ToolGPA

NOVEMBER 2026

Wunderkind

The Insider's Guide

Identity-based onsite, email and text marketing for retailers



Every plan, grade, refund rule and rival among popup and widget tools, read from Wunderkind's own pages.

Made by Wunderkind · checked Nov 12, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Wunderkind's own pages, its app-store listings and our grades. Every fact in it is on Wunderkind's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 0 of the 25 other popup and widget tools we grade

Wunderkind is an enterprise marketing platform for ecommerce and other large brands. It recognizes site visitors through its identity network, tracks their behavior, and uses that to trigger onsite messages, email, text and paid media. It works alongside a brand's own email, CDP or onsite tools. The vendor sells it through sales, in self-service, managed or hybrid models.

> **It is built for big retailers and sold through sales.**
>
> From our report card of Wunderkind

To get you started, here are **7 things to know about Wunderkind**, taken from its own pages and our grades.

1 **Best for enterprise shopper-identity marketing**

Wunderkind recognises anonymous shoppers and triggers onsite, email and text messages from what they do.

2 **It runs on Web**

Web.

3 **Identity network**

Recognizes anonymous visitors and maps them to customer profiles in the brand's own stack; the vendor says it tracks over 9 billion devices.

4 **Behavior as intent**

Captures browsing, clicks, searches and cart updates across sessions and devices and ties them to an individual to trigger relevant messages.

5 **AI decisioning**

Chooses the next action for each shopper and adjusts as it sees how that person responds, within rules the brand sets on audience, frequency and message.

6 **A 1.6 GPA, above 0 of 25**

That is against the other popup and widget tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Wunderkind you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Wunderkind at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Wunderkind, since 2010	CATEGORY Popups & Website Widgets
OUR GRADE 1.6 GPA, weak	

The report card

Best for enterprise shopper-identity marketing

Wunderkind recognises anonymous shoppers and triggers onsite, email and text messages from what they do. It is built for big retailers and sold through sales. There is no price on its site, no free plan and no trial, and it is not a popup template library like the other tools in this category.

TOOLGPA REPORT CARD **Wunderkind** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published anywhere on the site, so it sits in the middle by default. Everything goes through a sales conversation, so one person cannot work out what it costs.
Free plan and trial	F	Nothing free is on record: no free plan, no trial, only a talk-to-sales route. The vendor does say it guarantees a revenue lift, but the terms are not published.
Features	C	Identity matching, behaviour tracking, AI decisioning and onsite capture. But it works through a brand's own email, CDP and onsite tools, which have to be in place first.
Ease of use	C	No store rating on record. It is sold as a managed or hybrid service and has to be wired into your existing marketing stack, so there is set-up before it does anything.
Platforms and integrations	C	Web only. It pushes data into other marketing platforms rather than running as an app of its own.

Grade point average Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Wunderkind is for

- ✓ Fits if you run a large online shop and already pay for an email platform or CDP
- ✓ Works for brands that want a managed team to run the testing for them

Who it is not for

- ✕ Skip it if you want a price before you talk to anyone, as none is published
- ✕ Not for you if you want a popup builder with templates, as it is an identity and AI decisioning platform
- ✕ Skip it if you run a small shop with little traffic, as it is aimed at enterprise contracts
- ✕ Watch out: the revenue guarantee the vendor mentions has no terms on the pages we read
- ✕ Watch out: it needs an email, CDP or onsite platform already running beside it

Good to know

Good for

- ✓ Large ecommerce and retail brands with enough traffic to justify an enterprise contract
- ✓ Teams that already run an ESP or CDP and want to recognize more of their anonymous visitors
- ✓ Brands that want a managed service doing the testing and optimization for them

Worth knowing

- ⓘ The site publishes no prices and no pricing page; everything goes through a sales conversation.
- ⓘ It is a revenue-focused enterprise platform whose pages talk about identity and AI decisioning, not a popup template library.
- ⓘ The vendor says it guarantees a revenue lift, and the guarantee terms are not published on the pages read.
- ⓘ It works through a brand's existing email, CDP and onsite platforms, so those need to be in place or connected.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Wunderkind's current pricing could not be confirmed from its own site.

> **No price is published anywhere on the site, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Wunderkind's current prices from its own site, so this guide lists no plans. wunderkind.co has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Identity-based onsite, email and text marketing for retailers. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, sMS marketing, popups.

> **Identity matching, behaviour tracking, AI decisioning and onsite capture.**

From our grade for features

Identity network

Recognizes anonymous visitors and maps them to customer profiles in the brand's own stack; the vendor says it tracks over 9 billion devices.

Behavior as intent

Captures browsing, clicks, searches and cart updates across sessions and devices and ties them to an individual to trigger relevant messages.

AI decisioning

Chooses the next action for each shopper and adjusts as it sees how that person responds, within rules the brand sets on audience, frequency and message.

Onsite capture and triggered messages

Customer stories describe email capture forms on the website and triggered email and SMS, run through the brand's existing platforms.

Fits an existing stack

Pushes identity and profile data into a marketing automation platform, ESP, CDP or onsite tool rather than replacing them.

Three service models

Self-service, a fully managed service run like a performance agency, or a hybrid in which the brand keeps day-to-day ownership of its stack.

Where it runs

Web

What it works with

Its own pages name no integrations.

Wunderkind is made by Wunderkind, and has been around since 2010.

Where it stands

Its grades against its category, and whether to keep it or make your own

0/25

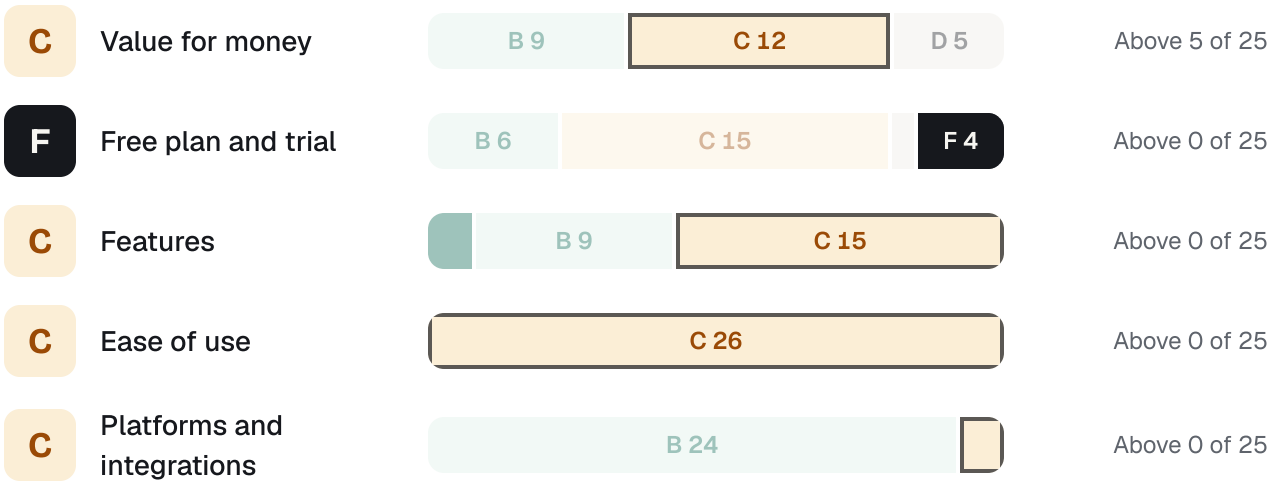
Other popup and widget tools it is graded above

Wunderkind's GPA of 1.6 is higher than 0 of the 25 other popup and widget tools we grade.

It stands best on value for money (C, above 5 of 25) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 26 popup and widget tools we grade, cut by the letter each got. Wunderkind's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Wunderkind you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 25 of the 25 other popup and widget tools grade higher.

What you could make

- Popups: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Texts to thousands of numbers, registered with the carriers.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Wunderkind's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



OptinMonster, Justuno, Wisepops, Sleeknote and OptiMonk

The 5 tools Wunderkind is most often weighed against, with where each one differs from it.

1.8 GPA

OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- Wunderkind also covers marketing automation and sMS marketing.
- OptinMonster also covers templates, no-code, forms and a/B testing.

Wunderkind and OptinMonster compared in full

2.2 GPA

Justuno

Free trial · from $59/mo

AI-timed popups and visitor identification for online stores.

- Wunderkind also covers marketing automation and sMS marketing.
- Justuno also covers a/B testing.

Wunderkind and Justuno compared in full



2.4
GPA

Wisepops

Free trial · from $299/mo

Popups, on-site feeds, web push and A/B tests for online stores.

- Wunderkind also covers marketing automation and sMS marketing.
- Wisepops also covers a/B testing.

Wunderkind and Wisepops compared in full



2.2
GPA

Sleeknote

Free trial · from $55/mo

Popups and gamified campaigns for online stores, priced by visitors.

- Wunderkind also covers marketing automation and sMS marketing.
- Sleeknote also covers templates, no-code and forms.

Wunderkind and Sleeknote compared in full



2.6
GPA

OptiMonk

Free plan · from $19/mo

Popups for online stores, built by an AI agent you describe them to.

- OptiMonk has a free plan. Wunderkind does not.
- Wunderkind also covers marketing automation and sMS marketing.
- OptiMonk also covers templates, AI agents and a/B testing.

Wunderkind and OptiMonk compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Wunderkind free?

No. Wunderkind is a paid product.

What platforms does Wunderkind work on?

Wunderkind is available on Web.

Does Wunderkind have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Wunderkind is listed for Web.

Does Wunderkind have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Wunderkind is listed for Web.

Is Wunderkind open source?

Wunderkind is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Wunderkind?

Wunderkind is made by a company of the same name. It dates from 2010.

What are the alternatives to Wunderkind?

The closest alternatives to Wunderkind in our directory are OptinMonster, Justuno, Wisepops, Sleeknote and OptiMonk.

How does Wunderkind compare with other popup and widget tools?

Wunderkind's GPA of 1.6 is higher than 0 of the 25 other popup and widget tools we grade.

Could I make my own version of Wunderkind?

To replace Wunderkind you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Wunderkind's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Wunderkind's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Wunderkind. Prices change, so check wunderkind.co before you buy.

wunderkind.co/

wunderkind.co/about

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Wunderkind, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/wunderkind

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Wunderkind: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/wunderkind
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Know someone choosing between popup and widget tools?

Send them this guide:
toolgpa.com/tools/wunderkind/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Wunderkind, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 26 popup and widget tools we grade, compared

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

2.8 GPA

MailMunch Insider's Guide

Pop-ups, embedded forms and landing pages to grow an email list

2.6 GPA

Nudgify Insider's Guide

Social proof and urgency notifications for stores and sites

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Wunderkind's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Wunderkind is a trademark of its owner, and this guide is not made, paid for or approved by Wunderkind. Prices and plans change: check wunderkind.co before you buy.