

# 4X your triggered email revenue with Wunderkind + Salesforce Marketing Cloud

## Wunderkind works with Salesforce Marketing Cloud to scale and prioritize high-performing triggered emails

Top brands turn to Salesforce Marketing Cloud to build a complete set of marketing tools on one unified platform. Wunderkind enhances Salesforce Marketing Cloud performance by allowing brands to identify customers, drive list growth, and send more high-performing, one-to-one triggered emails. We analyzed the performance lift for our clients who use Wunderkind and Salesforce and found that together, our platforms drive 4x the revenue on average.

- Client A**  
Global Lifestyle Brand
- Client B**  
Natural Wellness Brand
- Client C**  
World-renowned Footwear Brand
- Client D**  
All-natural Health Store



*\*Compares U.S. performance of Salesforce abandonment triggered emails over one year to performance of comparable Wunderkind triggered emails (eg, cart and browse) after integrating Wunderkind + Salesforce. Measured through client's last-click analytics.*

## How Wunderkind drives significant impact with Salesforce

### Drive Sales

Our superior identification technology allows us to identify when people on your Salesforce list are on your site which means we drive more sales.

### Scale List Growth

Our advanced targeting, behavioral triggers, and onsite deployment help you capture emails and grow your Salesforce list at unprecedented scale.

### Increase Efficiency

Whether you use Salesforce Marketing Cloud's Email Studio or Journey Builder, our integration allows you to deliver trigger emails in the same place as your Salesforce marketing emails, enabling you to see all analytics in one place

## Supercharge your email program with the Wunderkind + Salesforce Marketing Cloud integration.



### Powerful Integration

| Wunderkind + SFMC                                       |   |
|---------------------------------------------------------|---|
| Add new subscribers directly to Salesforce Email Studio | ✓ |
| Send Wunderkind triggered emails directly through SFMC  | ✓ |
| Journey Builder flow integration                        | ✓ |
| Unified triggered email reporting                       | ✓ |
| Full-service execution                                  | ✓ |

“ By tapping Wunderkind and the Salesforce solutions suite, we were able to not only dramatically scale our one-to-one emails, but also organize all communications - including Salesforce sends and triggered email sends - in one place.”

**Brigitte Barron**

Director of Global CRM & Customer Growth at e.l.f. Cosmetics

## Over 80 customers trust Wunderkind + Salesforce

rag & bone

SONOS

NARS

HARVEY NICHOLS

LAURA MERCIER

Casper



Sam Edelman

KOHLER

bareMinerals

