



2023 Listrak Cross-Channel Benchmark Report



The Industry's Leading **Customer Engagement Platform**



Email



Text Message
Marketing



GXP



Push
Notifications



Personalization



Behavioral
Triggers



Cross-Channel
Orchestration



Analytics



Listrak Delivers Results



bluemercury



Soft Surroundings

TULA
SKINCARE

WOOLRICH

MARC FISHER

ALEX AND ANI

Kate
Somerville

BOSTON
PROPER

uncommon goods

JONATHAN
ADLER

Knockaround.

BLICK
art materials

Shark NINJA

SOL DE JANEIRO

Kirkland's

MVMTM

PERRY ELLIS

Splendid

Academy
SPORTS+OUTDOORS

PAIGE

m | Travis Mathew

WHITE+WARREN

MINNETONKA

HUM

Robert Graham

SOKO GLAM

john varvatos

SUMMERS VLT.

REBECCA TAYLOR

MOVADO



BRAHMIN

ELEMIS

LUMENS

DTLR VILLA

NORMAKAMALI

TOMS

VINCE.

journelle

poppin.

J. McLaughlin

drybar



NINE WEST

Oscar de la Renta





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State of Retail 2023

In our discussions with retailers and brands, we predict uncertainty in the space for the remainder of 2023. Larger macroeconomic issues like inflation and a potential recession are compelling consumers to pull back on discretionary spending in favor of necessities.

Prioritizing Profit Margins

During the pandemic, many retailers and brands pulled on promotional levers like coupons and discounts to push sales. Brands are now reacclimating consumers to full-price purchases.

Prioritizing Sustainability & Social Responsibility

Economic concerns have not affected the luxury apparel or products vertical, as that vertical appears resilient to greater macroeconomic concerns. Overall, we're seeing consumers choosing to prioritize discretionary spending on sustainable products and socially responsible brands.

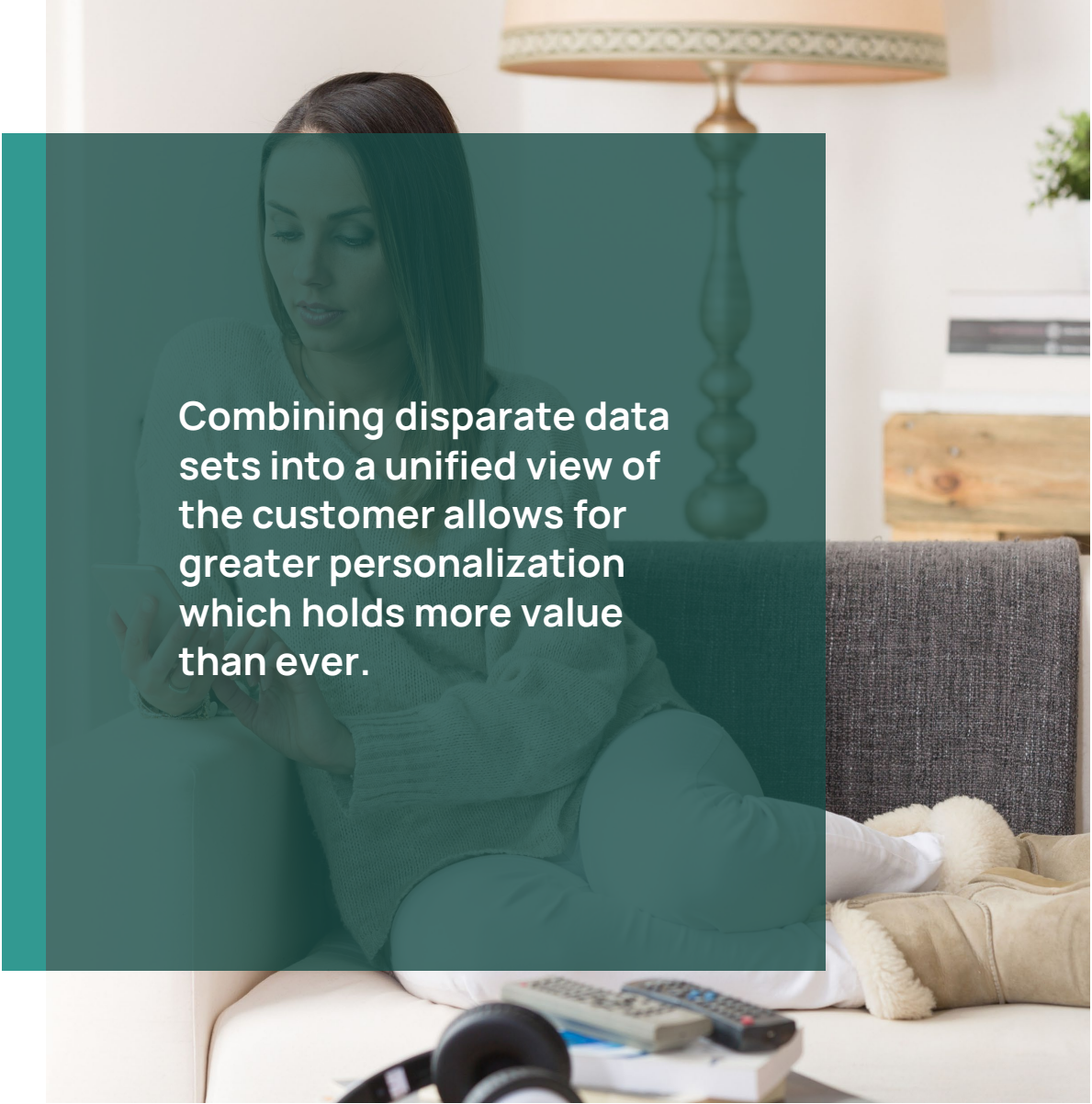
Return on Physical Locations

After years of heavy emphasis on ecommerce, stores are making a comeback. Retailers clearly see the value of using physical locations as an irreplaceable part of their omnichannel mix. That said, the format of the physical storefront is evolving, with many retailers experimenting with smaller, more experiential locations.



Personalization Takes the Lead

A commonality in all of 2023 trends we're seeing is the necessity for personalization. To maximize marketing dollars and boost conversions, brands are evaluating tech stacks and investing in solutions that bring increased levels of personalization to consumers. Fortunately, consumers no longer resist personalization on shopping platforms or messages. Rather, they expect it.



Combining disparate data sets into a unified view of the customer allows for **greater personalization which holds more value than ever.**



Key Findings

Text Message Marketing is Now the Expectation for Consumers

2022 consumer data shows text message marketing shouldn't be viewed as a "nice to have" offering for retailers. It's become necessary to compete in the marketplace. Consumers expect retailers to be able to communicate with them via SMS, and brands must get started quickly to have a mature text message program by the 2023 holiday season.

SMS and Email Marketing Work Best in Tandem

Customers subscribed to both SMS and email marketing programs have a 30% higher CLV (Customer Lifetime Value) than customers subscribed to a single channel. These cross-channel customers are more engaged — they click on more links, have longer list retention, and spend more than their single-channel counterparts.

Transactional Messages are Table Stakes

Transactional messages should be a staple of any effective cross-channel marketing program, as they've proven year-over-year to perform exceptionally well across clickthrough, conversion, and revenue per send metrics for both email and SMS. These messages make up an important part of the customer experience - driving increased engagement, greater customer satisfaction, improved loyalty and retention, and reduced customer support costs and customer wait time.

Personalization is Key in Cross-Channel Marketing

Broadcast messages are necessary to create repeated touchpoints with customers over time, and retailers should continue sending them. However, leveraging customer data to show greater personalization that can be displayed in messages like abandonment, alert, and transactional categories drives higher KPIs across the board. Consumers increasingly want more personalization in their customer journey, including messages specifically curated to their unique experiences.

Using a Unified Platform Best Leverages Your Data

Personalizing a customer experience is much simpler and less expensive when leveraging a unified cross-channel platform. When SMS, email, and other channels share data, retailers can ensure they are communicating with customers in the channel they prefer. Plus, it enables brands to send the right message, to the right customer, at the right time, increasing conversions and loyalty.



Holiday Season 2023? **Start Now**

The 2022 holiday season saw an explosion in send volume for marketing messages, including a 75% increase in year-over-year send volume for SMS. During the 2023 holiday season, Listrak customers could reach almost 1 billion SMS messages.

The retailers leveraging SMS alongside email for holiday season marketing are seeing accelerated success through cross-channel strategies. However, many retailers still don't have a mobile program, or they are getting by with a basic, level-one text messaging strategy.

To remain competitive during the 2023 holidays, now is the time to start planning for SMS improvements.

Building a fully fleshed-out SMS program requires tasks like growing your list, getting a shortcode provisioned, and creating a full suite of campaigns — such as welcome series, browse abandonment, shopping cart abandonment, and post-purchase. Those actions take time.



Start now, and you could have a robust, high-converting SMS program in place by October. That way, you're well-positioned to fully capitalize on the holiday shopping season.



Savvy retailers will combine channels for higher customer engagement, loyalty, and revenue. Contacts who engaged across both email and SMS have a higher lifetime value — 30% higher than a single-channel contact.

Email and SMS - You Need Both

In 2023, consumers want to connect with brands across multiple channels, and their desired channel can shift over the course of their customer journey. For brands, it's imperative to have a cross-channel approach to marketing messages — with email and SMS being the foundation of the most effective programs.

Each channel performs well in specific situations:

- For instance, retailers are able to grow an email list at a faster rate than an SMS list, and see conversions well over \$2.00 per send for a shopping cart abandonment email.
- Customer acceptance of SMS messages from retailers has compelled categories to perform exceptionally well. Broadcast SMS outperforms broadcast email by 250%.



2022 Cross-Channel Data by Campaign Type

Email and Text Message Marketing

Overall Campaign Results

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.6% | 4.5% | \$0.04 |
| Recurring Automated Campaigns ¹ | 1.0% | 4.8% | \$0.07 |
| Welcome Series | 3.8% | 14.2% | \$0.94 |
| Browse Abandonment | 3.8% | 7.2% | \$0.56 |
| Shopping Cart Abandonment | 5.4% | 21.4% | \$2.16 |
| Back-in-Stock Alerts | 6.2% | 11.5% | \$1.06 |
| Low Inventory Alerts | 3.4% | 8.9% | \$0.50 |
| Price Drop Alerts | 4.4% | 10.9% | \$0.74 |
| Post Purchase | 2.1% | 10.3% | \$0.30 |
| Reengagement | 0.6% | 4.3% | \$0.04 |
| Transactional | 12.8% | 13.5% | \$2.13 |
| Replenishment | 1.0% | 25.1% | \$0.30 |
| ReActivate | 0.4% | 5.3% | \$0.04 |
| TOTAL OVERALL AVERAGE | 0.7% | 5.5% | \$0.06 |

| | TEXT MESSAGE MARKETING | | |
|--|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 5.6% | 2.0% | \$0.14 |
| Recurring Automated Campaigns ¹ | 2.6% | 1.8% | \$0.04 |
| Welcome Series | 11.2% | 14.3% | \$1.95 |
| Browse Abandonment | 12.0% | 3.2% | \$0.51 |
| Shopping Cart Abandonment | 12.4% | 9.9% | \$1.63 |
| Back-in-Stock Alerts | 19.6% | 5.3% | \$2.20 |
| Low Inventory Alerts | 14.5% | 4.1% | \$0.68 |
| Price Drop Alerts | 21.5% | 4.3% | \$0.97 |
| Post Purchase | 6.0% | 3.2% | \$0.24 |
| Reengagement | 4.9% | 4.0% | \$0.50 |
| Transactional | 13.7% | 8.4% | \$0.99 |
| TOTAL OVERALL AVERAGE | 6.0% | 2.8% | \$0.20 |

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

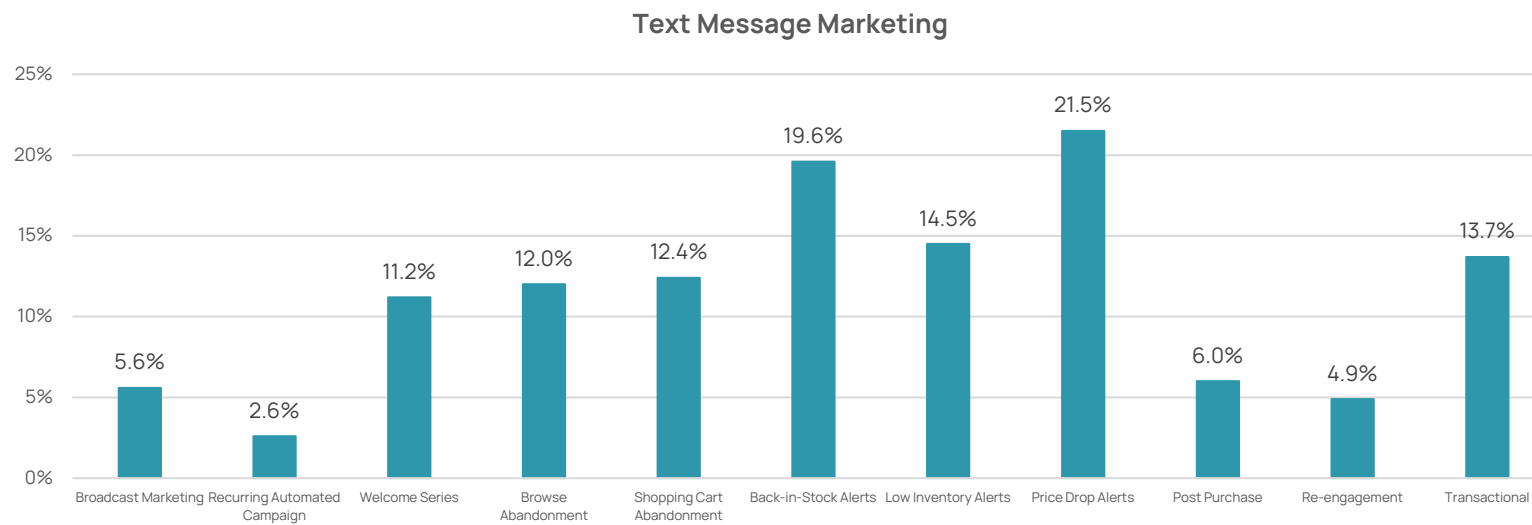
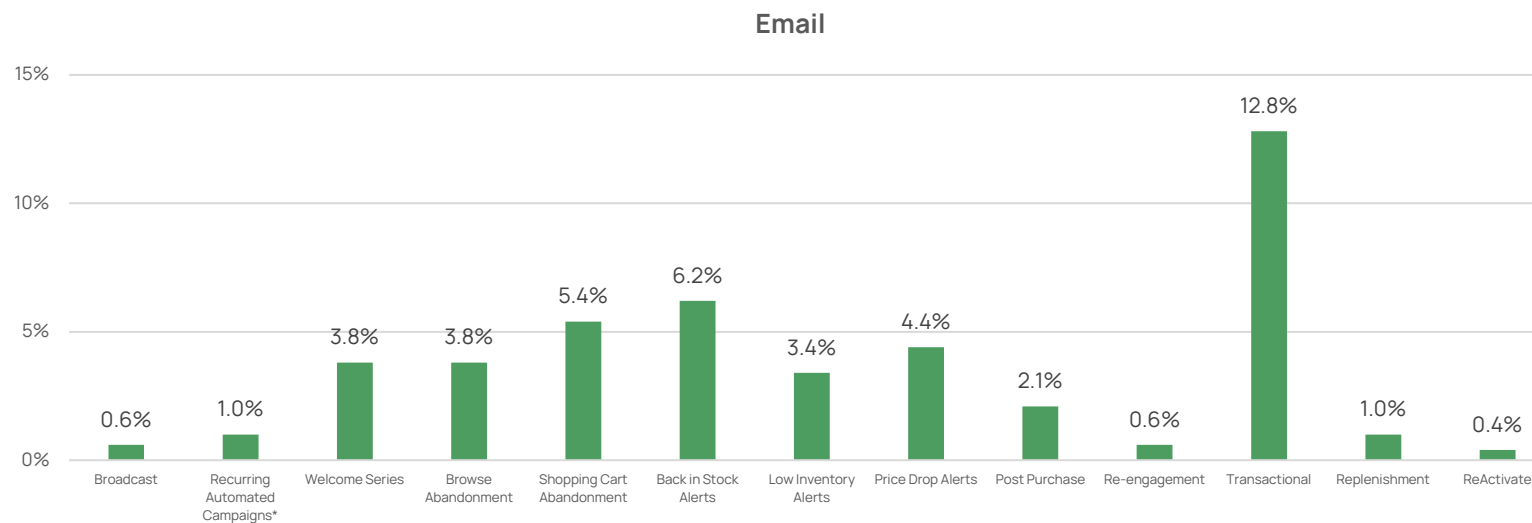
Clickthrough Rates

Email Insights:

- It's important for retailers to leverage **transactional messages**, as they continue to be among the highest-performing categories. These messages are able to reach a much larger audience than broadcast messages. Messages like order or shipping confirmations give brands opportunities to create repeat purchases, promote additional channels, and turn one-time customers into loyalists.
- After transactional messages, the next highest click thru rate belongs to **back-in-stock alerts**. Customers already showed interest in a product, so alerting them of its availability creates the personalized, curated experience modern consumers crave.

Text Message Marketing Insights:

- Price drop alerts** stand out as the top-performing click thru category. This is where the immediacy of SMS propels certain message types. When customers see that a product they've viewed has dropped in price, they are immediately curious to see: by how much?
- The success of **back-in-stock alerts** follows the same rationale. Many Listrak customers are leaning into this type of messaging with their text campaigns.





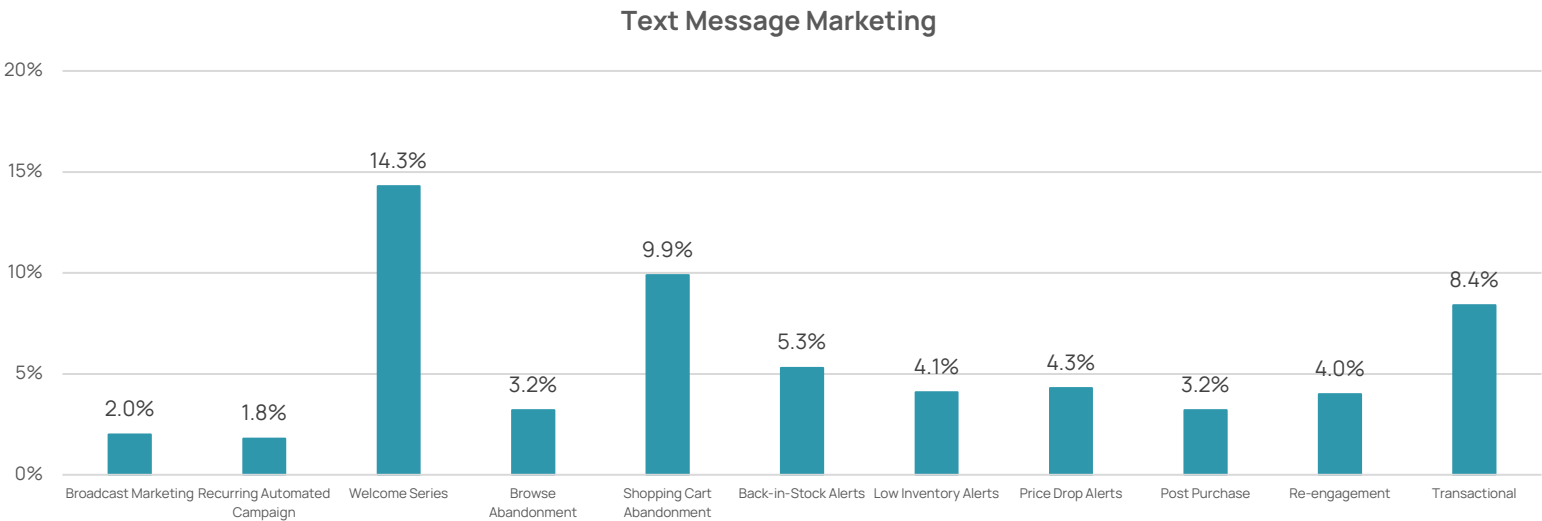
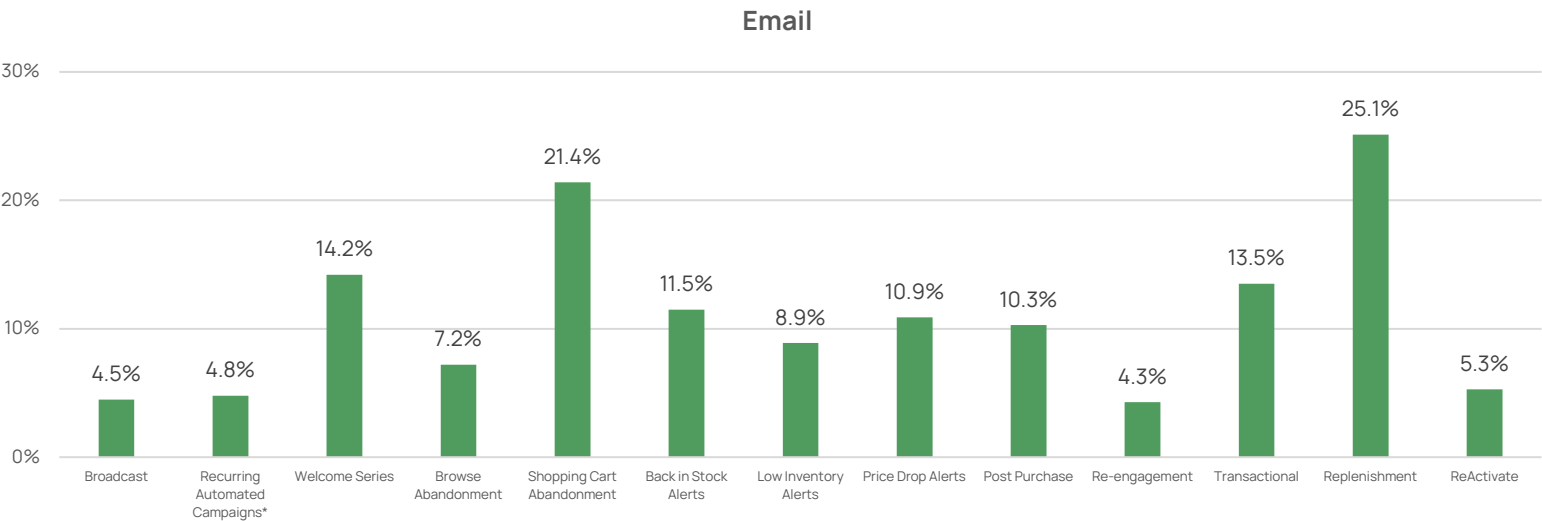
Conversion Rates

Email Insights:

- **Replenishment campaigns** continue to stand out. This message type takes advantage of customer's purchasing behavior to remind subscribers to replenish products they're about to run out of. These highly converting campaigns increase customer loyalty and encourage quicker repeat purchases.
- **Shopping cart abandonment** messages traditionally convert well, and 2022's data is no different. Brands should ensure they have enough messages and create a compelling journey for the customer to return to the cart they abandoned and complete the purchase.

Text Message Marketing Insights:

- **Welcome series texts** showed the strongest conversion rates among SMS messages. These messages offer a compelling incentive to get customers on board, then introduce the brand and invite customers to buy. It helps that the average time from opt-in to opt-out on SMS campaigns was significantly longer than the opt-in to opt-out time on the email side.





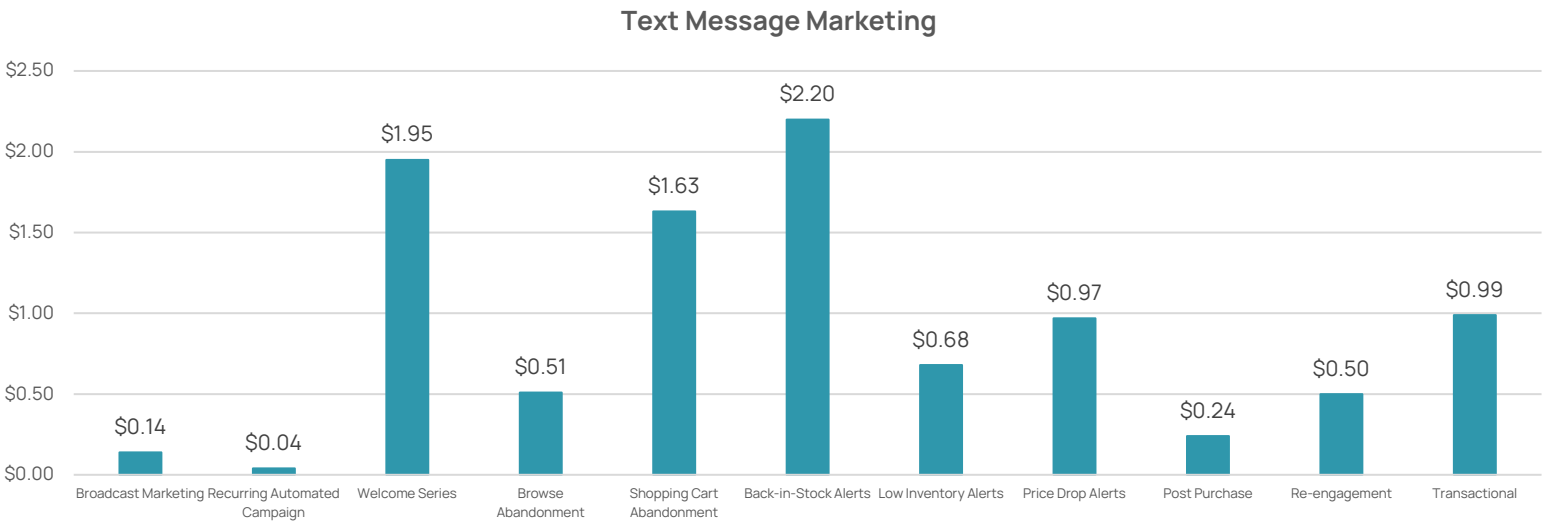
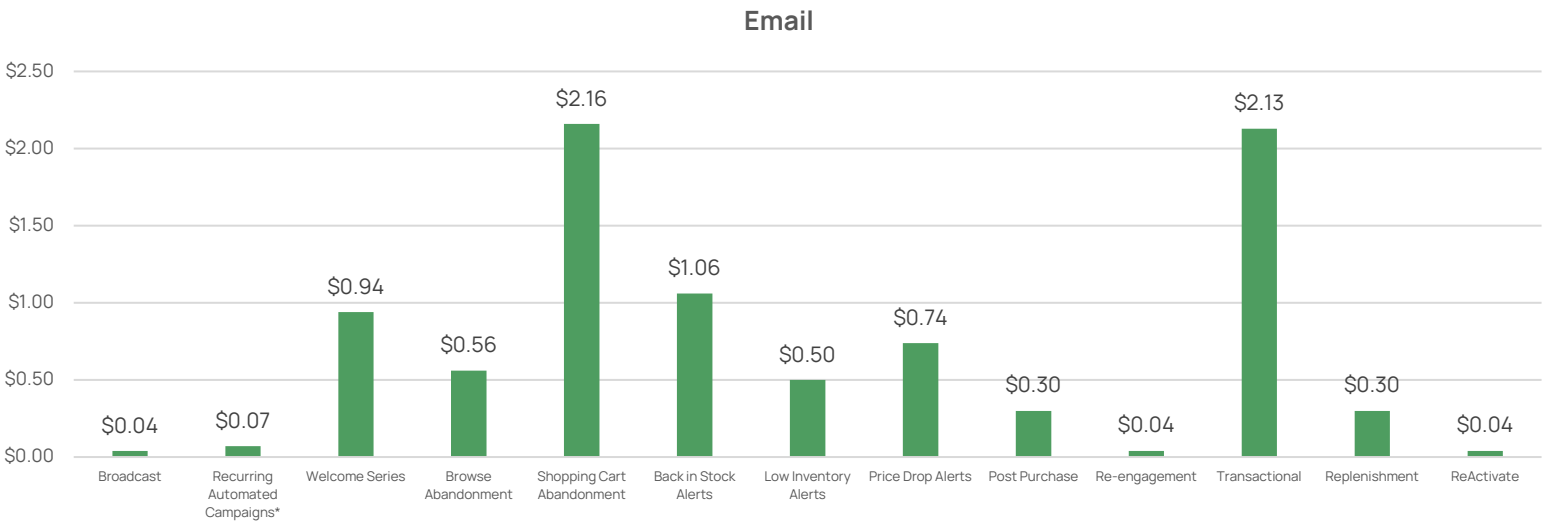
Revenue Per Send

Email Insights:

- Though it may seem counterintuitive, often the best time to market to a customer is immediately after they have just made a purchase. That's why **transactional emails** are a standout in revenue per send metrics. Retailers can capitalize on the excitement customers feel about their recent purchases by cross-selling and upselling in these messages.
- **Shopping cart abandonment** emails perform exceptionally well because they leverage implicit customer shopping behavior and automation. These emails enable brands to send an optimized, personalized message based on collected customer data that hits inboxes at just the right time.

Text Message Marketing Insights:

- **Back-in-stock alerts** produce the highest revenue per send KPI among SMS messages in 2022. In fact, the entire Alert Suite of campaigns performed exceptionally well by leaning into the immediacy of the Text Message Marketing channel.
- Again, the **welcome series** is a strong performer. Brands looking to boost SMS revenue immediately would do well to craft a compelling Welcome Series campaign that highlights the brand and best-sellers.



Additional Email Insights

Utilize Recurring Automated Campaigns to Maximize Content Calendar

- With the demise of cookies, brands are already focusing on collecting more zero- and first-party data. So why not utilize that data in your email campaigns? Retailers can leverage customer data they've volunteered (birthday, anniversary, etc.) along with behaviorally collected data to craft recurring automated campaigns.
- These recurring automated campaigns can help marketers with content calendars. By planning the month's messages around a combination of best sellers, trending items, and customized suggestions based on customer data (utilizing Listrak's predictive product recommendations), brands can add personalization to more of their emails.

Looking to advance your zero- and first-party data collection strategy? Listrak's Growth Xcelerator Platform (GXP), an Identity Resolution Marketing solution, identifies your anonymous site traffic, collects the essential zero- and first-party data, and personalizes the shopping experience to accelerate first-time purchases and drive increased conversions across channels. GXP is a full-service, best-in-class, innovative solution that works to turbocharge list growth, onsite conversions, and triggered revenue... all with performance guarantees. Ask about our 120-day, risk-free guaranteed pilot.





Additional Text Message Marketing Insights

Customers expect to get frequent SMS messages

Customers are increasingly accepting of marketing messages from brands via text, and it shows across a number of metrics:

- The clickthrough rate for broadcast SMS messages increased 23% YoY in 2022
- SMS contacts opted out within their first month at much lower rates than email subscribers (the email unsubscribe rate was over 3x higher than SMS)
- Broadcast SMS generates 250% more revenue per send than broadcast email
- SMS welcome series texts create an outstanding \$1.95 per send

Despite what many retailers think, customers aren't looking for an excuse to opt-out of text message marketing. So, brands should feel more comfortable sending a greater volume of messages. Listrak recommends sending two or more broadcast messages per week.

SMS is a great way to see customer feedback and even respond in channel using integrations that Listrak can help implement. Two-Way SMS Conversations allow marketers and customer service teams to engage with subscribers directly to cut through the clutter and exceed expectations.



Cross-Channel Benchmarks by Ecommerce Vertical

Apparel, Shoes, Jewelry and Accessories

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.6% | 4.6% | \$0.04 |
| Recurring Automated Campaigns ¹ | 0.9% | 7.2% | \$0.07 |
| Welcome Series | 3.7% | 16.1% | \$0.83 |
| Browse Abandonment | 3.6% | 7.4% | \$0.38 |
| Shopping Cart Abandonment | 4.7% | 21.8% | \$1.53 |
| Back-in-Stock Alerts | 5.6% | 13.9% | \$1.01 |
| Low Inventory Alerts | 2.9% | 11.3% | \$0.45 |
| Price Drop Alerts | 3.1% | 11.5% | \$0.68 |
| Post Purchase | 1.9% | 8.9% | \$0.19 |
| Reengagement | 0.6% | 5.3% | \$0.04 |
| Transactional | 16.9% | 12.7% | \$1.81 |
| Replenishment | 2.4% | 11.9% | \$0.62 |
| ReActivate | 0.3% | 6.4% | \$0.05 |
| TOTAL OVERALL AVERAGE | 0.7% | 5.7% | \$0.06 |

| | TEXT MESSAGE MARKETING | | |
|--|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 6.1% | 3.2% | \$0.21 |
| Recurring Automated Campaigns ¹ | 3.0% | 3.4% | \$0.10 |
| Welcome Series | 10.6% | 17.5% | \$1.88 |
| Browse Abandonment | 11.3% | 3.7% | \$0.41 |
| Shopping Cart Abandonment | 12.8% | 10.6% | \$1.41 |
| Back-in-Stock Alerts | 22.1% | 5.8% | \$1.41 |
| Low Inventory Alerts | 14.7% | 4.7% | \$0.71 |
| Price Drop Alerts | 19.9% | 4.7% | \$0.87 |
| Post Purchase | 6.3% | 3.0% | \$0.17 |
| Transactional | 28.7% | 9.2% | \$0.72 |
| Info Campaign | 17.0% | 3.5% | \$1.39 |
| TOTAL OVERALL AVERAGE | 6.4% | 3.9% | \$0.26 |

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

Art and Art Supplies, Crafts

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.7% | 5.1% | \$0.04 |
| Recurring Automated Campaigns ¹ | 1.1% | 4.5% | \$0.05 |
| Welcome Series | 6.3% | 12.9% | \$0.78 |
| Browse Abandonment | 4.8% | 8.6% | \$0.34 |
| Shopping Cart Abandonment | 6.9% | 27.0% | \$1.87 |
| Back-in-Stock Alerts | 8.8% | 20.9% | \$2.89 |
| Low Inventory Alerts | 5.0% | 16.5% | \$1.10 |
| Price Drop Alerts | 14.5% | 13.0% | \$3.93 |
| Post Purchase | 1.9% | 11.4% | \$0.18 |
| Reengagement | 0.9% | 4.3% | \$0.02 |
| Transactional | 14.4% | 17.7% | \$4.14 |
| Replenishment | 1.8% | 12.1% | \$0.41 |
| TOTAL OVERALL AVERAGE | 0.8% | 6.2% | \$0.05 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 7.4% | 2.1% | \$0.19 |
| Welcome Series | 11.2% | 7.4% | \$0.85 |
| Browse Abandonment | 16.0% | 3.2% | \$0.55 |
| Shopping Cart Abandonment | 17.7% | 9.7% | \$2.36 |
| Back-in-Stock Alerts | 15.8% | 6.7% | \$0.17 |
| Low Inventory Alerts | 18.9% | 1.3% | \$0.07 |
| Post Purchase | 10.6% | 3.6% | \$0.83 |
| TOTAL OVERALL AVERAGE | 7.7% | 2.4% | \$0.23 |

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

Auto, Boat and Motorcycle

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.8% | 4.0% | \$0.11 |
| Recurring Automated Campaigns ¹ | 1.0% | 4.6% | \$0.15 |
| Welcome Series | 5.1% | 11.7% | \$3.02 |
| Browse Abandonment | 3.0% | 6.8% | \$0.85 |
| Shopping Cart Abandonment | 4.8% | 21.3% | \$4.44 |
| Back-in-Stock Alerts | 3.0% | 8.5% | \$1.08 |
| Low Inventory Alerts | 3.1% | 6.1% | \$0.78 |
| Price Drop Alerts | 5.2% | 9.4% | \$1.67 |
| Post Purchase | 2.7% | 9.4% | \$0.74 |
| Reengagement | 0.6% | 7.1% | \$0.11 |
| Transactional | 18.3% | 10.1% | \$4.45 |
| Replenishment | 1.4% | 11.6% | \$1.42 |
| ReActivate | 0.2% | 2.2% | \$0.01 |
| TOTAL OVERALL AVERAGE | 0.9% | 4.8% | \$0.15 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 6.0% | 0.7% | \$0.14 |
| Welcome Series | 16.7% | 6.8% | \$4.69 |
| Browse Abandonment | 17.8% | 0.9% | \$0.42 |
| Shopping Cart Abandonment | 14.9% | 4.2% | \$2.40 |
| Back-in-Stock Alerts | 16.5% | 2.3% | \$0.78 |
| Low Inventory Alerts | 13.3% | 1.2% | \$0.96 |
| Price Drop Alerts | 26.1% | 2.8% | \$3.98 |
| Post Purchase | 7.9% | 1.0% | \$0.33 |
| Transactional | 24.6% | 2.3% | \$1.17 |
| TOTAL OVERALL AVERAGE | 6.4% | 1.0% | \$0.23 |

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

Baby Gear

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.5% | 4.0% | \$0.06 |
| Recurring Automated Campaigns ¹ | 0.3% | 1.0% | \$0.01 |
| Welcome Series | 2.0% | 10.2% | \$0.64 |
| Browse Abandonment | 4.4% | 5.8% | \$0.61 |
| Shopping Cart Abandonment | 4.2% | 22.9% | \$2.89 |
| Back-in-Stock Alerts | 1.7% | 17.2% | \$0.72 |
| Low Inventory Alerts | 4.3% | 9.5% | \$1.23 |
| Price Drop Alerts | 5.6% | 17.3% | \$2.13 |
| Post Purchase | 3.1% | 4.7% | \$0.19 |
| Transactional | 34.6% | 2.4% | \$1.38 |
| TOTAL OVERALL AVERAGE | 0.7% | 5.1% | \$0.09 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 3.9% | 9.2% | \$0.78 |
| Welcome Series | 6.2% | 7.1% | \$1.09 |
| Browse Abandonment | 10.6% | 7.5% | \$2.02 |
| Shopping Cart Abandonment | 13.6% | 14.2% | \$4.64 |
| Post Purchase | 11.2% | 0.6% | \$0.12 |
| TOTAL OVERALL AVERAGE | 4.6% | 8.5% | \$0.88 |

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

Beauty, Grooming and Cosmetics

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.5% | 8.3% | \$0.04 |
| Recurring Automated Campaigns ¹ | 0.6% | 6.5% | \$0.03 |
| Welcome Series | 3.1% | 15.7% | \$0.43 |
| Browse Abandonment | 3.5% | 9.8% | \$0.30 |
| Shopping Cart Abandonment | 4.8% | 23.1% | \$1.04 |
| Back-in-Stock Alerts | 5.5% | 22.4% | \$1.06 |
| Low Inventory Alerts | 2.9% | 8.0% | \$0.17 |
| Price Drop Alerts | 2.8% | 9.0% | \$0.21 |
| Post Purchase | 1.7% | 12.9% | \$0.19 |
| Reengagement | 0.6% | 8.1% | \$0.05 |
| Transactional | 13.2% | 7.1% | \$0.70 |
| Replenishment | 0.9% | 19.2% | \$0.26 |
| ReActivate | 0.3% | 4.8% | \$0.01 |
| TOTAL OVERALL AVERAGE | 0.6% | 9.1% | \$0.05 |

| | TEXT MESSAGE MARKETING | | |
|--|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 3.6% | 3.9% | \$0.13 |
| Recurring Automated Campaigns ¹ | 2.0% | 1.7% | \$0.03 |
| Welcome Series | 10.4% | 23.6% | \$1.90 |
| Browse Abandonment | 9.0% | 4.0% | \$0.36 |
| Shopping Cart Abandonment | 8.3% | 10.0% | \$0.78 |
| Back-in-Stock Alerts | 5.2% | 4.8% | \$0.16 |
| Low Inventory Alerts | 28.1% | 1.2% | \$0.28 |
| Price Drop Alerts | 30.8% | 1.9% | \$0.45 |
| Post Purchase | 2.9% | 5.6% | \$0.14 |
| Transactional | 19.9% | 1.7% | \$0.23 |
| Loyalty | 2.9% | 11.5% | \$0.42 |
| Info Campaigns | 1.3% | 0.6% | \$0.01 |
| TOTAL OVERALL AVERAGE | 3.8% | 5.4% | \$0.18 |

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

Books, Film and Music (Content)

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.3% | 3.7% | \$0.01 |
| Recurring Automated Campaigns ¹ | 1.2% | 6.7% | \$0.02 |
| Welcome Series | 3.1% | 9.7% | \$0.20 |
| Browse Abandonment | 2.7% | 9.1% | \$0.28 |
| Shopping Cart Abandonment | 4.1% | 15.7% | \$0.58 |
| Price Drop Alerts | 6.7% | 5.1% | \$0.09 |
| Post Purchase | 2.3% | 7.4% | \$0.08 |
| Transactional | 0.1% | 0.0% | \$0.00 |
| TOTAL OVERALL AVERAGE | 0.3% | 4.3% | \$0.01 |

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

Computers and Electronics (Hardware)

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 1.0% | \$0.01 |
| Recurring Automated Campaigns ¹ | 0.6% | 2.2% | \$0.03 |
| Welcome Series | 0.7% | 8.9% | \$0.08 |
| Browse Abandonment | 3.5% | 6.7% | \$0.43 |
| Shopping Cart Abandonment | 6.2% | 22.9% | \$3.45 |
| Back-in-Stock Alerts | 11.9% | 13.0% | \$1.74 |
| Low Inventory Alerts | 8.3% | 5.9% | \$1.16 |
| Price Drop Alerts | 11.6% | 9.1% | \$2.28 |
| Post Purchase | 3.1% | 5.9% | \$0.31 |
| Transactional | 9.2% | 15.4% | \$13.50 |
| Replenishment | 2.7% | 5.6% | \$0.24 |
| ReActivate | 0.9% | 0.0% | \$0.00 |
| TOTAL OVERALL AVERAGE | 0.4% | 1.4% | \$0.01 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 7.3% | 4.1% | \$0.26 |
| Welcome Series | 9.8% | 19.9% | \$1.20 |
| Browse Abandonment | 11.0% | 7.4% | \$0.44 |
| Shopping Cart Abandonment | 12.6% | 13.2% | \$1.19 |
| Post Purchase | 9.0% | 5.6% | \$0.86 |
| Transactional | 27.0% | 5.5% | \$0.44 |
| TOTAL OVERALL AVERAGE | 7.7% | 6.0% | \$0.35 |

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

Education and Training

| Message Type | EMAIL | | |
|--|-------------------|-----------------|------------------|
| | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 1.2% | 6.7% | \$0.33 |
| Recurring Automated Campaigns ¹ | 0.9% | 4.2% | \$0.03 |
| Welcome Series | 4.9% | 8.1% | \$2.02 |
| Browse Abandonment | 3.9% | 9.8% | \$1.51 |
| Shopping Cart Abandonment | 4.7% | 41.1% | \$9.14 |
| Transactional | 5.4% | 23.0% | \$3.65 |
| TOTAL OVERALL AVERAGE | 1.6% | 11.2% | \$0.63 |

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

Eye Care

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 7.3% | \$0.03 |
| Recurring Automated Campaigns ¹ | 0.5% | 8.7% | \$0.05 |
| Welcome Series | 1.6% | 10.3% | \$0.22 |
| Browse Abandonment | 2.5% | 9.7% | \$0.35 |
| Shopping Cart Abandonment | 3.9% | 23.5% | \$1.21 |
| Back-in-Stock Alerts | 4.6% | 5.5% | \$0.45 |
| Low Inventory Alerts | 2.5% | 7.9% | \$0.24 |
| Price Drop Alerts | 3.0% | 6.3% | \$0.23 |
| Post Purchase | 0.7% | 4.4% | \$0.04 |
| Re-engagement | 0.4% | 5.2% | \$0.02 |
| Transactional | 19.8% | 10.0% | \$2.10 |
| Replenishment | 3.6% | 43.9% | \$2.01 |
| ReActivate | 0.3% | 11.2% | \$0.04 |
| TOTAL OVERALL AVERAGE | 0.7% | 8.8% | \$0.07 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 4.0% | 2.3% | \$0.09 |
| Welcome Series | 12.1% | 11.3% | \$1.30 |
| Browse Abandonment | 7.5% | 4.0% | \$0.33 |
| Shopping Cart Abandonment | 7.6% | 11.8% | \$1.01 |
| Low Inventory Alerts | 4.7% | 3.5% | \$0.18 |
| Post Purchase | 1.6% | 2.9% | \$0.04 |
| TOTAL OVERALL AVERAGE | 4.3% | 3.1% | \$0.13 |

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

Flowers and Gifts

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 10.1% | \$0.03 |
| Recurring Automated Campaigns ¹ | 0.4% | 15.6% | \$0.05 |
| Welcome Series | 3.8% | 19.7% | \$0.59 |
| Browse Abandonment | 3.0% | 11.2% | \$0.35 |
| Shopping Cart Abandonment | 5.0% | 28.1% | \$1.45 |
| Back-in-Stock Alerts | 7.8% | 23.4% | \$2.24 |
| Low Inventory Alerts | 2.4% | 5.6% | \$0.13 |
| Price Drop Alerts | 2.2% | 8.9% | \$0.12 |
| Post Purchase | 1.1% | 19.7% | \$0.13 |
| Re-engagement | 0.7% | 2.8% | \$0.02 |
| Transactional | 23.6% | 27.9% | \$4.14 |
| ReActivate | 0.7% | 1.9% | \$0.02 |
| TOTAL OVERALL AVERAGE | 0.4% | 12.1% | \$0.04 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 4.0% | 2.2% | \$0.07 |
| Welcome Series | 5.1% | 11.0% | \$0.51 |
| Browse Abandonment | 12.4% | 2.9% | \$0.35 |
| Shopping Cart Abandonment | 13.3% | 9.7% | \$1.34 |
| Back-in-Stock Alerts | 20.1% | 8.7% | \$2.24 |
| Low Inventory Alerts | 17.1% | 0.0% | \$0.00 |
| Price Drop Alerts | 22.8% | 0.0% | \$0.00 |
| Post Purchase | 10.2% | 1.3% | \$0.13 |
| TOTAL OVERALL AVERAGE | 4.2% | 2.7% | \$0.10 |

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

Food, Beverage and Alcohol

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 1.0% | 6.7% | \$0.07 |
| Recurring Automated Campaigns ¹ | 1.6% | 3.2% | \$0.05 |
| Welcome Series | 3.7% | 12.0% | \$0.48 |
| Browse Abandonment | 3.8% | 10.8% | \$0.44 |
| Shopping Cart Abandonment | 6.9% | 27.4% | \$2.04 |
| Back-in-Stock Alerts | 15.2% | 10.7% | \$3.55 |
| Low Inventory Alerts | 4.5% | 13.1% | \$0.80 |
| Price Drop Alerts | 8.1% | 13.2% | \$1.28 |
| Post Purchase | 3.3% | 23.5% | \$0.62 |
| Reengagement | 1.6% | 5.3% | \$0.22 |
| Transactional | 10.4% | 12.9% | \$1.11 |
| Replenishment | 2.6% | 32.8% | \$0.74 |
| ReActivate | 2.7% | 24.3% | \$0.72 |
| TOTAL OVERALL AVERAGE | 1.1% | 7.6% | \$0.09 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 9.5% | 1.7% | \$0.15 |
| Welcome Series | 14.9% | 8.9% | \$1.57 |
| Browse Abandonment | 13.3% | 4.9% | \$0.58 |
| Shopping Cart Abandonment | 17.6% | 6.8% | \$1.71 |
| Post Purchase | 12.1% | 4.7% | \$0.50 |
| Transactional | 5.8% | 1.0% | \$0.03 |
| Loyalty | 11.6% | 4.6% | \$0.21 |
| Info Campaigns | 7.3% | 1.6% | \$0.09 |
| TOTAL OVERALL AVERAGE | 9.7% | 2.2% | \$0.22 |

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

Health and Drug

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.5% | 8.2% | \$0.06 |
| Recurring Automated Campaigns ¹ | 0.5% | 10.4% | \$0.05 |
| Welcome Series | 3.0% | 15.1% | \$0.83 |
| Browse Abandonment | 3.2% | 11.4% | \$0.52 |
| Shopping Cart Abandonment | 4.7% | 30.8% | \$2.70 |
| Back-in-Stock Alerts | 3.6% | 17.1% | \$1.01 |
| Low Inventory Alerts | 2.2% | 16.9% | \$0.83 |
| Price Drop Alerts | 3.6% | 11.0% | \$0.96 |
| Post Purchase | 1.6% | 14.5% | \$0.29 |
| Reengagement | 0.5% | 12.2% | \$0.06 |
| Transactional | 11.8% | 11.4% | \$2.55 |
| Replenishment | 1.7% | 37.4% | \$0.59 |
| ReActivate | 0.9% | 5.4% | \$0.06 |
| TOTAL OVERALL AVERAGE | 0.6% | 9.3% | \$0.08 |

| | TEXT MESSAGE MARKETING | | |
|--|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 5.3% | 6.6% | \$0.47 |
| Recurring Automated Campaigns ¹ | 5.7% | 27.0% | \$1.60 |
| Welcome Series | 13.0% | 11.5% | \$2.94 |
| Browse Abandonment | 17.1% | 3.2% | \$0.13 |
| Shopping Cart Abandonment | 10.1% | 9.9% | \$2.69 |
| Post Purchase | 6.7% | 4.7% | \$0.48 |
| Reengagement | 11.0% | 0.0% | \$0.00 |
| Transactional | 11.2% | 13.6% | \$1.27 |
| TOTAL OVERALL AVERAGE | 5.4% | 6.8% | \$0.51 |

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

Housewares, Home and Hardware

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.7% | 4.5% | \$0.05 |
| Recurring Automated Campaigns ¹ | 0.8% | 4.4% | \$0.08 |
| Welcome Series | 6.2% | 12.3% | \$1.70 |
| Browse Abandonment | 4.2% | 6.5% | \$0.59 |
| Shopping Cart Abandonment | 6.7% | 20.9% | \$3.00 |
| Back-in-Stock Alerts | 6.9% | 9.6% | \$0.92 |
| Low Inventory Alerts | 5.6% | 6.3% | \$0.87 |
| Price Drop Alerts | 6.0% | 9.7% | \$0.57 |
| Post Purchase | 3.1% | 9.0% | \$0.38 |
| Reengagement | 1.3% | 1.4% | \$0.04 |
| Transactional | 16.8% | 13.8% | \$3.63 |
| Replenishment | 0.9% | 22.0% | \$0.18 |
| ReActivate | 4.3% | 10.4% | \$2.49 |
| TOTAL OVERALL AVERAGE | 0.8% | 5.5% | \$0.07 |

| | TEXT MESSAGE MARKETING | | |
|--|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 3.9% | 1.4% | \$0.07 |
| Recurring Automated Campaigns ¹ | 7.3% | 5.2% | \$0.37 |
| Welcome Series | 19.6% | 16.8% | \$4.38 |
| Browse Abandonment | 14.0% | 3.0% | \$1.54 |
| Shopping Cart Abandonment | 15.1% | 9.4% | \$3.54 |
| Back-in-Stock Alerts | 13.4% | 6.8% | \$18.54 |
| Low Inventory Alerts | 17.4% | 4.6% | \$1.64 |
| Price Drop Alerts | 25.1% | 2.8% | \$1.58 |
| Post Purchase | 9.2% | 4.6% | \$2.57 |
| Reengagement | 4.9% | 4.0% | \$0.50 |
| Transactional | 25.6% | 6.1% | \$1.26 |
| ReActivate | 1.4% | 0.0% | \$0.00 |
| TOTAL OVERALL AVERAGE | 4.0% | 1.8% | \$0.10 |

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

Industrial

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.5% | 3.7% | \$0.06 |
| Recurring Automated Campaigns ¹ | 0.3% | 1.7% | \$0.01 |
| Welcome Series | 4.7% | 12.1% | \$2.58 |
| Browse Abandonment | 5.7% | 6.5% | \$1.91 |
| Shopping Cart Abandonment | 5.1% | 21.7% | \$6.10 |
| Back-in-Stock Alerts | 8.5% | 5.7% | \$1.49 |
| Price Drop Alerts | 1.4% | 2.4% | \$0.09 |
| Post Purchase | 3.7% | 11.2% | \$2.49 |
| Reengagement | 1.3% | 3.0% | \$0.32 |
| Transactional | 5.1% | 26.5% | \$7.05 |
| Replenishment | 1.6% | 30.7% | \$0.92 |
| TOTAL OVERALL AVERAGE | 0.5% | 5.5% | \$0.12 |

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

Mass Merchant

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.8% | 3.1% | \$0.04 |
| Recurring Automated Campaigns ¹ | 1.0% | 2.0% | \$0.03 |
| Welcome Series | 2.4% | 9.5% | \$0.54 |
| Browse Abandonment | 4.0% | 4.6% | \$0.50 |
| Shopping Cart Abandonment | 6.3% | 15.3% | \$1.62 |
| Back-in-Stock Alerts | 4.4% | 2.0% | \$0.29 |
| Low Inventory Alerts | 3.8% | 7.3% | \$3.05 |
| Price Drop Alerts | 8.9% | 10.4% | \$1.95 |
| Post Purchase | 2.7% | 7.7% | \$0.23 |
| Reengagement | 0.3% | 3.6% | \$0.01 |
| Transactional | 2.1% | 7.8% | \$0.25 |
| Replenishment | 3.1% | 34.3% | \$0.83 |
| ReActivate | 0.5% | 2.2% | \$0.03 |
| TOTAL OVERALL AVERAGE | 0.8% | 3.6% | \$0.05 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 8.6% | 0.4% | \$0.06 |
| Welcome Series | 18.1% | 4.5% | \$1.18 |
| Browse Abandonment | 20.6% | 2.7% | \$0.50 |
| Shopping Cart Abandonment | 22.3% | 7.7% | \$1.41 |
| Price Drop Alerts | 26.9% | 6.4% | \$1.82 |
| Post Purchase | 13.3% | 0.0% | \$0.00 |
| Transactional | 8.9% | 0.1% | \$0.02 |
| TOTAL OVERALL AVERAGE | 8.7% | 0.4% | \$0.06 |

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

Musical Instruments and Equipment

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 1.5% | \$0.03 |
| Recurring Automated Campaigns ¹ | 0.3% | 2.1% | \$0.03 |
| Welcome Series | 8.0% | 11.1% | \$5.93 |
| Browse Abandonment | 7.8% | 3.8% | \$2.04 |
| Shopping Cart Abandonment | 12.2% | 14.7% | \$12.61 |
| Back-in-Stock Alerts | 12.9% | 7.3% | \$10.60 |
| Low Inventory Alerts | 7.2% | 2.9% | \$1.86 |
| Price Drop Alerts | 16.7% | 2.9% | \$4.10 |
| Post Purchase | 4.4% | 2.0% | \$0.44 |
| Reengagement | 8.9% | 1.8% | \$5.93 |
| TOTAL OVERALL AVERAGE | 0.4% | 2.2% | \$0.06 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 9.0% | 0.7% | \$0.37 |
| Welcome Series | 9.5% | 6.7% | \$4.76 |
| Browse Abandonment | 29.5% | 2.9% | \$2.91 |
| Shopping Cart Abandonment | 25.1% | 7.3% | \$9.13 |
| Post Purchase | 9.3% | 1.1% | \$0.73 |
| TOTAL OVERALL AVERAGE | 9.1% | 1.2% | \$0.68 |

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

Office and School Supplies

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 5.5% | \$0.03 |
| Recurring Automated Campaigns ¹ | 0.3% | 8.8% | \$0.04 |
| Welcome Series | 5.2% | 10.8% | \$0.95 |
| Browse Abandonment | 3.4% | 12.5% | \$0.66 |
| Shopping Cart Abandonment | 4.6% | 29.5% | \$2.59 |
| Post Purchase | 0.8% | 7.1% | \$0.08 |
| Reengagement | 0.5% | 2.8% | \$0.03 |
| Transactional | 12.2% | 26.3% | \$10.18 |
| Replenishment | 0.8% | 28.8% | \$0.34 |
| TOTAL OVERALL AVERAGE | 0.4% | 7.6% | \$0.06 |

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

Pet Supplies

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.5% | 8.2% | \$0.05 |
| Recurring Automated Campaigns ¹ | 0.3% | 7.1% | \$0.01 |
| Welcome Series | 4.9% | 23.5% | \$1.46 |
| Browse Abandonment | 4.0% | 13.6% | \$0.67 |
| Shopping Cart Abandonment | 5.2% | 35.8% | \$2.71 |
| Back-in-Stock Alerts | 8.7% | 32.7% | \$3.17 |
| Low Inventory Alerts | 4.1% | 13.8% | \$1.03 |
| Price Drop Alerts | 6.7% | 17.6% | \$1.55 |
| Post Purchase | 1.6% | 13.4% | \$0.19 |
| Reengagement | 0.6% | 7.1% | \$0.06 |
| Transactional | 10.3% | 31.2% | \$5.55 |
| Replenishment | 1.8% | 40.2% | \$1.04 |
| TOTAL OVERALL AVERAGE | 0.7% | 12.4% | \$0.11 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 8.3% | 8.8% | \$1.30 |
| Welcome Series | 19.7% | 38.5% | \$14.64 |
| Browse Abandonment | 13.4% | 8.5% | \$1.93 |
| Shopping Cart Abandonment | 21.2% | 15.2% | \$5.58 |
| Back-in-Stock Alerts | 18.3% | 19.7% | \$4.98 |
| Low Inventory Alerts | 18.9% | 6.0% | \$1.79 |
| Price Drop Alerts | 29.8% | 9.6% | \$3.43 |
| Post Purchase | 9.6% | 4.3% | \$0.55 |
| Transactional | 22.1% | 0.0% | \$0.00 |
| TOTAL OVERALL AVERAGE | 10.5% | 16.4% | \$3.21 |

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

Religion and Spirituality

| | EMAIL | | |
|------------------------------|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 1.6% | 1.6% | \$0.01 |
| Welcome Series | 2.7% | 15.3% | \$0.33 |
| Browse Abandonment | 2.9% | 8.1% | \$0.16 |
| Shopping Cart Abandonment | 7.6% | 26.7% | \$1.58 |
| Back-in-Stock Alerts | 12.6% | 25.7% | \$1.83 |
| Low Inventory Alerts | 5.3% | 6.6% | \$0.22 |
| Price Drop Alerts | 8.1% | 4.5% | \$0.24 |
| Post Purchase | 3.1% | 6.6% | \$0.14 |
| Transactional | 22.8% | 10.9% | \$1.92 |
| TOTAL OVERALL AVERAGE | 1.6% | 2.2% | \$0.02 |

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

Sporting Experiences

| Message Type | EMAIL | | |
|------------------------------|-------------------|-----------------|------------------|
| | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.4% | 2.4% | \$0.00 |
| Welcome Series | 5.6% | 16.8% | \$0.23 |
| Browse Abandonment | 5.2% | 8.6% | \$0.31 |
| Shopping Cart Abandonment | 2.1% | 17.3% | \$0.08 |
| Post Purchase | 1.8% | 1.7% | \$0.01 |
| Reengagement | 2.9% | 15.6% | \$0.38 |
| Transactional | 12.5% | 0.0% | \$0.00 |
| TOTAL OVERALL AVERAGE | 0.5% | 4.2% | \$0.01 |

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

Toys, Hobbies, Sporting Goods and Camping

| | EMAIL | | |
|--|-------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 0.3% | 9.7% | \$0.04 |
| Recurring Automated Campaigns ¹ | 2.7% | 27.1% | \$1.03 |
| Welcome Series | 4.9% | 16.6% | \$1.02 |
| Browse Abandonment | 3.8% | 12.0% | \$0.52 |
| Shopping Cart Abandonment | 4.9% | 22.9% | \$1.51 |
| Back-in-Stock Alerts | 5.8% | 22.8% | \$1.73 |
| Low Inventory Alerts | 8.7% | 10.7% | \$1.16 |
| Price Drop Alerts | 20.6% | 20.5% | \$5.18 |
| Post Purchase | 2.7% | 28.3% | \$0.99 |
| Reengagement | 1.1% | 2.4% | \$0.15 |
| Transactional | 8.6% | 43.8% | \$5.70 |
| Replenishment | 1.7% | 30.3% | \$1.69 |
| TOTAL OVERALL AVERAGE | 0.4% | 11.3% | \$0.05 |

| | TEXT MESSAGE MARKETING | | |
|------------------------------|------------------------|-----------------|------------------|
| Message Type | Clickthrough Rate | Conversion Rate | Revenue Per Send |
| Broadcast Marketing | 5.5% | 2.2% | \$0.15 |
| Welcome Series | 13.6% | 11.9% | \$2.06 |
| Browse Abandonment | 13.9% | 0.8% | \$0.11 |
| Shopping Cart Abandonment | 16.7% | 11.5% | \$2.38 |
| Post Purchase | 5.4% | 10.8% | \$0.72 |
| TOTAL OVERALL AVERAGE | 5.6% | 2.5% | \$0.17 |

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



Create Your Own Baseline

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.



Methodology

Listrak's 2023 Cross-Channel Benchmarks are based on 112 billion email and SMS/MMS messages sent from 1,000+ ecommerce clients between Jan. 1, 2022 to Dec. 31, 2022.



www.listrak.com