

# Wunderkind

# Power More Personalized Campaigns with the Wunderkind SDK

Level-up your Wunderkind campaigns with your app data.

## What is the Wunderkind SDK (Software Development Kit)?

On average, over 30% of a brand's traffic comes from their mobile app, making app traffic a significant customer segment. If a shopper is browsing in your app and then abandons their cart, marketers need a way to follow up with this customer to drive them to purchase. Enter the Wunderkind SDK. The Wunderkind SDK is a set of software development tools that **enables you to track behaviors users take in your app to supercharge your Wunderkind experiences.**



## How the Wunderkind SDK Optimizes Campaigns for App Users.

### Event Tracking



Track events such as login, view item, select item, add to cart, view category, purchase, and more.

### Permissioning



Collect an app user's location, Mobile Advertisement ID, device, and app context.

### Recognize app users' behavior

Gain a deeper understanding of the behaviors (iOS, React Native, and Android) users take in your app.

### Launch cross-channel campaigns

Unlock better informed Wunderkind campaigns across email, text, ads, and onsite with your app data.

### Compliant at its core

The Wunderkind SDK is fully compliant with Apple and Google's app collection policies.