

2022 Benchmarks: Text Message Marketing

Jan 2021 – Dec 2021 Listrak Data

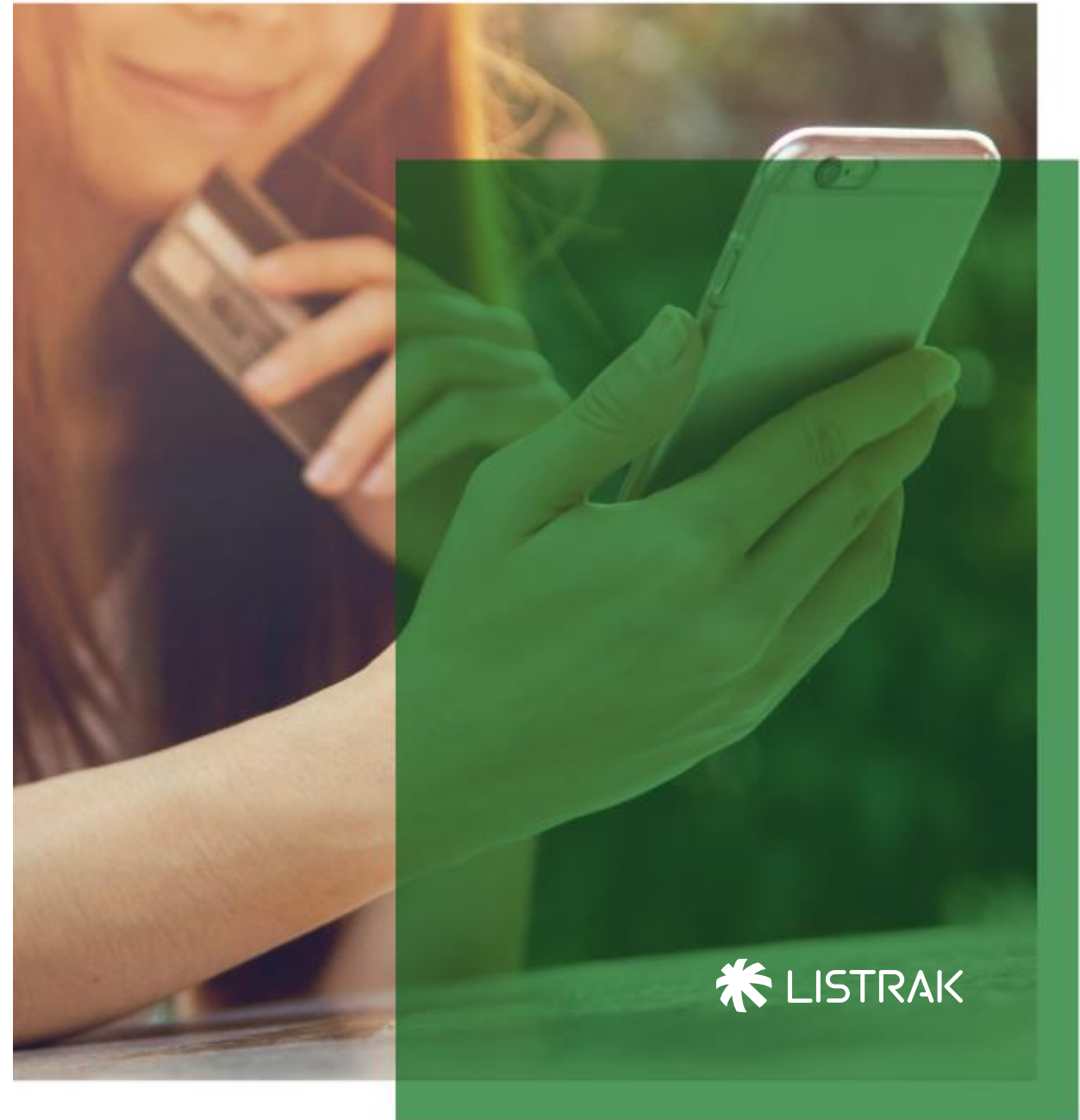





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While Listrak has many competitive advantages, one significant differentiator heard often from current clients is that **Listrak delivers results.**



About Listrak

1000+ retailers & brands

Exclusively ecommerce

Industry-leading NPS

Continuous innovation

Extension of your team



Soft Surroundings

Kate
Somerville

BLICK
art materials

PERRY ELLIS

WHITE+WARREN

john varvatos

BRAHMIN

Theory

drybar



TULA
SKINCARE

BOSTON
PROPER

Shark | NINJA

Splendid

MINNETONKA

Miele

ELEMIS

PARTYLITE



bluemercury

WOOLRICH

uncommon goods

SOLE Janeiro

Academy
SPORTS+OUTDOORS

HUM

REBECCA TAYLOR

YLIGHTING

journelle

NINE WEST



GAIAM

**JONATHAN
ADLER**

Kirkland's

PAIGE

Robert Graham

MOVADO

DTLR VILLA

poppin.

Decan de la Rente



ALEX AND ANI

ASHLEY STEWART

MVMT

m | Travis Mathew

SOKO GLAM

LAURA
GELLER

NORMAKAMALI

J. McLaughlin





Karen DiClemente
Head of Retail Practice

Foreword: Welcome to the Fastest Growing Channel!

Listrak is thrilled to announce the release of its newest benchmark report. As more and more retailers and brands have embraced text message marketing, we now have the data to support new baseline results for the fastest growing marketing channel.

As we review the 2021 data, we all know that it wasn't a typical retail year: ecommerce has been dramatically affected by a host of uncontrolled issues including supply-chain disruption and labor shortages. With economic uncertainty and new privacy regulations challenging marketers' growth plans, text message marketing has proven to be a welcome friend.

This 'owned' channel has been rising quickly due to its immediate ability to interact and personalize with customers - we know that 90% of text messages are opened within just three minutes of delivery! Through text you can promote sales and products, connect emotionally with your customers and resolve customer service issues in real time. And it's a great partner to your other owned channel programs.

For more information on text message marketing, review our [blogs](#) and [white papers](#).

2021 State of Retail





Disruption is Everywhere



Supply Chain Bottlenecks and Labor Shortages

Many retail sectors have been heavily impacted by a double whammy: a shortage of product *and* a shortage of labor. This translates to fluctuations in the results of your email marketing campaigns. The lack of employees decreases momentum and delays campaign launches. Supply chain disruptions affect everything from inventory used in email product recommendations to the timeline of back in stock alerts.



Privacy Dictates a Strategy Reboot

With the demise of third-party cookies, retailers and brands have been left to rethink their marketing strategies, having been burned by outside channels that are not in their control.

Privacy changes are constant and will continue to be made by technology companies. The more retailers and brands can double down with their owned channels, the less disruption to the business.

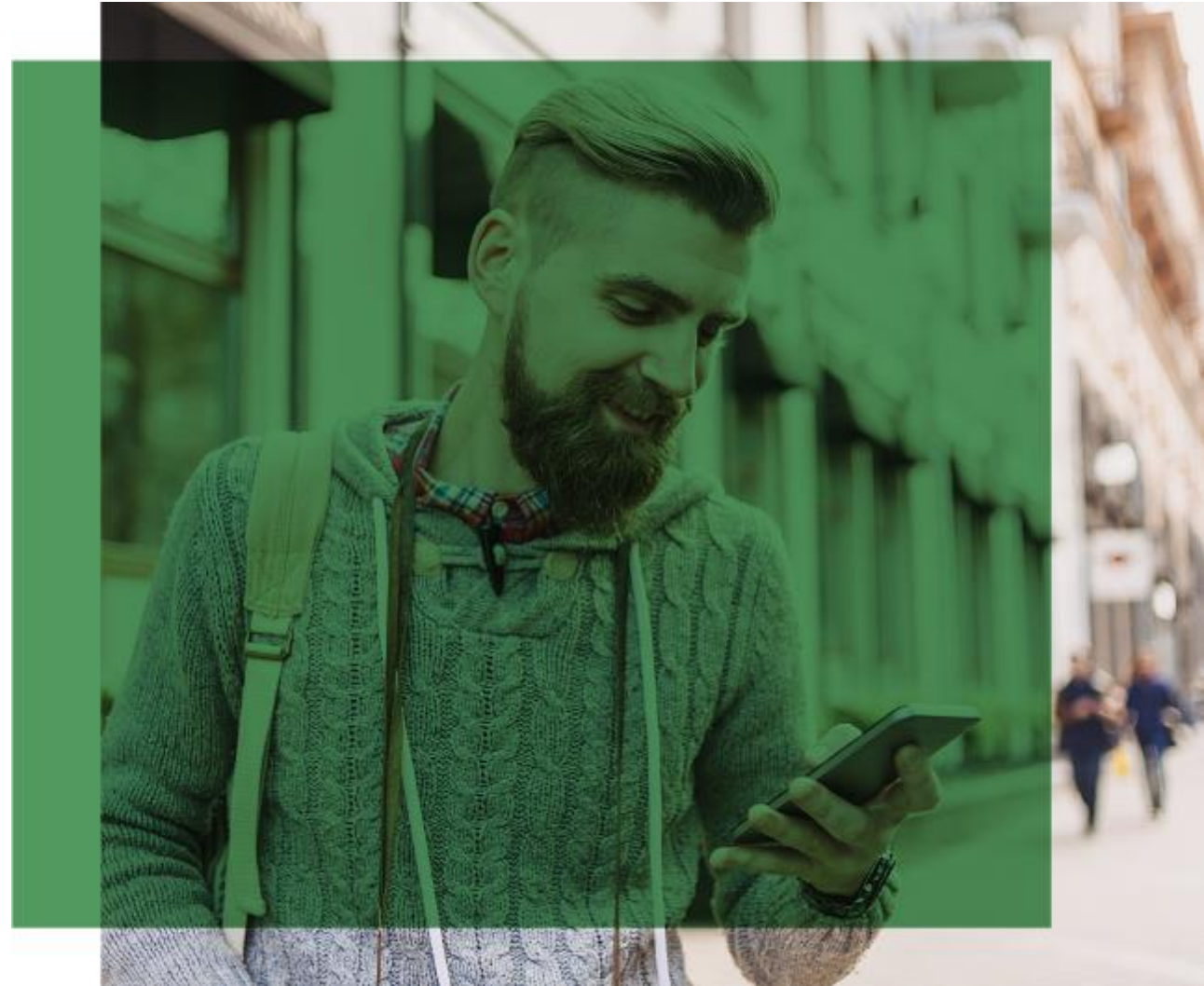


Metrics Turned Upside Down

Apple iOS changes occurred in the fourth quarter of 2021, which resulted in skewed Open and Read metrics due to an artificially higher percent of opens among Apple Mail app users.

In addition, retailers and brands are looking to additional metrics to gauge performance, such as click-through rate (CTR), click to open rate (CTOR) and conversion rate.

Mobile Digital Marketing Stats





Consumers & Their Mobile Phones are Inseparable

The average person spends almost 4 hours a day using a mobile device

42%

Texts have the highest "open and read" rates with **42% opened and scanned**

90s.

Consumers read most text messages within **90 seconds of delivery**

75%

75% of all consumers signed up for texts **from an online store** within the last year



Growing Presence in the Marketing Arsenal

52%

52% of retailers say **they spend 21% or more** of their digital marketing budgets on mobile

72%

72% of businesses say mobile and push notifications offer **a greater or equal return on investment** than email

38%

only 38% of enterprises feel confident they **can orchestrate mobile messages** alongside other customer communication channels, let alone coordinate messaging across functional or product group

Benchmarks by Campaign Type

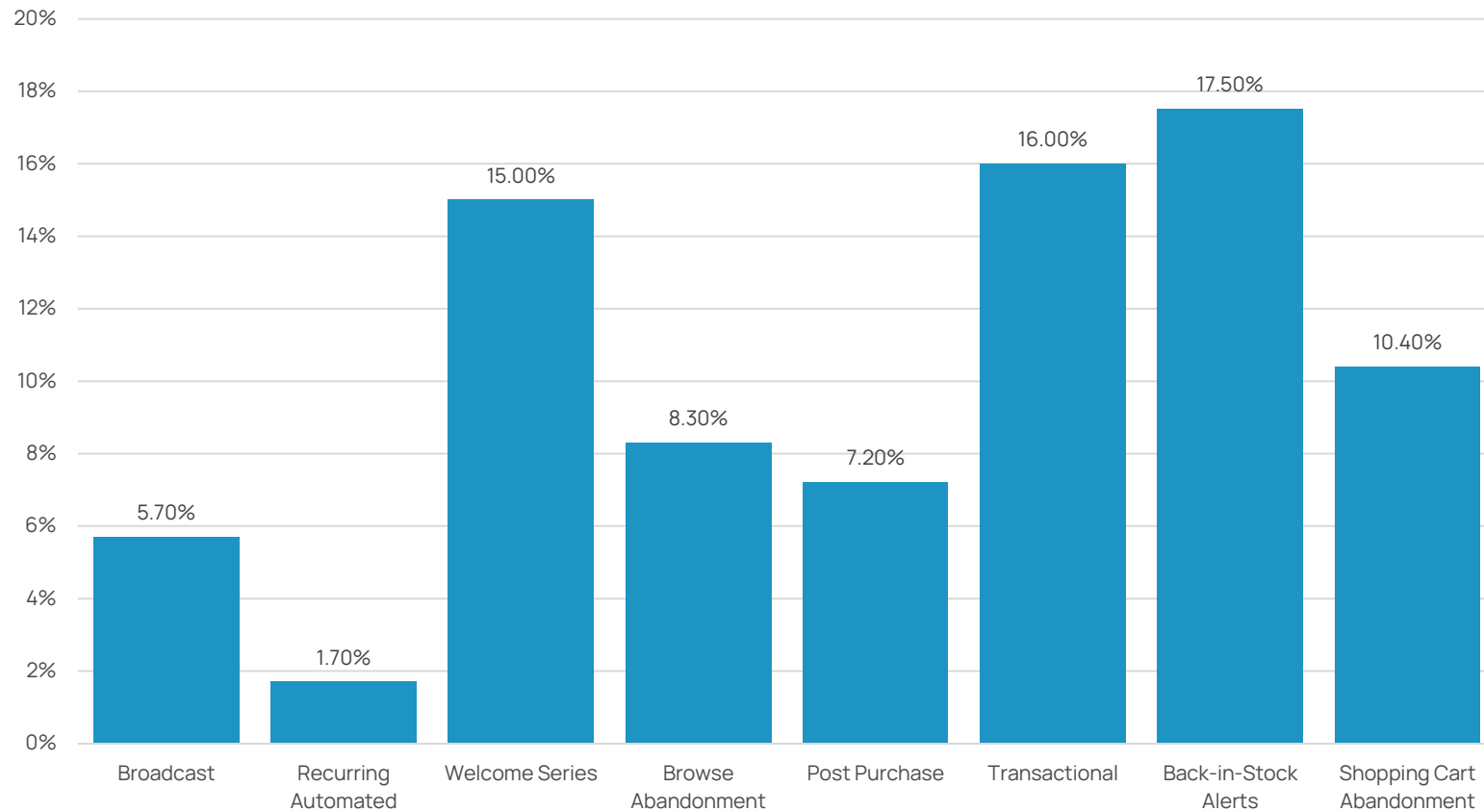


Overall Results: Text Message Marketing Benchmarks

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Send
Broadcast	5.70%	2.60%	\$0.18
Recurring Automated Campaigns ¹	1.70%	6.70%	\$0.09
Welcome Series	15.00%	21.60%	\$3.72
Browse Abandonment	8.30%	6.90%	\$0.56
Post Purchase	7.20%	9.00%	\$0.51
Transactional	16.00%	8.10%	\$1.16
Back-in-Stock Alerts	17.50%	1.30%	\$0.40
Shopping Cart Abandonment	10.40%	12.40%	\$1.04
TOTAL OVERALL AVERAGE	16.60%	5.30%	\$0.90

¹Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

Click-Through Rate by Campaign Type



Listrak clients are seeing double-digit click-through rates with highly-engaging text marketing campaigns.

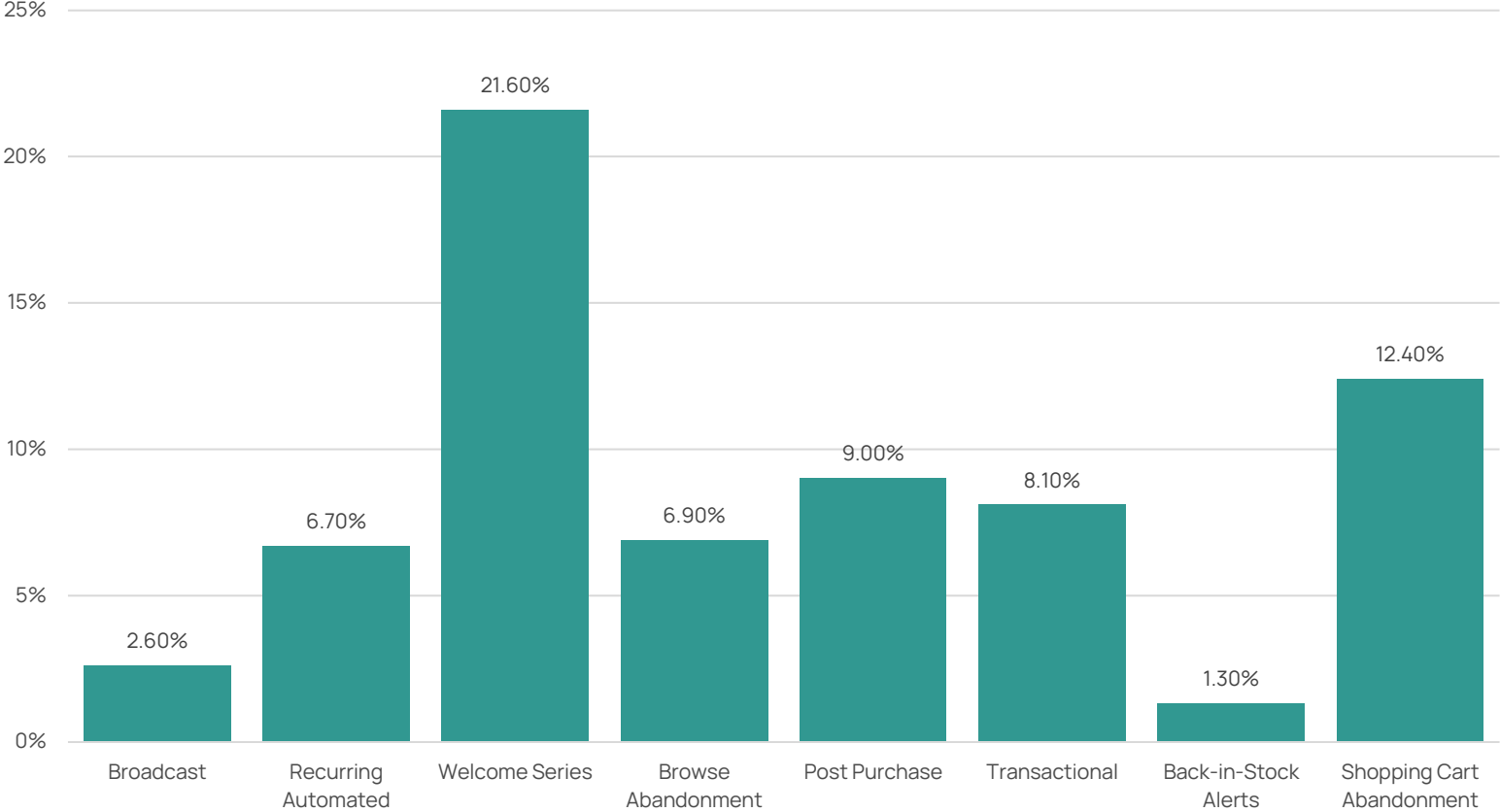
Back-in-stock alerts often result in the highest engagement rates. When products are out of stock, invite your customers to sign up to receive notifications when additional stock is available directly on your website's product pages. This ensures you're targeting the most invested customers who are likely to engage.

Right behind alerts are **Transactional** messages. You can deliver critical order updates and other notifications to your program subscribers, providing efficiency, convenience and a personalized customer experience.

Welcome texts also rank high as they are at the very front of the client relationship when customers are the most engaged.



Conversion Rate by Campaign Type



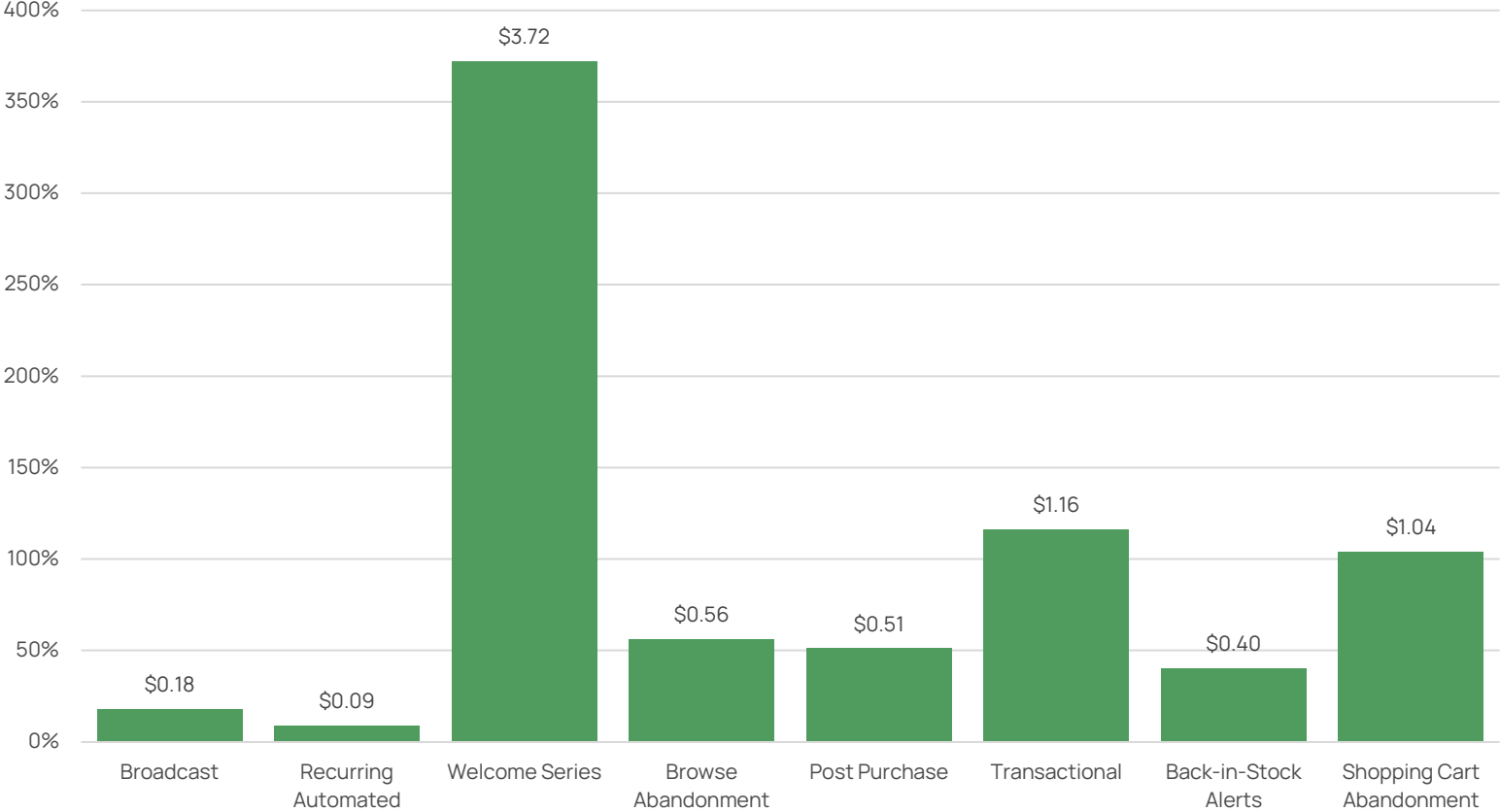
Listrak’s best practices for email include making sure that you engage with new customers out of the gate with a series of welcome messages. We offer the same best practice with text message marketing. Compared to email, the text Welcome Series Conversion Rate is trending nearly 6% higher.

The text messaging channel has preconceived expectations of immediacy. When customers sign up to receive messages from your brand, they expect a dialogue, which is why the **Welcome Series** outperforms all other campaigns for conversion.

Not far behind is **Shopping Cart Abandonment**. As Marketers, we all know the immense value Shopping Cart Abandonment [SCA] messaging brings to the table. SCA messaging drives revenue, builds affinity and keeps your brand top of mind.



Revenue Per Text by Campaign Type

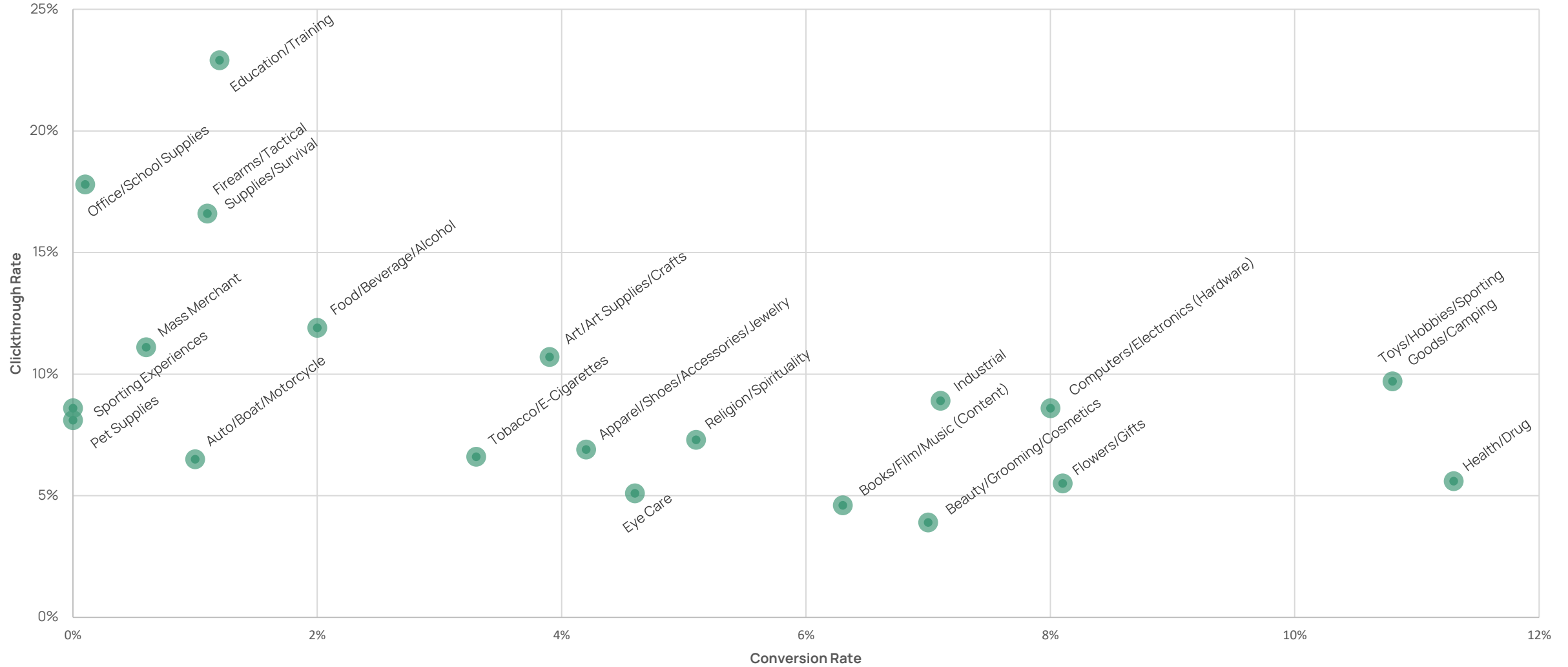


If you weren't convinced how important the **Welcome Series** is to text message marketing, this chart pretty much seals the deal.

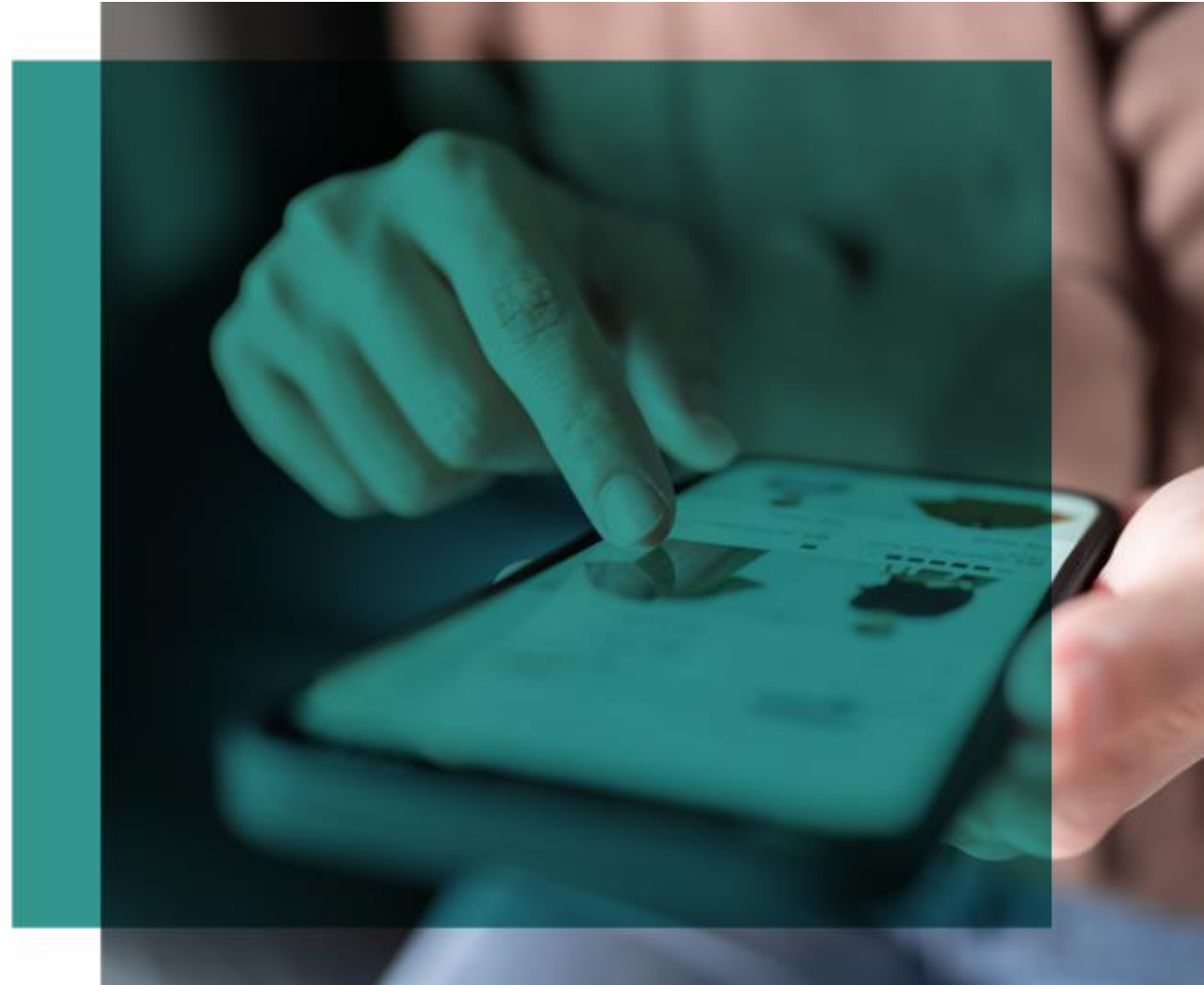
Listrak clients have seen some of the highest revenue per text with Welcome Series campaigns, even beating the highest revenue per email benchmark of Transactional at \$2.11.

Customers are in the shopping moment when they are signing up for brand and retailer messages. Timing is important to make the most of their shopping experience.

Conversion vs Click-Through Rate by Industry



Benchmarks by Ecommerce Category



Apparel/Shoes/Accessories/Jewelry

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	6.70%	3.70%	\$0.29
Recurring Automated Campaigns ¹	1.30%	3.60%	\$0.05
Welcome Series	12.70%	28.40%	\$4.08
Browse Abandonment	13.70%	4.60%	\$0.64
Post Purchase	7.30%	9.10%	\$0.54
Transactional	31.60%	0.00%	\$0.00
Back-in-Stock Alerts	3.50%	57.90%	\$1.39
Shopping Cart Abandonment	11.70%	6.40%	\$0.81
TOTAL OVERALL AVERAGE	6.90%	4.20%	\$0.33

¹Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

Art/Art Supplies/Crafts

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	10.80%	3.60%	\$0.45
Welcome Series	9.50%	22.20%	\$2.62
Browse Abandonment	11.10%	3.50%	\$0.16
Shopping Cart Abandonment	11.00%	6.10%	\$0.39
TOTAL OVERALL AVERAGE	10.70%	3.90%	\$0.49

Auto/Boat/Motorcycle

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	6.50%	0.80%	\$0.18
Welcome Series	10.90%	14.30%	\$7.99
Browse Abandonment	33.10%	2.60%	\$1.78
Post Purchase	8.10%	2.90%	\$1.06
Transactional	7.30%	15.50%	\$2.96
Shopping Cart Abandonment	15.00%	6.20%	\$2.68
TOTAL OVERALL AVERAGE	6.50%	1.00%	\$0.23

Beauty/Grooming/Cosmetics

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	3.70%	5.90%	\$0.17
Recurring Automated Campaigns ¹	1.80%	6.70%	\$0.08
Welcome Series	14.70%	27.40%	\$3.12
Browse Abandonment	6.40%	6.90%	\$0.31
Post Purchase	2.30%	3.70%	\$0.08
Transactional	14.00%	0.70%	\$0.28
Shopping Cart Abandonment	8.10%	13.90%	\$0.76
TOTAL OVERALL AVERAGE	3.90%	7.00%	\$0.21

¹Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

Computers/Electronics (Hardware)

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	8.90%	5.30%	\$0.32
Welcome Series	7.60%	16.90%	\$0.78
Browse Abandonment	9.70%	5.20%	\$0.36
TOTAL OVERALL AVERAGE	8.60%	8.00%	\$0.45

Eye Care

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	4.70%	3.30%	\$0.15
Welcome Series	12.20%	13.60%	\$1.53
Browse Abandonment	7.60%	7.90%	\$0.61
Shopping Cart Abandonment	7.30%	20.30%	\$1.47
TOTAL OVERALL AVERAGE	5.10%	4.60%	\$0.22

Flowers/Gifts

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	4.50%	6.70%	\$0.33
Welcome Series	29.80%	13.10%	\$3.10
Browse Abandonment	12.80%	9.90%	\$0.78
Shopping Cart Abandonment	9.70%	16.10%	\$1.54
TOTAL OVERALL AVERAGE	5.50%	8.10%	\$0.44

Food/Beverage/Alcohol

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	11.70%	1.70%	\$0.17
Welcome Series	14.20%	6.90%	\$1.04
Shopping Cart Abandonment	17.30%	6.00%	\$1.36
TOTAL OVERALL AVERAGE	11.90%	2.00%	\$0.21

Health/Drug

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	5.60%	11.20%	\$0.72
Recurring Automated Campaigns ¹	8.20%	21.90%	\$1.85
Welcome Series	14.30%	16.50%	\$5.04
Post Purchase	7.80%	9.30%	\$0.47
Transactional	11.90%	12.10%	\$1.34
Shopping Cart Abandonment	16.00%	19.60%	\$1.51
TOTAL OVERALL AVERAGE	5.60%	11.30%	\$0.73

¹Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

Housewares/Home/Hardware

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	4.40%	1.90%	\$0.11
Recurring Automated Campaigns ¹	16.40%	17.20%	\$2.66
Welcome Series	22.10%	27.50%	\$7.11
Browse Abandonment	17.30%	5.80%	\$5.32
Post Purchase	31.70%	5.40%	\$1.42
Transactional	17.80%	1.10%	\$0.38
Shopping Cart Abandonment	13.90%	15.10%	\$3.77
TOTAL OVERALL AVERAGE	4.60%	2.80%	\$0.15

¹Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

Industrial

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	8.50%	4.40%	\$1.13
Welcome Series	10.00%	14.60%	\$3.36
Browse Abandonment	12.10%	0.00%	\$0.00
Shopping Cart Abandonment	21.90%	6.10%	\$1.35
TOTAL OVERALL AVERAGE	8.90%	7.10%	\$1.64

Mass Merchant

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	10.90%	0.60%	\$0.10
Welcome Series	11.10%	4.90%	\$0.70
Browse Abandonment	16.60%	0.30%	\$0.07
Shopping Cart Abandonment	14.30%	10.40%	\$1.17
TOTAL OVERALL AVERAGE	11.10%	0.60%	\$0.10

Pet Supplies

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	6.20%	0.00%	\$0.00
Welcome Series	14.70%	0.00%	\$0.00
TOTAL OVERALL AVERAGE	8.10%	0.00%	\$0.00

Toys/Hobbies/Sporting Goods/Camping

Message Type	CTR (Unique)	Conversion Rate	Revenue Per Text
Broadcast	5.60%	3.60%	\$0.27
Welcome Series	10.80%	10.40%	\$1.71
Browse Abandonment	17.70%	5.20%	\$1.52
Transactional	12.70%	13.20%	\$1.51
Shopping Cart Abandonment	15.80%	10.30%	\$2.28
TOTAL OVERALL AVERAGE	9.70%	10.80%	\$1.03



Methodology

The 2022 Text Message Marketing Benchmarks are based on 1.1 billion messages sent from Listrak clients between Jan. 1, 2021 to Dec. 31, 2021.

Understanding average retail metrics is important, but it is crucial to monitor your own analytics as a baseline and measure success against your own benchmarks.

Listrak's Strategy Services team is available to help you define benchmarks specifically for your business and build a strategy to ensure every message you send exceeds those benchmarks. Our team will help you implement cross-channel strategies so you can reach customers through the right channel with personalized and relevant messages every time, resulting in higher engagement and increased revenue.

[Let's get started!](#)

Achieve Mobile Marketing Goals with Listrak



Regulatory Guidance
Listrak Compliance Specialists



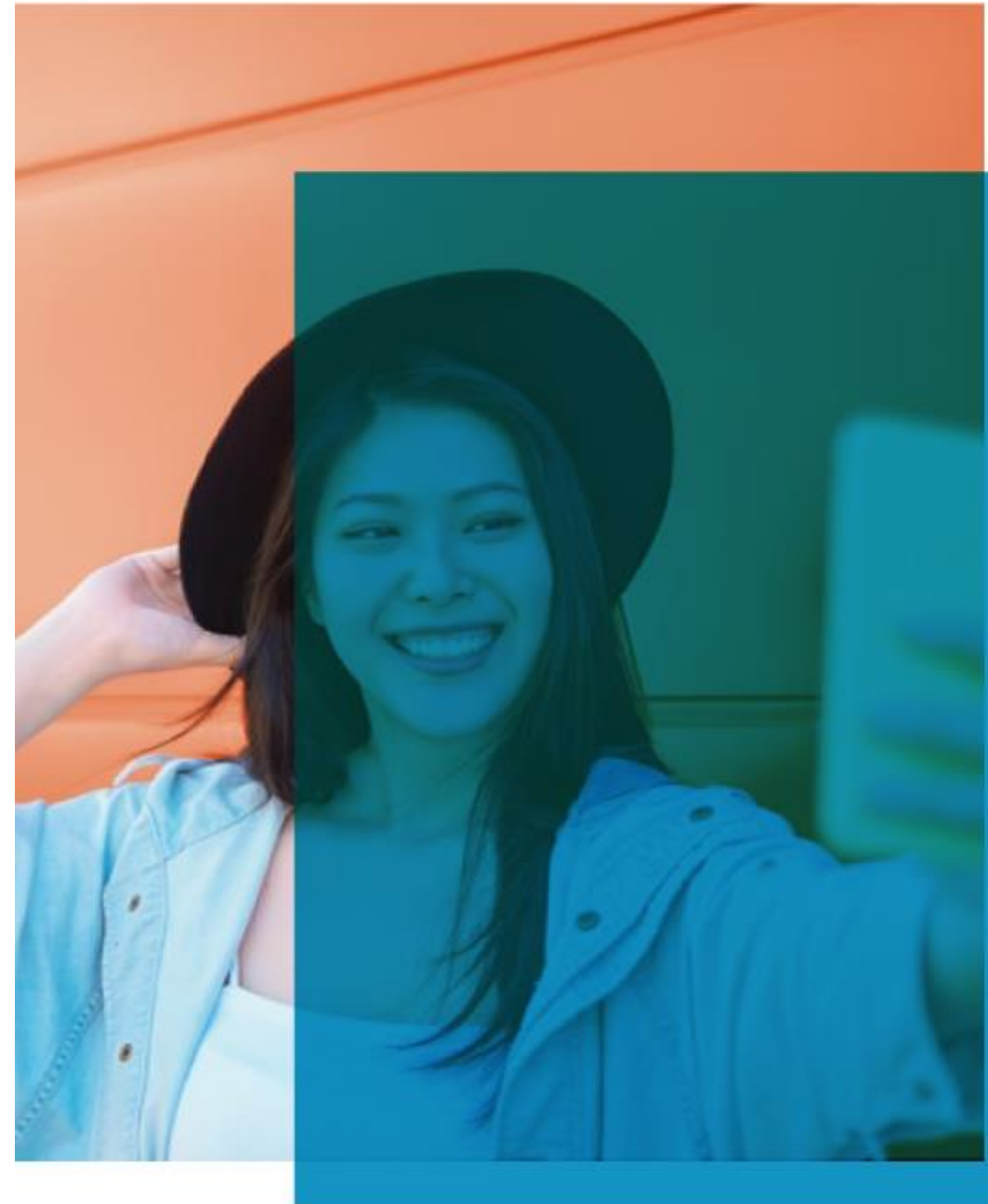
Intuitive Interface
Single Platform



Project Management
Dedicated Project Managers



Ongoing Success
Listrak Compliance Specialists





Appendix: Box-and-Whisker Plot Comparisons



Box-and-Whisker Plot Comparisons

The next few pages contain benchmark comparisons across campaign types using Box-and-Whisker Plots. These data visualizations demonstrate the wider range of distribution across campaigns.

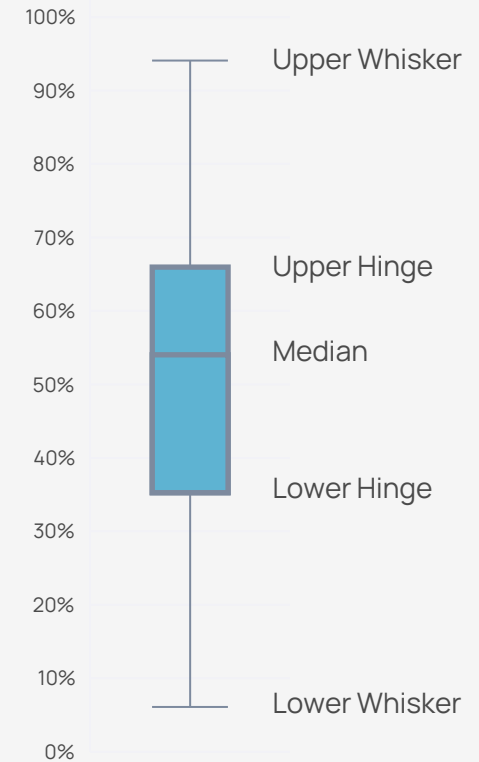
Box-and-Whisker Plot Definitions:

Upper Whisker and Lower Whisker – While there may be outlier data above or below these points, the overwhelming majority of results fall within this range.

Upper Hinge and Lower Hinge – Indicate the upper and lower points of the middle two quartiles of the data's distribution represented as the box.

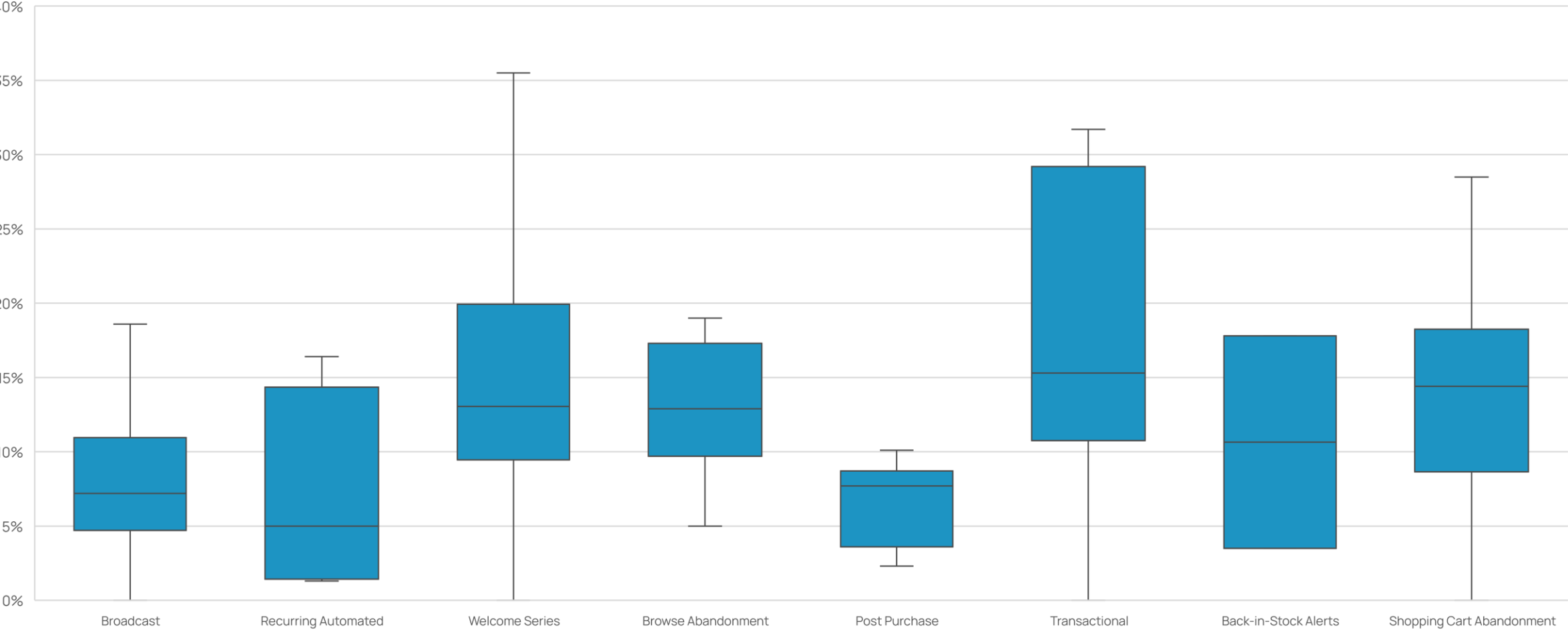
Median – The midpoint within the distribution of data.

Box-and-Whisker Plot Example:



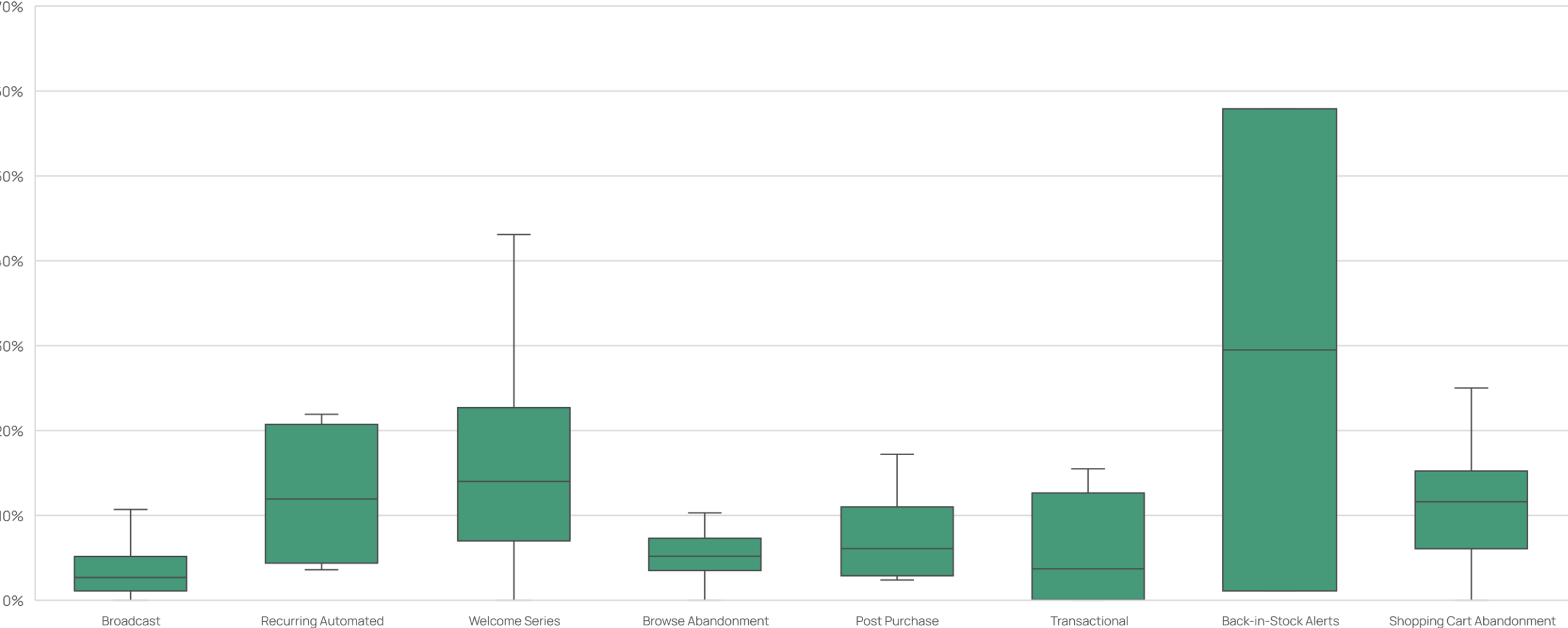


Click-Through Rate by Campaign Type





Conversion Rate by Campaign Type





Conversion Rate by Campaign Type

