandre Coussy, CRM & Lifecycle Marketing, Coucou Marketing

"AI driven personalisation. We are running small, targeted trials, upskilling teams, ensuring AI is part of the investment cycle conversations and partnering with experts and vendors we have relationships with to unlock opportunities."

Lou Nicholls, Managing Director of Digital, Coutts

"The biggest opportunity for growth in 2025 will be utilizing predictive analytics to deliver hyper-personalized, real-time customer experiences across channels. To prepare, brands should begin investing in products with AI technologies, gathering high-quality first-party data, and refining their customer segmentation strategies to build a foundation for delivering more relevant and timely marketing messages."

Erica Bonelli, AVP, Strategy Consulting, Wunderkind

[The CMO Virtual Event: Inside the Minds of Marketing Leaders](#)

Discover what top marketing executives from global brands had to say about their strategies and insights. Based on survey data from over 100 C-suite execs at companies with $500M to $50B in annual revenue, this event will give you the knowledge to navigate the evolving marketing landscape.
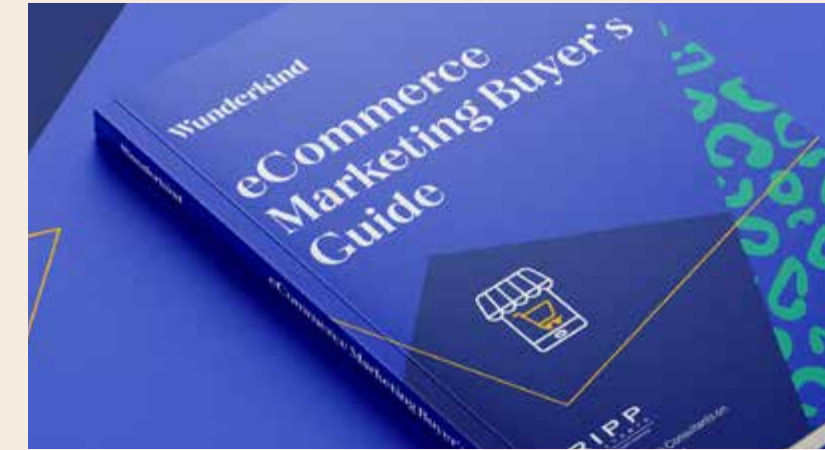
[Watch On-Demand](#)

[Unlock the Power of Identity Resolution](#)

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalized experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insight.

[Download Now](#)

[eCommerce Marketing Buyer's Guide](#)

Navigate the evolving eCommerce landscape with confidence by selecting the right identity partner. Wunderkind's latest ebook provides key questions and insights to help you choose a vendor that delivers personalized experiences, strategic guidance, and comprehensive data-driven solutions for sustainable growth.

[Download Now](#)

[The Power of Acquisition](#)

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioral targeting for personalized marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media.

[Download Now](#)

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 and 1 billion consumers, and observes 2 trillion digital transactions every 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 that 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 International and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.