# LISTRAK

# 2021 ECOMMERCE EMAIL BENCHMARKS

Jan. 1, 2020 – Dec. 31, 2020 Listrak Data

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# KEY FINDINGS

- **INCREASED SEND VOLUMES DO NOT DEGRADE ENGAGEMENT RATES**
  Presented with the challenge of reaching customers during an unprecedented pandemic, retailers responded with record-setting increases in email and mobile text messaging. Even with the significant increase in volume, engagement, conversions, and revenue metrics remained strong and steady throughout 2020.

- **PERSONALIZED PRODUCT RECOMMENDATIONS INCREASE CONVERSIONS**
  Personalized product recommendations continue to increase engagement when used throughout the customer journey of email campaigns. Retailers not using recommendations within transactional emails such as purchase confirmations are missing out on opportunities for additional conversions.

- **SUPERCHARGE EMAIL WITH MOBILE TEXT MESSAGING**
  Many retailers experienced compelling growth by introducing SMS mobile text messaging into their customer marketing mix without sacrificing email marketing results.

- **A SINGLE INTEGRATED PLATFORM IS CRUCIAL**
  Retailers continued to realize the importance of using a single integrated platform giving them the ability to track users in all channels, allowing for deeper personalization and customer centricity.

- **LIST GROWTH IS THE FOUNDATION OF EMAIL MARKETING SUCCESS**
  Focusing on list growth will be even more important as 3rd party cookies go away. Listrak's Growth Xcelerator Platform (GXP) has helped increased email and mobile sign-ups by 105%+ on average. Learn more about GXP: The What, Why & Why Not Now?

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# EMAIL BENCHMARKS BY CAMPAIGN TYPE
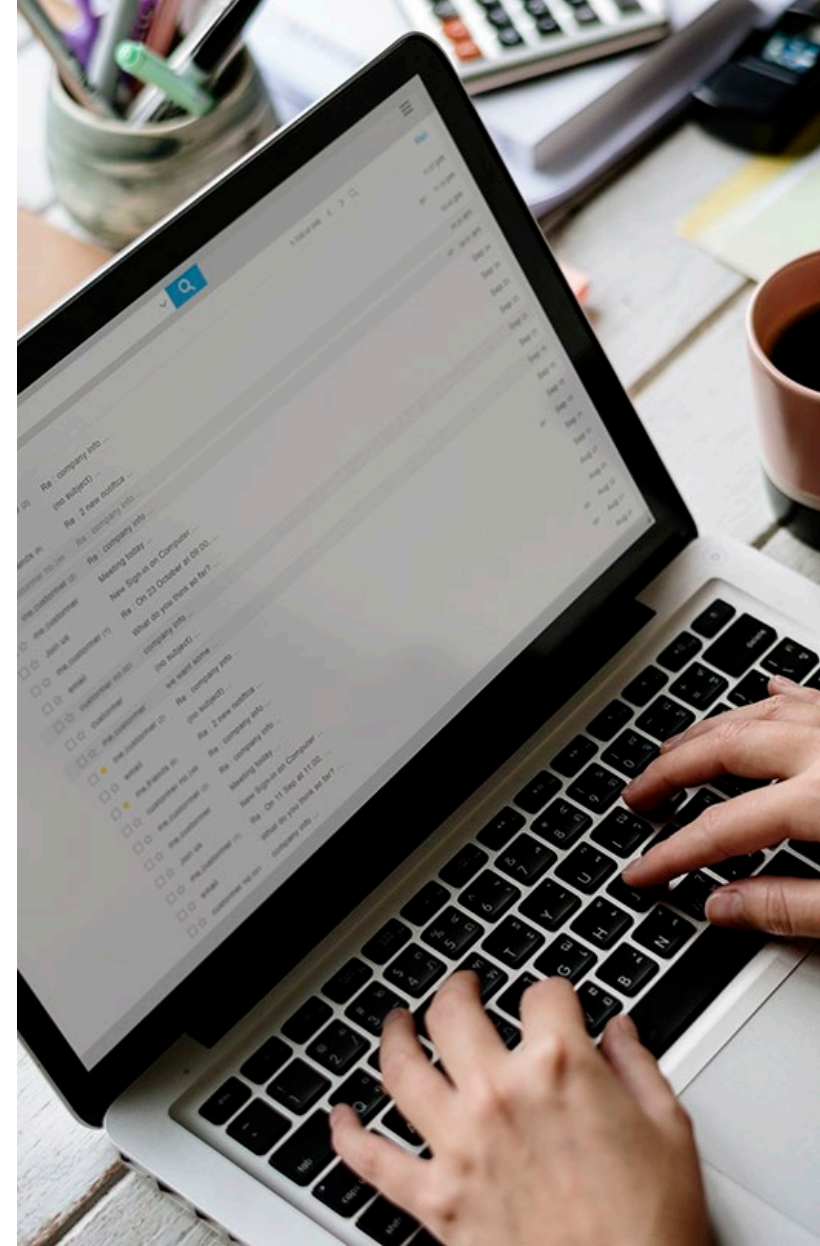
# OVERALL EMAIL BENCHMARKS RESULTS

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 13.25% | 8.86% | 4.33% | $0.06 |
| Recurring Automated Campaigns[1] | 12.71% | 10.60% | 3.52% | $0.09 |
| Welcome Series | 28.15% | 19.97% | 12.27% | $1.08 |
| Browse Abandonment | 34.48% | 14.81% | 7.19% | $0.74 |
| Shopping Cart Abandonment | 30.26% | 21.13% | 20.86% | $2.36 |
| Back-in-stock Alerts | 38.76% | 23.19% | 15.35% | $2.37 |
| Low Inventory Alerts | 30.72% | 15.51% | 7.49% | $0.75 |
| Price Drop Alerts | 31.06% | 21.05% | 8.59% | $0.85 |
| Replenishment | 19.00% | 9.43% | 29.50% | $0.47 |
| Post Purchase | 22.38% | 13.35% | 11.24% | $0.47 |
| Transactional | 60.74% | 26.19% | 12.70% | $2.61 |
| **GRAND TOTAL** | **13.64%** | **9.36%** | **5.18%** | **$0.09** |

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

# OPEN RATES BY CAMPAIGN TYPE



Bar chart — Open rates by campaign type:

| Campaign Type | Open Rate |
|---|---|
| Broadcast Marketing | 13.26% |
| Recurring Automated Campaigns | 12.71% |
| Welcome Series | 28.16% |
| Browse Abdnt. | 34.5% |
| Shopping Cart Abdnt. | 30.26% |
| Back-in-Stock | 38.76% |
| Low Inventory Alert | 30.72% |
| Price Drop Alerts | 31.06% |
| Replenishment | 19% |
| Post Purchase | 22.38% |
| Transactional | 60.75% |
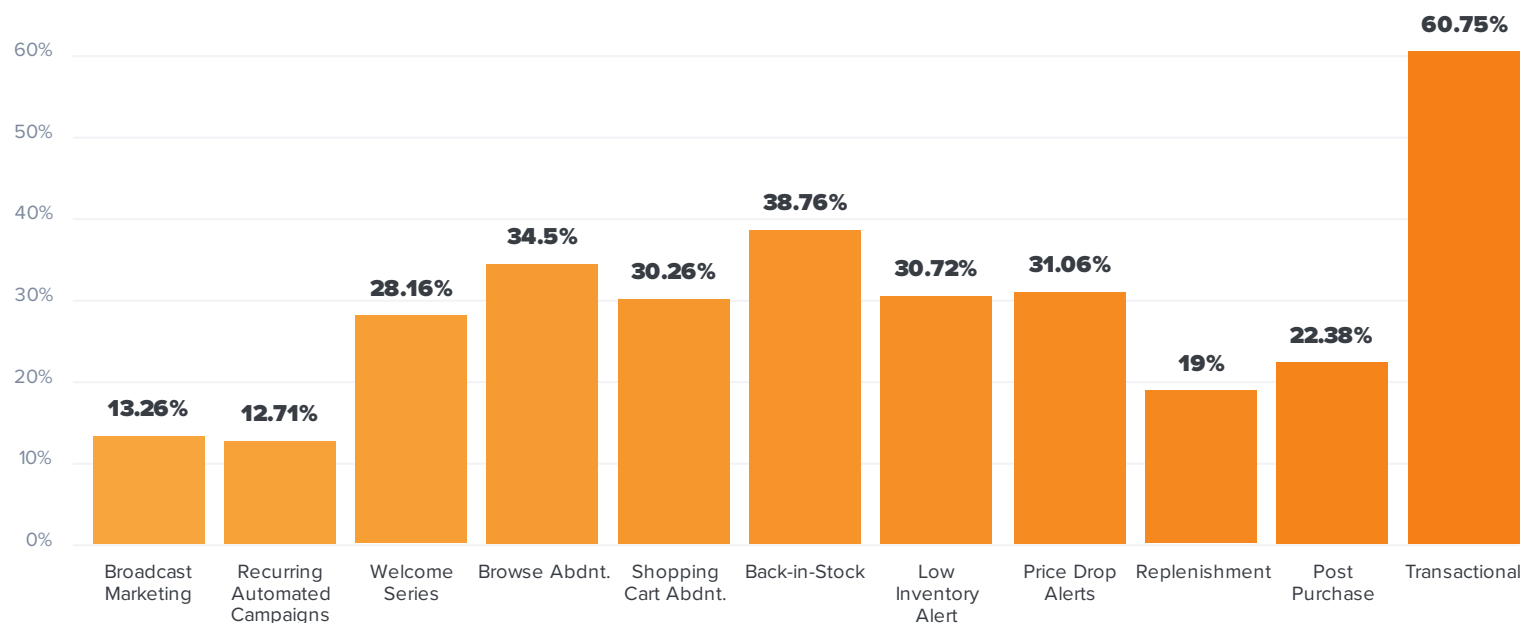
**Transactional messages continue to perform** with an average 60.75% open rate. If you are not taking advantage of transactional messages like purchase or shipping confirmations with personalized product recommendations, you are missing out on a huge opportunity to encourage additional purchases and potential significant revenue.

**Open rates remained strong, especially among behaviorally triggered campaigns** like Shopping Cart Abandonment and Browse Abandonment, seeing an increase in engagement over broadcast marketing messages due to their timely and personalized messaging creating urgency in response. Product alert emails including Back-in-Stock, Low Inventory, and Price Drop Alerts continue to produce results by sending targeted personalized messages at a merchandise level to re-engage customers with the right products at the right point in time.

# CTOR RATES BY CAMPAIGN TYPE
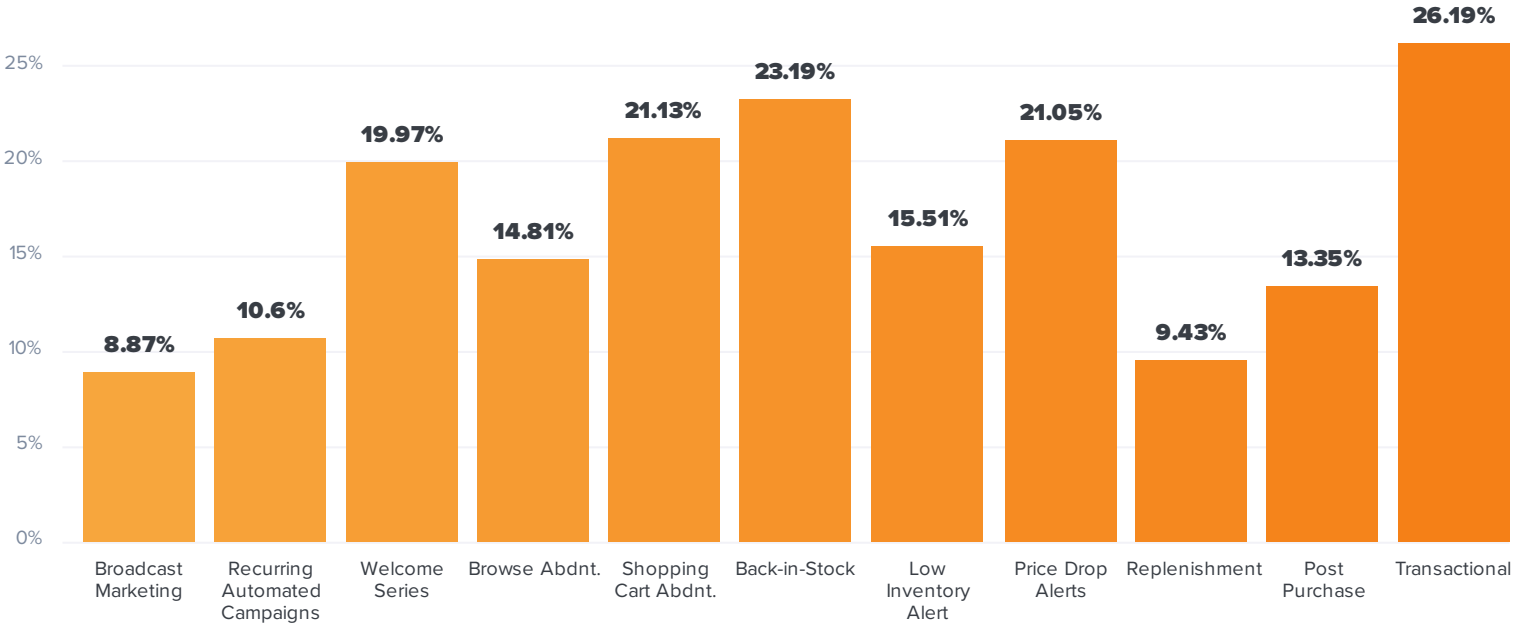
Click-to-Open Rates, showing the percentage of subscribers that click through and engage across campaigns, also remained strong. **CTOR can be heavily influenced by using active personalization**, including targeted offers and fully integrated automated merchandise recommendations leading to incredible engagement and revenue gains.

While **behavioral triggers continue to be the most powerful emails that can be sent**, retailers must be careful to avoid these common extremes that can negatively effect results: "checking the box" (resulting in sub-optimized campaigns), or "trigger-palooza" (which spreads limited resources across a wide array of less productive triggers preventing them from optimizing primary trigger campaigns).

| Campaign Type | CTOR |
|---|---|
| Broadcast Marketing | 8.87% |
| Recurring Automated Campaigns | 10.6% |
| Welcome Series | 19.97% |
| Browse Abdnt. | 14.81% |
| Shopping Cart Abdnt. | 21.13% |
| Back-in-Stock | 23.19% |
| Low Inventory Alert | 15.51% |
| Price Drop Alerts | 21.05% |
| Replenishment | 9.43% |
| Post Purchase | 13.35% |
| Transactional | 26.19% |

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# CONVERSION RATES BY CAMPAIGN TYPE
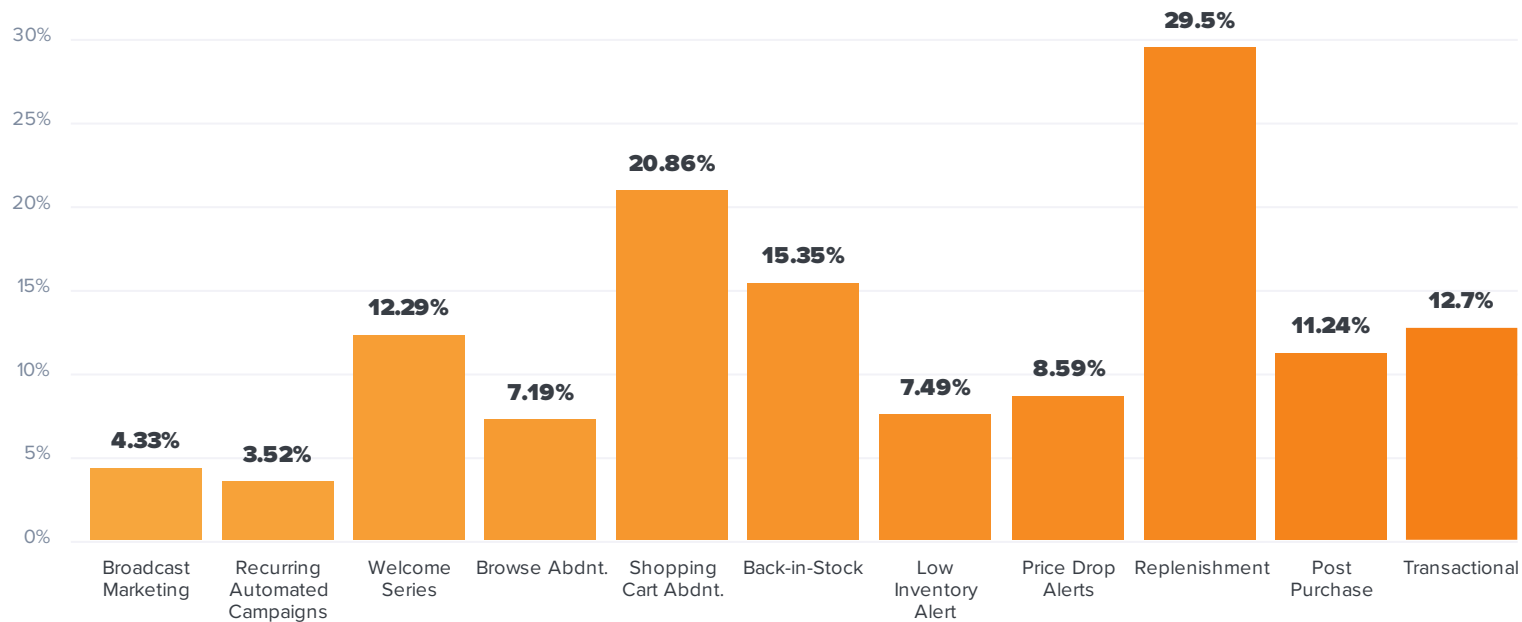
Conversion rates show the percentage of customers who have clicked through to visit your site from an email and ultimately completed the purchase. These percentages can be affected by many variables outside of email content, specifically the website itself. **It is essential to streamline the checkout process** in order to ensure a click-through to the final purchase.

Replenishment campaigns stand out when comparing the conversion rate results. Using predictive behavioral analysis, **replenishment campaigns increase customer lifetime value and loyalty** by engaging shoppers at the exact moment it is time to reorder. If you have replenishable items typically bought within a specific cadence of time, you should consider adding a replenishment campaign.

| Campaign Type | Conversion Rate |
|---|---|
| Broadcast Marketing | 4.33% |
| Recurring Automated Campaigns | 3.52% |
| Welcome Series | 12.29% |
| Browse Abdnt. | 7.19% |
| Shopping Cart Abdnt. | 20.86% |
| Back-in-Stock | 15.35% |
| Low Inventory Alert | 7.49% |
| Price Drop Alerts | 8.59% |
| Replenishment | 29.5% |
| Post Purchase | 11.24% |
| Transactional | 12.7% |

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# 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:**
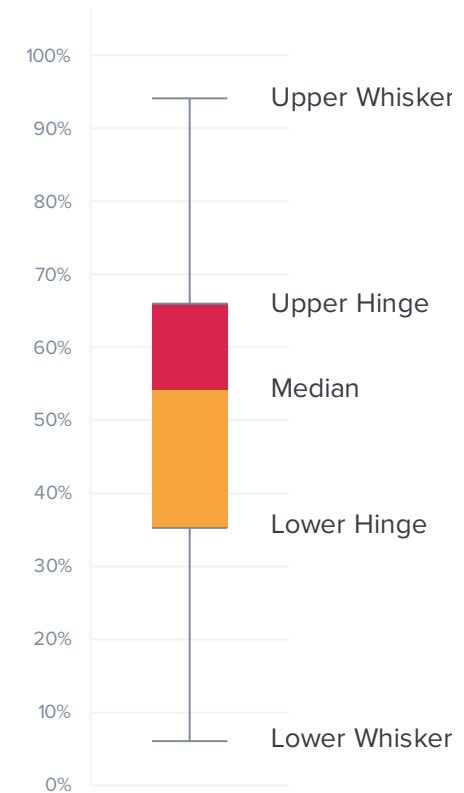
OPEN RATES BY CAMPAIGN TYPE DISTRIBUTION
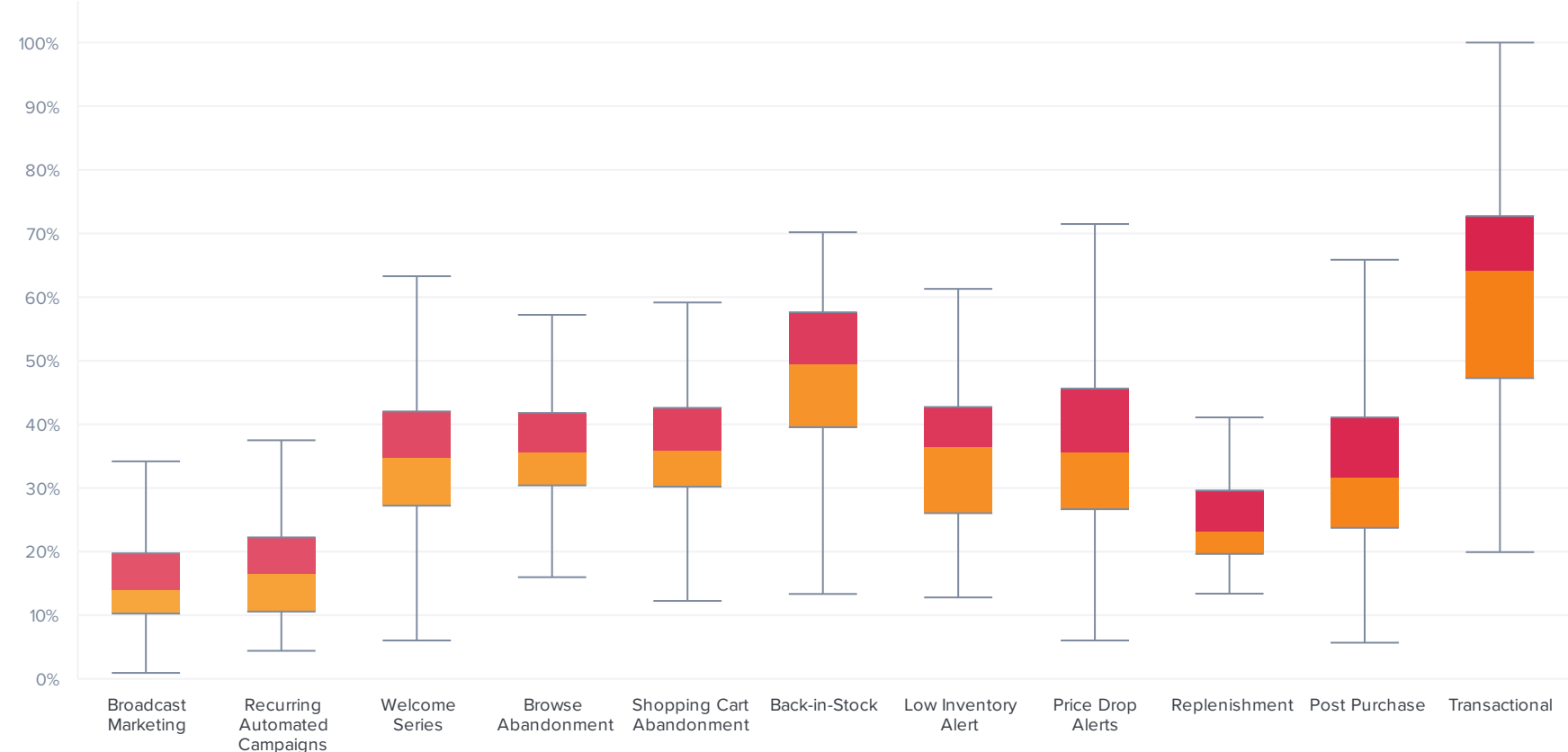
# CTOR RATES BY CAMPAIGN TYPE DISTRIBUTION

LISTRAK
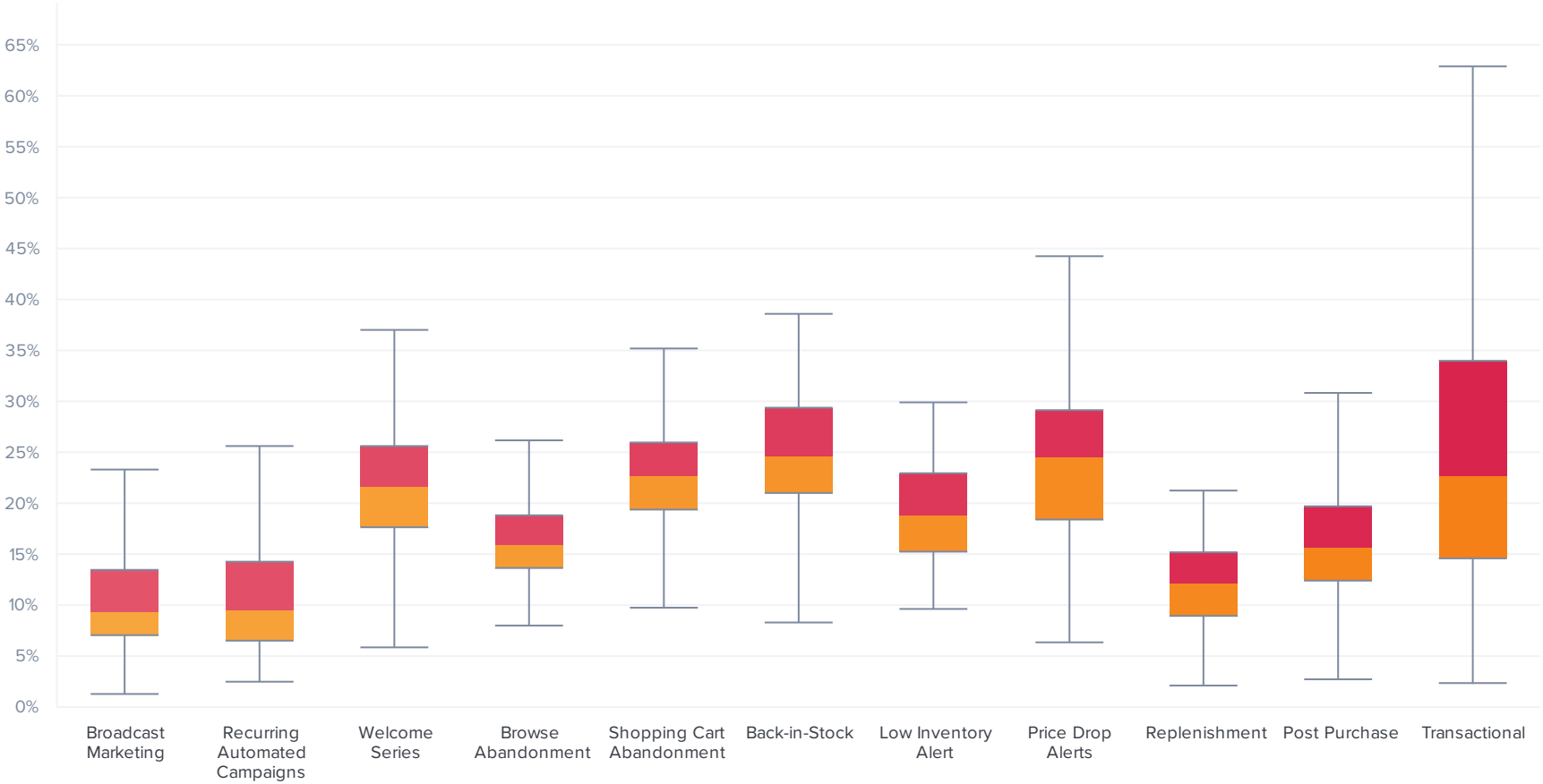
# CONVERSION RATES BY CAMPAIGN TYPE DISTRIBUTION
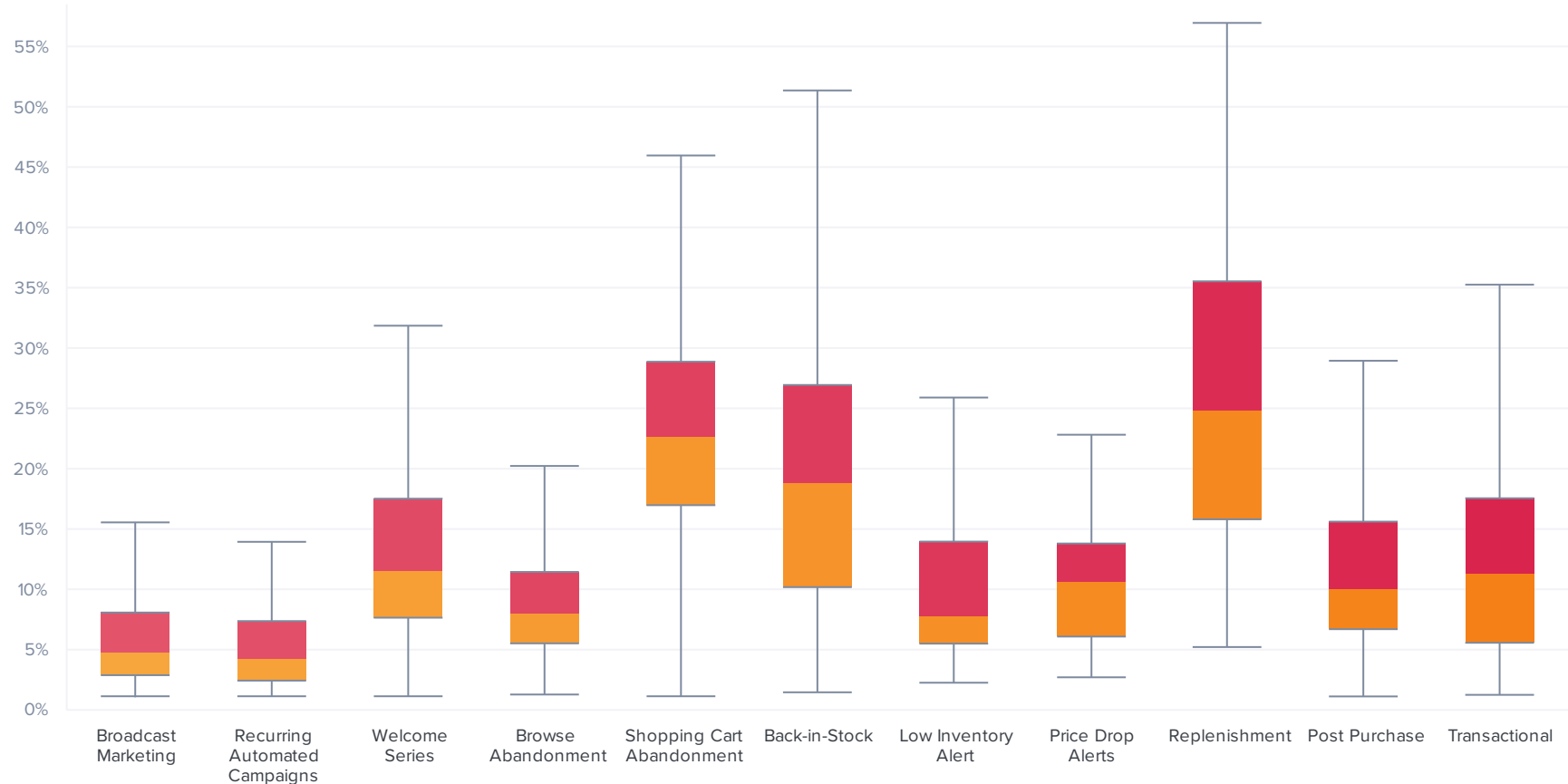
# PRODUCT RECOMMENDATIONS ARE MASSIVELY IMPORTANT

Adding product recommendations to your email campaigns remains one of the most powerful methods to increase customer engagement and revenue.

**On average, when personalized recommendations were used across email campaigns, retailers saw an increase in click-to-open rates by 10%.**

When product recommendations are used within recurring automated messages, not only does it drastically reduce the amount of effort involved by automating the content creation, but it also increased CTOR by 20% when compared to automated recurring messages without recommendations.

Behaviorally triggered messages using recommendations including welcome series, browse abandonment and cart abandonment campaigns each realized an increase in CTOR by 2.5%, 3% and 6% respectively.

Transactional messages have also proven to benefit dramatically from personalized product recommendations with an average growth of 18% in CTOR when implemented in messages such a purchase confirmations.
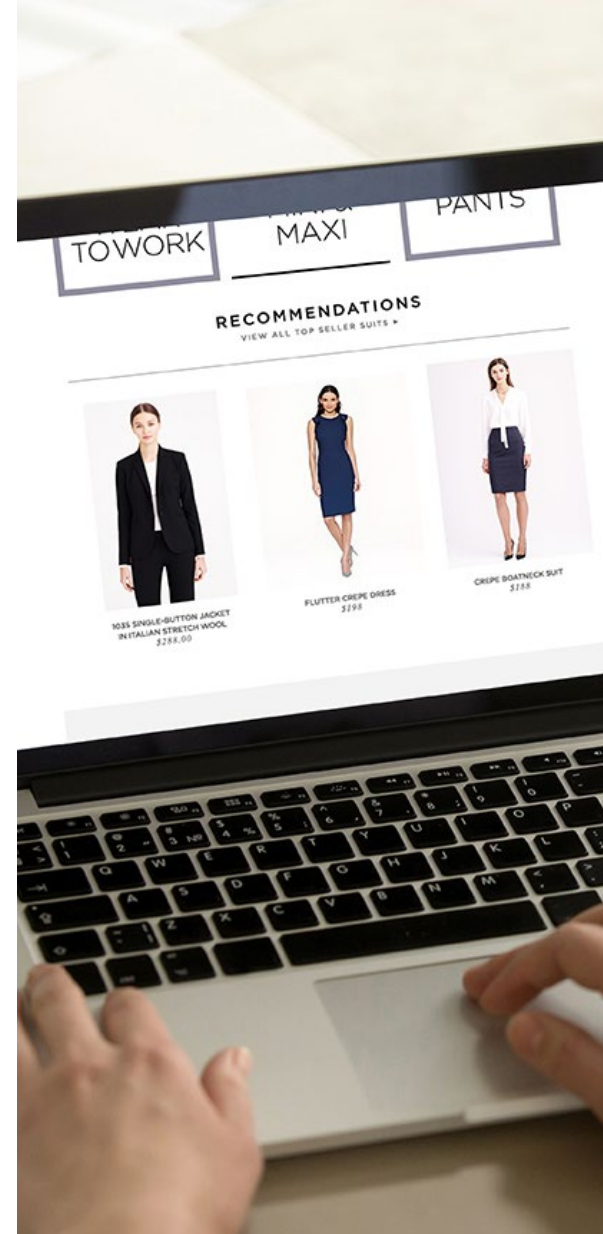
## 10%
Overall average growth in Click-to-Open Rates when using Product Recommendations.

## 20%
Average growth in CTOR when using Recommendations in Automated Recurring Messages.

## 18%
Average growth in CTOR when using Recommendations in Transactional Messages.

# INTEGRATED CROSS-CHANNEL MARKETING IS CRUCIAL

Integrated Cross-Channel focuses on both ensuring programs leverage every meaningful customer touchpoint (not just email, but SMS, social, etc.) as well as ensuring these touchpoints are orchestrated strategically from within a single, integrated platform. Both components are essential for maximizing customer interactions while avoiding disjointed customer experiences, incomplete feedback loops, attribution infighting, poor deliverability and other issues.

**Analysis of retailers with cross-channel marketing programs in place showed that their SMS programs supplement, rather than steal from email marketing efforts.**

Retailers that have not fully implemented SMS into their cross-channel marketing need to in order to catch up with their customers and communicate in their preferred channels... or risk losing them to the competition.

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# EMAIL BENCHMARKS BY ECOMMERCE CATEGORY

# APPAREL/SHOES/ACCESSORIES/JEWELRY

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 11.27% | 8.50% | 4.50% | $0.06 |
| Recurring Automated Campaigns | 11.42% | 7.90% | 3.60% | $0.05 |
| Welcome Series | 25.70% | 18.64% | 15.99% | $0.96 |
| Browse Abandonment | 29.09% | 13.75% | 7.13% | $0.37 |
| Shopping Cart Abandonment | 26.35% | 21.52% | 21.55% | $1.83 |
| Back-in-stock Alerts | 28.47% | 18.73% | 16.54% | $1.41 |
| Low Inventory Alerts | 27.26% | 16.72% | 7.46% | $0.83 |
| Price Drop Alerts | 28.88% | 21.47% | 5.98% | $1.15 |
| Replenishment | 26.52% | 17.06% | 8.19% | $0.45 |
| Post Purchase | 14.60% | 13.10% | 9.32% | $0.20 |
| Transactional | 62.61% | 23.53% | 9.32% | $1.42 |
| **GRAND TOTAL** | **11.64%** | **8.99%** | **5.23%** | **$0.07** |

# ART/ART SUPPLIES/CRAFTS

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 13.08% | 8.66% | 5.37% | $0.09 |
| Recurring Automated Campaigns | 14.00% | 8.91% | 6.49% | $0.06 |
| Welcome Series | 32.99% | 22.74% | 16.86% | $1.13 |
| Browse Abandonment | 40.48% | 15.88% | 12.23% | $0.51 |
| Shopping Cart Abandonment | 35.95% | 22.42% | 28.93% | $2.04 |
| Back-in-stock Alerts | 48.75% | 19.63% | 28.26% | $2.58 |
| Low Inventory Alerts | 38.00% | 16.37% | 17.14% | $1.10 |
| Replenishment | 27.54% | 13.77% | 18.50% | $0.66 |
| Post Purchase | 32.10% | 13.07% | 15.28% | $0.49 |
| Transactional | 70.22% | 24.91% | 22.01% | $4.21 |
| **GRAND TOTAL** | **13.56%** | **9.18%** | **6.65%** | **$0.11** |

# AUTO/BOAT/MOTORCYCLE

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 11.85% | 6.91% | 4.45% | $0.10 |
| Recurring Automated Campaigns | 11.54% | 5.22% | 3.72% | $0.06 |
| Welcome Series | 32.64% | 19.53% | 11.10% | $2.35 |
| Browse Abandonment | 30.75% | 14.84% | 9.34% | $1.18 |
| Shopping Cart Abandonment | 31.96% | 19.76% | 23.92% | $5.34 |
| Back-in-stock Alerts | 37.80% | 29.73% | 21.01% | $4.56 |
| Low Inventory Alerts | 32.75% | 13.01% | 6.13% | $0.65 |
| Price Drop Alerts | 38.46% | 22.58% | 9.99% | $2.01 |
| Replenishment | 22.48% | 5.37% | 35.52% | $2.20 |
| Post Purchase | 21.34% | 12.34% | 7.15% | $0.38 |
| Transactional | 61.31% | 38.59% | 8.91% | $4.45 |
| **GRAND TOTAL** | **12.46%** | **7.99%** | **5.87%** | **$0.16** |

# BABY GEAR

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 11.17% | 8.85% | 4.03% | $0.07 |
| Recurring Automated Campaigns | 15.38% | 8.61% | 1.05% | $0.02 |
| Welcome Series | 30.67% | 17.35% | 10.45% | $1.16 |
| Browse Abandonment | 28.62% | 15.17% | 4.18% | $0.23 |
| Shopping Cart Abandonment | 30.66% | 16.23% | 20.73% | $2.41 |
| Post Purchase | 19.56% | 14.06% | 9.83% | $0.22 |
| Transactional | 73.55% | 42.95% | 2.04% | $0.71 |
| **GRAND TOTAL** | **11.70%** | **9.53%** | **5.00%** | **$0.10** |

# BEAUTY/GROOMING/COSMETICS

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 10.40% | 6.97% | 8.91% | $0.06 |
| Recurring Automated Campaigns | 6.21% | 5.21% | 6.30% | $0.01 |
| Welcome Series | 29.56% | 16.13% | 18.20% | $0.62 |
| Browse Abandonment | 29.51% | 13.44% | 10.04% | $0.30 |
| Shopping Cart Abandonment | 31.33% | 18.21% | 28.62% | $1.64 |
| Back-in-stock Alerts | 24.70% | 11.38% | 23.66% | $0.42 |
| Low Inventory Alerts | 27.90% | 14.89% | 12.00% | $0.34 |
| Price Drop Alerts | 24.07% | 16.33% | 7.41% | $0.24 |
| Replenishment | 19.85% | 8.74% | 22.51% | $0.36 |
| Post Purchase | 24.52% | 12.29% | 14.17% | $0.33 |
| Transactional | 59.15% | 20.41% | 11.42% | $1.22 |
| **GRAND TOTAL** | **10.61%** | **7.56%** | **9.75%** | **$0.07** |

# BOOKS/FILM/MUSIC

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 10.55% | 4.71% | 11.47% | $0.02 |
| Recurring Automated Campaigns | 15.15% | 9.68% | 23.04% | $0.12 |
| Welcome Series | 20.02% | 16.86% | 22.00% | $0.29 |
| Browse Abandonment | 27.14% | 12.81% | 18.48% | $0.18 |
| Shopping Cart Abandonment | 24.55% | 22.16% | 33.25% | $0.83 |
| Price Drop Alerts | 26.65% | 33.31% | 11.83% | $0.30 |
| Post Purchase | 30.40% | 10.87% | 22.52% | $0.30 |
| **GRAND TOTAL** | **10.79%** | **5.08%** | **12.77%** | **$0.02** |

# COMPUTERS/ELECTRONIC (HARDWARE)

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 22.78% | 6.03% | 1.90% | $0.02 |
| Recurring Automated Campaigns | 15.50% | 5.80% | 3.85% | $0.06 |
| Welcome Series | 39.29% | 15.17% | 4.61% | $0.40 |
| Browse Abandonment | 44.12% | 14.30% | 3.19% | $0.56 |
| Shopping Cart Abandonment | 40.75% | 20.57% | 13.36% | $2.99 |
| Back-in-stock Alerts | 58.06% | 30.45% | 7.11% | $0.82 |
| Low Inventory Alerts | 40.10% | 19.60% | 8.97% | $0.79 |
| Price Drop Alerts | 46.81% | 27.22% | 15.18% | $2.08 |
| Replenishment | 26.35% | 13.27% | 15.94% | $0.17 |
| Post Purchase | 29.83% | 15.23% | 4.76% | $0.46 |
| Transactional | 73.21% | 36.17% | 7.82% | $11.64 |
| **GRAND TOTAL** | **23.01%** | **6.28%** | **2.30%** | **$0.03** |

# EDUCATION/TRAINING

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 17.71% | 12.39% | 5.99% | $0.74 |
| Recurring Automated Campaigns | 16.46% | 6.16% | 6.70% | $0.04 |
| Welcome Series | 42.77% | 13.52% | 11.80% | $4.21 |
| Browse Abandonment | 44.35% | 12.98% | 10.73% | $3.55 |
| Shopping Cart Abandonment | 34.42% | 13.50% | 43.27% | $11.91 |
| Transactional | 44.46% | 22.41% | 22.23% | $9.28 |
| **GRAND TOTAL** | **20.10%** | **13.66%** | **10.78%** | **$1.44** |

# EYE CARE

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 14.92% | 8.95% | 2.75% | $0.10 |
| Recurring Automated Campaigns | 10.31% | 7.77% | 13.93% | $0.10 |
| Welcome Series | 32.82% | 15.13% | 6.60% | $0.77 |
| Browse Abandonment | 28.58% | 15.95% | 10.30% | $0.59 |
| Shopping Cart Abandonment | 30.81% | 21.58% | 28.16% | $2.20 |
| Back-in-stock Alerts | 32.58% | 28.47% | 21.14% | $1.44 |
| Low Inventory Alerts | 29.79% | 13.75% | 9.08% | $0.32 |
| Price Drop Alerts | 20.64% | 23.43% | 6.73% | $0.25 |
| Replenishment | 21.96% | 24.80% | 51.56% | $3.19 |
| Post Purchase | 28.45% | 7.22% | 4.17% | $0.06 |
| Transactional | 61.13% | 52.83% | 30.42% | $8.90 |
| **GRAND TOTAL** | **15.55%** | **10.03%** | **4.39%** | **$0.16** |

# FIREARMS/TACTICAL SUPPLIES/SURVIVAL

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 14.40% | 11.54% | 2.55% | $0.11 |
| Recurring Automated Campaigns | 23.46% | 23.47% | 2.69% | $0.39 |
| Welcome Series | 39.36% | 26.55% | 7.68% | $2.36 |
| Browse Abandonment | 42.05% | 14.72% | 7.31% | $1.48 |
| Shopping Cart Abandonment | 40.75% | 20.39% | 15.83% | $3.54 |
| Back-in-stock Alerts | 57.71% | 26.51% | 10.47% | $4.94 |
| Low Inventory Alerts | 53.09% | 16.97% | 2.75% | $0.66 |
| Price Drop Alerts | 51.66% | 22.31% | 4.40% | $1.02 |
| Replenishment | 20.36% | 3.74% | 9.32% | $0.10 |
| Post Purchase | 40.23% | 13.67% | 12.98% | $2.77 |
| Transactional | 58.62% | 35.74% | 10.89% | $4.50 |
| **GRAND TOTAL** | **15.17%** | **12.26%** | **3.12%** | **$0.15** |

# FLOWERS/GIFTS

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 10.56% | 5.42% | 10.11% | $0.04 |
| Recurring Automated Campaigns | 23.20% | 11.53% | 2.72% | $0.04 |
| Welcome Series | 29.82% | 17.45% | 20.81% | $0.74 |
| Browse Abandonment | 29.24% | 12.96% | 13.76% | $0.40 |
| Shopping Cart Abandonment | 28.23% | 21.58% | 30.25% | $1.60 |
| Post Purchase | 18.57% | 11.13% | 19.40% | $0.21 |
| Transactional | 58.38% | 35.16% | 17.84% | $1.98 |
| **GRAND TOTAL** | **10.86%** | **5.99%** | **11.38%** | **$0.05** |

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# FOOD/BEVERAGE/ALCOHOL

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast marketing | 17.63% | 9.71% | 5.90% | $0.10 |
| Recurring automated campaigns | 22.03% | 13.44% | 4.08% | $0.06 |
| Welcome series | 25.67% | 21.58% | 13.35% | $0.65 |
| Browse abandonment | 42.05% | 13.39% | 9.28% | $0.52 |
| Shopping cart abandonment | 37.19% | 22.40% | 26.55% | $2.49 |
| Back-in-stock alerts | 55.81% | 34.39% | 34.45% | $10.30 |
| Low inventory alerts | 31.60% | 16.11% | 10.20% | $0.55 |
| Price drop alerts | 36.59% | 32.76% | 15.50% | $3.10 |
| Replenishment | 28.82% | 10.58% | 29.03% | $0.80 |
| Post purchase | 34.99% | 16.17% | 22.12% | $1.08 |
| Transactional | 69.20% | 26.12% | 7.64% | $1.26 |
| **GRAND TOTAL** | **18.39%** | **10.48%** | **7.06%** | **$0.14** |

# HEALTH/DRUG

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 13.23% | 6.49% | 10.23% | $0.07 |
| Recurring Automated Campaigns | 14.68% | 6.64% | 12.86% | $0.09 |
| Welcome Series | 25.91% | 18.69% | 17.51% | $0.77 |
| Browse Abandonment | 32.91% | 15.72% | 14.86% | $0.96 |
| Shopping Cart Abandonment | 29.20% | 22.13% | 31.32% | $2.32 |
| Back-in-stock Alerts | 18.62% | 15.16% | 23.30% | $0.62 |
| Low Inventory Alerts | 21.68% | 15.56% | 20.23% | $1.48 |
| Price Drop Alerts | 19.59% | 15.40% | 17.60% | $2.67 |
| Replenishment | 19.14% | 8.74% | 34.83% | $0.47 |
| Post Purchase | 22.48% | 11.49% | 19.97% | $0.37 |
| Transactional | 63.23% | 20.04% | 19.15% | $2.68 |
| **GRAND TOTAL** | **13.62%** | **7.01%** | **11.84%** | **$0.09** |

# HOUSEWARES/HOME/HARDWARE

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 14.96% | 8.62% | 4.35% | $0.09 |
| Recurring Automated Campaigns | 15.38% | 8.60% | 4.04% | $0.14 |
| Welcome Series | 27.51% | 20.22% | 8.90% | $1.12 |
| Browse Abandonment | 34.26% | 15.19% | 6.00% | $0.71 |
| Shopping Cart Abandonment | 32.18% | 21.88% | 19.21% | $2.98 |
| Back-in-stock Alerts | 49.89% | 29.35% | 22.15% | $3.96 |
| Low Inventory Alerts | 25.79% | 12.10% | 10.41% | $0.32 |
| Price Drop Alerts | 33.55% | 21.41% | 12.65% | $0.74 |
| Replenishment | 14.60% | 6.75% | 19.96% | $0.16 |
| Post Purchase | 32.31% | 14.86% | 8.88% | $0.63 |
| Transactional | 57.47% | 29.07% | 17.01% | $3.29 |
| **GRAND TOTAL** | **15.51%** | **9.29%** | **5.27%** | **$0.12** |

# INDUSTRIAL

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 11.08% | 10.20% | 7.18% | $0.13 |
| Recurring Automated Campaigns | 10.45% | 9.70% | 3.80% | $0.03 |
| Welcome Series | 31.97% | 22.33% | 9.78% | $0.93 |
| Browse Abandonment | 42.84% | 17.44% | 14.23% | $2.59 |
| Shopping Cart Abandonment | 36.19% | 22.18% | 23.11% | $5.68 |
| Replenishment | 26.76% | 20.37% | 23.10% | $1.17 |
| Post Purchase | 28.52% | 13.30% | 16.87% | $1.07 |
| Transactional | 32.33% | 16.98% | 21.94% | $4.69 |
| **GRAND TOTAL** | **12.08%** | **11.24%** | **9.37%** | **$0.26** |

# MASS MERCHANT

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 14.78% | 8.13% | 2.30% | $0.05 |
| Recurring Automated Campaigns | 16.36% | 11.59% | 2.31% | $0.04 |
| Welcome Series | 36.21% | 22.03% | 13.04% | $1.91 |
| Browse Abandonment | 43.37% | 15.87% | 4.31% | $0.69 |
| Shopping Cart Abandonment | 35.36% | 24.16% | 16.10% | $2.07 |
| Back-in-stock Alerts | 34.98% | 18.89% | 17.31% | $1.14 |
| Low Inventory Alerts | 40.91% | 19.03% | 10.05% | $3.54 |
| Price Drop Alerts | 39.89% | 26.81% | 10.24% | $1.68 |
| Replenishment | 25.38% | 12.37% | 23.46% | $0.55 |
| Post Purchase | 28.78% | 17.28% | 10.66% | $0.51 |
| Transactional | 61.65% | 16.72% | 11.73% | $1.10 |
| **GRAND TOTAL** | **15.25%** | **8.65%** | **2.89%** | **$0.07** |

# MUSIC INSTRUMENT

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 9.11% | 11.75% | 5.35% | $0.07 |
| Recurring Automated Campaigns | 6.83% | 8.29% | 2.24% | $0.05 |
| Welcome Series | 19.80% | 21.77% | 10.58% | $1.84 |
| Browse Abandonment | 36.43% | 19.57% | 5.63% | $1.81 |
| Shopping Cart Abandonment | 18.76% | 10.78% | 7.71% | $0.35 |
| Back-in-stock Alerts | 47.51% | 21.75% | 10.36% | $5.21 |
| Low Inventory Alerts | 37.69% | 14.70% | 6.85% | $1.42 |
| **GRAND TOTAL** | **8.80%** | **10.57%** | **4.79%** | **$0.09** |

# PET SUPPLIES

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 12.34% | 6.53% | 8.04% | $0.05 |
| Recurring Automated Campaigns | 8.59% | 6.16% | 4.30% | $0.01 |
| Welcome Series | 30.98% | 20.16% | 27.51% | $1.06 |
| Browse Abandonment | 36.37% | 13.77% | 13.74% | $0.33 |
| Shopping Cart Abandonment | 27.76% | 20.50% | 30.83% | $1.38 |
| Back-in-stock Alerts | 39.43% | 23.48% | 30.83% | $1.78 |
| Price Drop Alerts | 33.49% | 25.75% | 15.28% | $0.87 |
| Replenishment | 22.54% | 10.96% | 42.14% | $0.55 |
| Post Purchase | 25.29% | 14.76% | 23.68% | $0.35 |
| Transactional | 59.08% | 20.83% | 33.33% | $2.41 |
| **GRAND TOTAL** | **12.71%** | **7.14%** | **10.43%** | **$0.07** |

# RELIGION/SPIRITUALITY

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 29.89% | 4.21% | 2.96% | $0.02 |
| Welcome Series | 28.57% | 21.37% | 17.43% | $0.65 |
| Browse Abandonment | 38.77% | 11.45% | 10.86% | $0.26 |
| Shopping Cart Abandonment | 35.96% | 24.48% | 27.11% | $1.58 |
| Back-in-stock Alerts | 55.61% | 36.01% | 30.40% | $3.35 |
| Price Drop Alerts | 45.52% | 19.51% | 6.17% | $0.47 |
| Post Purchase | 39.22% | 9.52% | 11.75% | $0.19 |
| Transactional | 79.13% | 28.22% | 1.26% | $0.01 |
| **GRAND TOTAL** | **30.01%** | **4.42%** | **3.87%** | **$0.03** |

# TOBACCO/E-CIGARETTES

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 7.45% | 6.42% | 9.68% | $0.04 |
| Welcome Series | 16.47% | 20.72% | 22.49% | $0.47 |
| Browse Abandonment | 29.69% | 20.09% | 13.66% | $0.70 |
| Shopping Cart Abandonment | 26.13% | 25.00% | 25.50% | $1.49 |
| Back-in-stock Alerts | 34.16% | 25.43% | 23.40% | $2.13 |
| Low Inventory Alerts | 45.01% | 26.29% | 8.77% | $0.97 |
| Replenishment | 23.22% | 10.59% | 31.32% | $1.47 |
| Post Purchase | 14.07% | 12.74% | 25.47% | $0.44 |
| Transactional | 67.25% | 18.81% | 27.76% | $5.04 |
| **GRAND TOTAL** | **7.74%** | **7.13%** | **11.61%** | **$0.06** |

# TOYS/HOBBIES/SPORTING GOODS/CAMPING

| MESSAGE TYPE | OPEN RATE | CLICK TO OPEN RATE | CONVERSION RATE | REVENUE PER EMAIL SENT |
|---|---|---|---|---|
| Broadcast Marketing | 13.84% | 9.08% | 4.31% | $0.07 |
| Recurring Automated Campaigns | 12.42% | 6.41% | 4.91% | $0.05 |
| Welcome Series | 32.87% | 21.37% | 13.70% | $1.02 |
| Browse Abandonment | 35.55% | 15.87% | 7.13% | $0.57 |
| Shopping Cart Abandonment | 32.80% | 21.28% | 19.95% | $1.86 |
| Back-in-stock Alerts | 42.39% | 22.98% | 9.07% | $1.98 |
| Low Inventory Alerts | 22.55% | 15.81% | 9.89% | $0.67 |
| Price Drop Alerts | 21.13% | 16.21% | 8.43% | $0.32 |
| Replenishment | 36.98% | 13.18% | 14.81% | $0.22 |
| Post Purchase | 25.44% | 14.75% | 7.57% | $0.81 |
| Transactional | 70.11% | 21.14% | 10.03% | $1.99 |
| **GRAND TOTAL** | **14.22%** | **9.50%** | **5.04%** | **$0.09** |

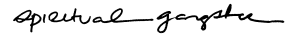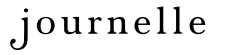LISTRAK

# CREATE YOUR OWN BENCHMARKS

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 2021 Ecommerce Email Benchmarks are based on 70 billion messages sent from 1000+ ecommerce clients between Jan. 1, 2020 to Dec. 31, 2020.

✳ LISTRAK

vineyard vines

for all 7 mankind

Academy
SPORTS+OUTDOORS

bluemercury
makeup • skincare • spa

joie

KENDRA SCOTT

Rawlings
Est. 1887

journelle

Soft Surroundings
my time. my place. my self.

TULA
SKINCARE

spiritual gangster

KURU

ALEX AND ANI

SUGARED
+
BRONZED

THE GROMMET

KIRKLAND'S

Kate
Somerville

BOSTON
PROPER

blink

JONATHAN
ADLER

STELLA&DOT

LE CREUSET

YLIGHTING

DTLR | VILLA

BLICK
art materials

uncommongoods

**Powering Over 1000 Retailers**

Oscar de la Renta

Hunter

PERRY ELLIS

Splendid

Paul Fredrick

PAIGE

travisMathew

GAIAM

NORMAKAMALI

ONE KINGS LANE
NEW YORK

WHITE+WARREN

MINNETONKA

HUM

Robert Graham

SOKO GLAM

rue21

J.McLaughlin

SIGMA

john varvatos

Miele

DIANE      VON
FURSTENBERG

JULEP

LOLË

chicco

BRAHMIN

BAM!
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