

Wunderkind

Clarks

# Wunderkind Drives 5.5x Increase in Revenue for Clarks

International shoe retailer, Clarks, manufactures and sells 55 million pairs of shoes globally each year. They turned to Wunderkind to help increase these sales through high-performing triggered email campaigns.

5.4%

of total digital revenue  
from triggered email

#2

paid channel in  
Google Analytics

5.5x

increase in triggered  
email revenue

CLARKS | CASE STUDY



“I’m skeptical whenever a vendor promises double-digit growth, but Wunderkind has delivered on that for our email channel and more. They’ve exceeded our expectations in terms of both the initial and ongoing opportunities that this channel now delivers for us.”

VP of eCommerce & Digital at Clarks