



2019 Listrak Retail Marketing Benchmarks

January 1, 2018 – December 31, 2018



Table of Contents

Executive Overview.....	3	<i>Auto/Boat/Motorcycle.....</i>	<i>24</i>
Overall Email Benchmarks.....	4	<i>Baby Gear.....</i>	<i>25</i>
<i>Broadcast Marketing Messages.....</i>	<i>5</i>	<i>Beauty/Grooming/Cosmetics.....</i>	<i>26</i>
<i>Recurring Automated Campaigns.....</i>	<i>6</i>	<i>Books/Film/Music (Content).....</i>	<i>27</i>
<i>Welcome Series.....</i>	<i>7</i>	<i>Computers/Electronics (Hardware)</i>	<i>28</i>
<i>Browse Abandonment.....</i>	<i>8</i>	<i>Education/Training.....</i>	<i>29</i>
<i>Shopping Cart Abandonment.....</i>	<i>9</i>	<i>Firearms/Tactical Supplies/Survival.....</i>	<i>30</i>
<i>Back-in-Stock Alerts.....</i>	<i>10</i>	<i>Flowers/Gifts.....</i>	<i>31</i>
<i>Price Drop Alerts.....</i>	<i>11</i>	<i>Food/Beverage/Alcohol.....</i>	<i>32</i>
<i>Low Inventory Alerts.....</i>	<i>12</i>	<i>Health/Drug.....</i>	<i>33</i>
<i>Replenishment.....</i>	<i>13</i>	<i>Housewares/Home/Hardware.....</i>	<i>34</i>
<i>Loyalty, Post Purchase and Winback.....</i>	<i>14</i>	<i>Industrial.....</i>	<i>35</i>
<i>Transactional.....</i>	<i>15</i>	<i>Mass Merchant.....</i>	<i>36</i>
Message Type Comparisons.....	16	<i>Musical Instruments/Equipment.....</i>	<i>37</i>
<i>Open Rate Comparison.....</i>	<i>17</i>	<i>Office/School Supplies.....</i>	<i>38</i>
<i>Click-to-Open Rate Comparison.....</i>	<i>18</i>	<i>Pet Supplies.....</i>	<i>39</i>
<i>Conversion Rate Comparison.....</i>	<i>19</i>	<i>Religion/Spirituality.....</i>	<i>40</i>
<i>Revenue per Email Sent Comparison.....</i>	<i>20</i>	<i>Tobacco/E-Cigarettes.....</i>	<i>41</i>
Email Benchmarks by Vertical.....	21	<i>Toys/Hobbies/Sporting Goods/Camping.....</i>	<i>42</i>
<i>Apparel/Shoes/Accessories/Jewelry.....</i>	<i>22</i>	SMS Mobile Messaging.....	43
<i>Art/Art Supplies/Crafts.....</i>	<i>23</i>	Create Your Benchmarks.....	44

Executive Overview

Benchmarking is critical for companies to evaluate their results and successes. It's a measure of how fast or how much a company is growing, and how this compares to industry leaders.

















This report contains the compiled annual Listrak retail marketing benchmarks from Jan. 1, 2018 to Dec. 31, 2018 based on client successes of 1,000+ retailers. Channel analysis includes email and SMS campaigns. By analyzing results of individual retail message types, we are able to understand their importance and how they can be orchestrated together guiding the entire customer journey, ultimately increasing engagement, conversions and revenue.

By segmenting results across retail verticals, we are able to provide benchmarks more closely aligned with other companies in a specific retail category in the second half of this report.

At Listrak, we believe that success is achieved by combining artificial intelligence (AI) with guidance from actual human intelligence. Look for tips throughout this report from our retail marketing strategists to **beat the benchmarks and deliver results**. Also look for ways our digital marketing platform enables retailers and ecommerce providers to drive results through automated, personalized customer messages.

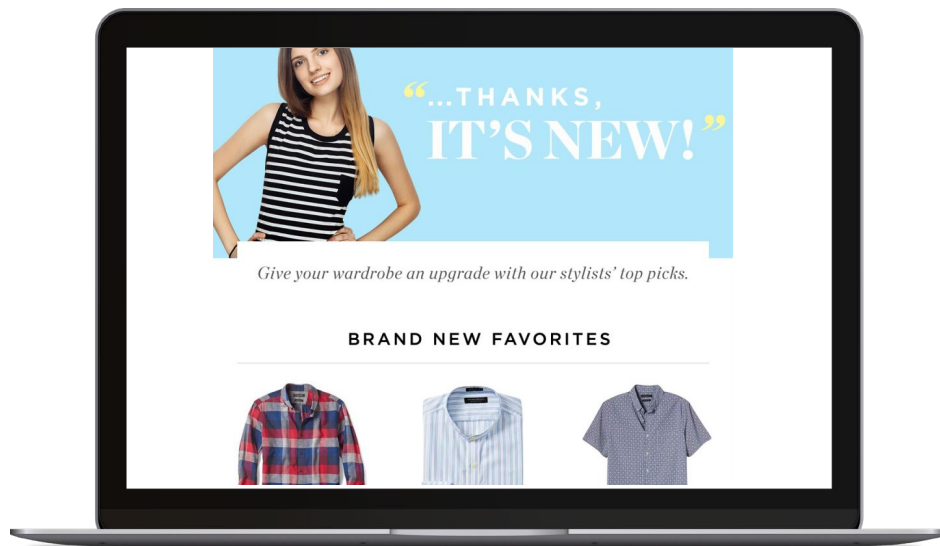


Email Benchmarks Compare Results

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	11.77%	9.94%	4.31%	\$0.05
Recurring Automated Campaigns	10.53%	8.95%	3.41%	\$0.05
Welcome Series	27.38%	18.14%	10.71%	\$0.95
Browse Abandonment	34.24% 	18.42%	6.68%	\$0.69
Shopping Cart Abandonment	30.13%	22.64%	21.06% 	\$2.14 
Back-in-Stock Alerts	48.23% 	31.10% 	18.28% 	\$3.00 
Low Inventory Alerts	21.42%	23.18% 	10.99%	\$0.47
Price Drop Alerts	36.30% 	39.42% 	12.21%	\$1.23 
Replenishment	17.79%	11.38%	21.29% 	\$0.50
Post Purchase	22.59%	13.89%	12.14%	\$0.48
Transactional	53.77% 	33.93% 	13.01% 	\$2.06 
Grand Total	12.04%	10.38%	4.99%	\$0.07

 = Top Performing Metrics

Optimize Broadcast Marketing Messages



Open Rate

11.77%

Click to Open Rate

9.94%

Conversion Rate

4.31%

Revenue Per
Email Sent

\$.05

Broadcast marketing messages continue to provide the majority of email volume for most retailers. A lower average revenue per email sent is skewed by the sheer volume of messages that continue to provide a significant amount of ongoing revenue.

The best performing broadcast messages are utilizing strategies to personalize mass email at an individual level. Successful retailers are increasing the use of AI personalization, including predictive product and content recommendations, predictive analytics dynamic offers and CRM audience micro-segmentation to turn customer data into conversions and revenue.

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Leverage Recurring Automated Campaigns

Open Rate

10.53%

Click to Open Rate

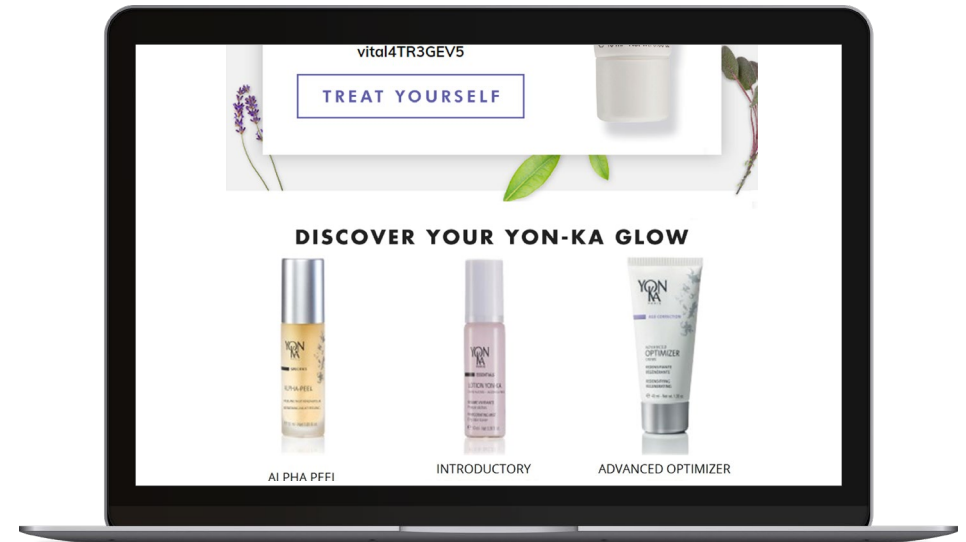
8.95%

Conversion Rate

3.41%

Revenue Per
Email Sent

\$.05



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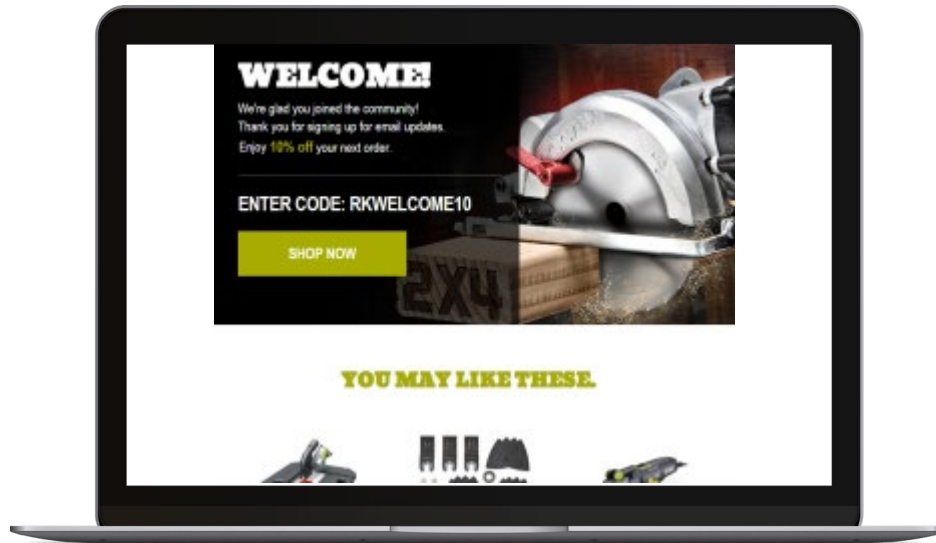
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Retailers are increasingly using recurring automated campaigns to supplement broadcast marketing messages with dynamic highly-personalized and self-optimizing messages that are automatically populated with recommendations and content based on a customer's behavioral history.

A key benefit of recurring automated campaigns is the efficiencies in saving time and resources because they are automatically generated, personalized and sent ongoing at a one-to-one level.

Engage New Customers Via Welcome Series



Open Rate
27.38%

Click to Open Rate
18.14%

Conversion Rate
10.71%

Revenue Per
Email Sent
\$.95

The most crucial series when establishing a new relationship with customers or potential customers, and to set the stage for future success, is the Welcome Series. It's your first impression and opportunity to build ongoing trust by welcoming them into your world and understanding your brand.

The most successful welcome messages are uniquely personalized to engage customers wherever they are at in their own personal journeys based on where the subscription originated and behavioral data such as a customer's browse and purchase history.

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Use Browse Abandonment to Nurture Customers

Open Rate

34.24%

Click to Open Rate

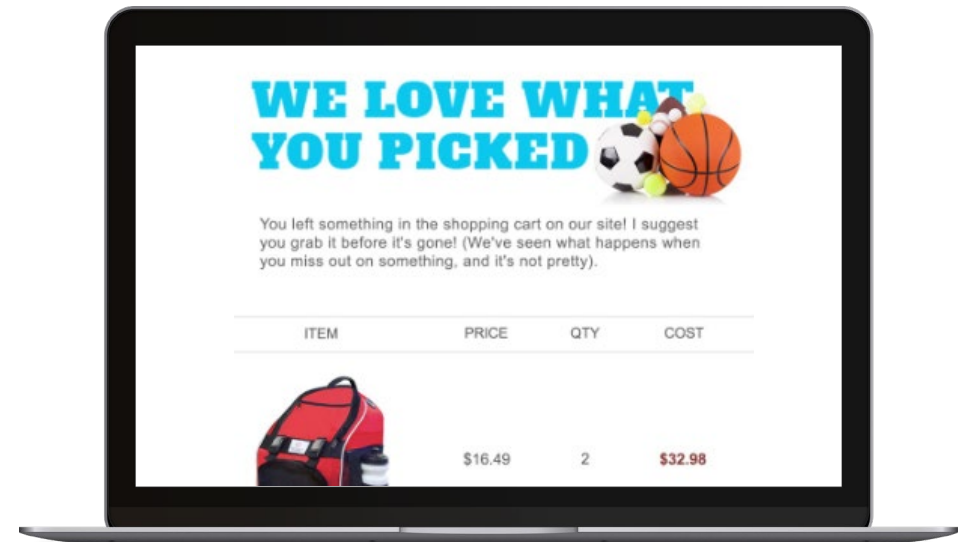
18.42%

Conversion Rate

6.68%

Revenue Per
Email Sent

\$.69

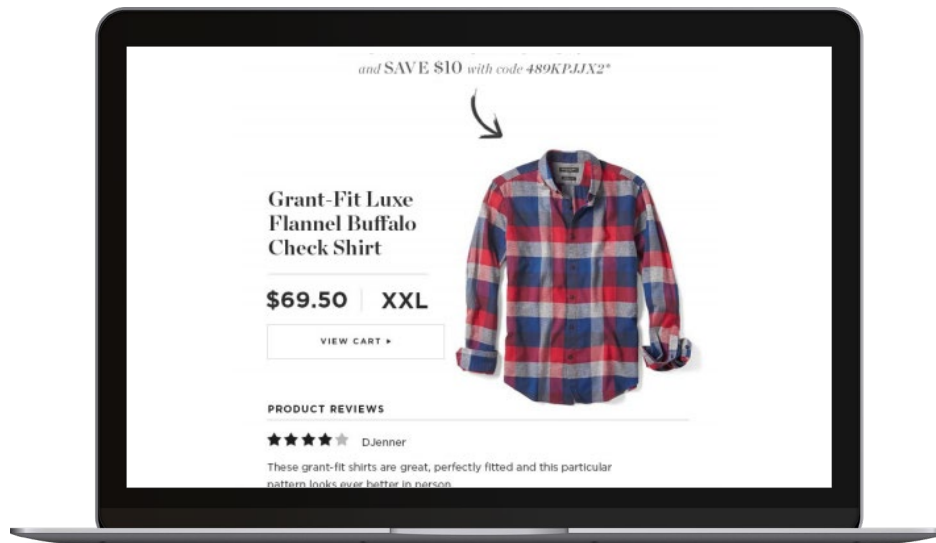


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Browse abandonment campaigns use behavioral signals to deliver strategically-timed personalized messages to re-engage and nurture customers, capturing otherwise lost revenue. Customers receive timely messages that include products they have browsed and AI personalized product recommendations.

Turn Shopping Cart Abandonment Into Opportunities



Open Rate
30.13%

Click to Open Rate
22.64%

Conversion Rate
21.06%

Revenue Per
Email Sent
\$2.14

Shopping cart abandonment campaigns continue to be one of the highest performing retail marketing programs because they nurture customers on the path to purchase with the highest indication of shopper intent – adding a product to the cart.

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Drive Revenue With Back-in-Stock Alerts

Open Rate

48.23%

Click to Open Rate

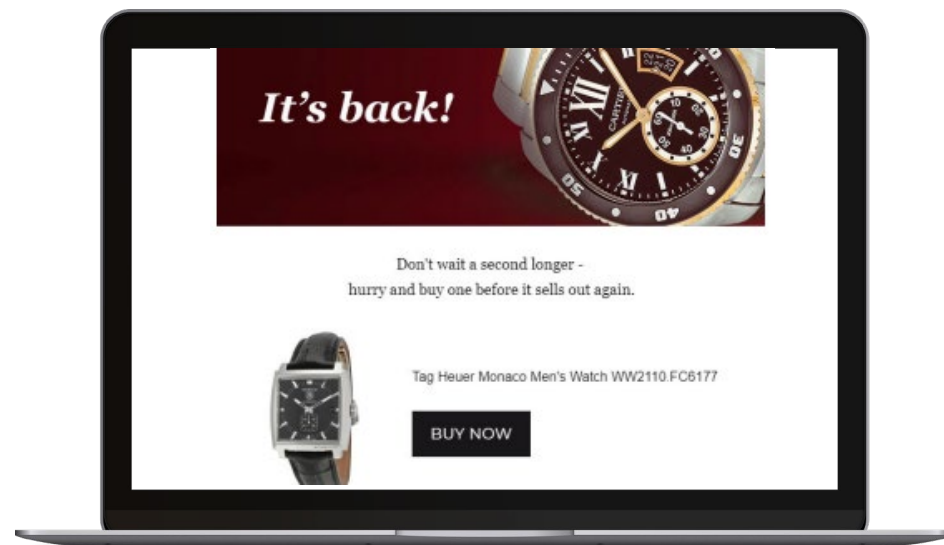
31.1%

Conversion Rate

18.28%

Revenue Per
Email Sent

\$3.00

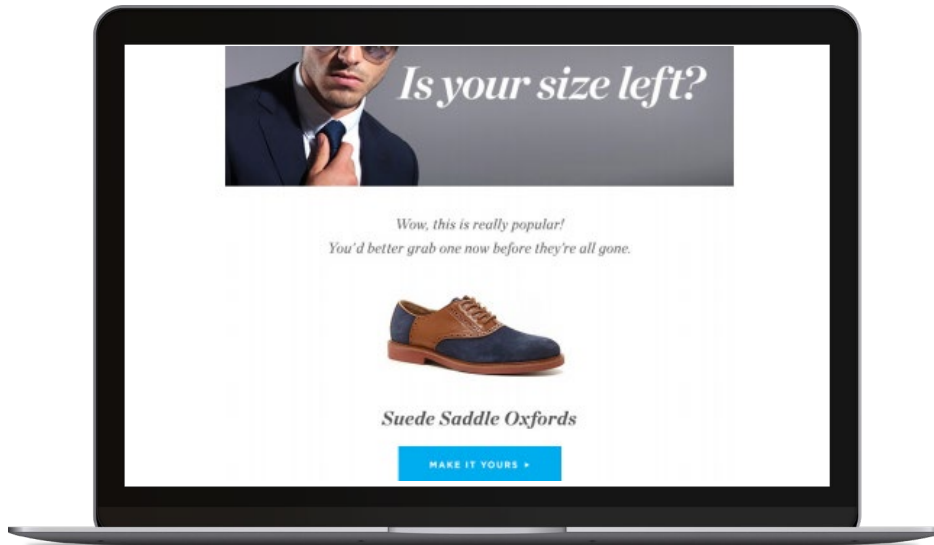


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The best performing open rate and highest revenue per email sent in the benchmarks goes to back-in-stock alerts. With almost half of those receiving this type of email opening it, along with high click to open and conversion rates, this is a must have automated campaign for retailers looking to re-engage customers who have shown a direct intent to purchase once inventory is restocked.

Prompt Customer Action With Low Inventory Alerts



Open Rate
21.42%

Click to Open Rate
23.18%

Conversion Rate
10.99%

Revenue Per
Email Sent
\$.47

Low inventory alerts enable retailers to automate targeted messages specifically at the time when items that customers have shown an interest in are about to be sold out. These behaviorally-driven messages convey a sense of urgency and drive revenue from customers with a high propensity to purchase.

Listrak's Alert Suite reporting allows retailers to monitor products that are selling faster or slower than expected, allowing companies to address inventory before it becomes an issue.

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Send Price Drop Alerts to Encourage Sales

Open Rate

36.3%

Click to Open Rate

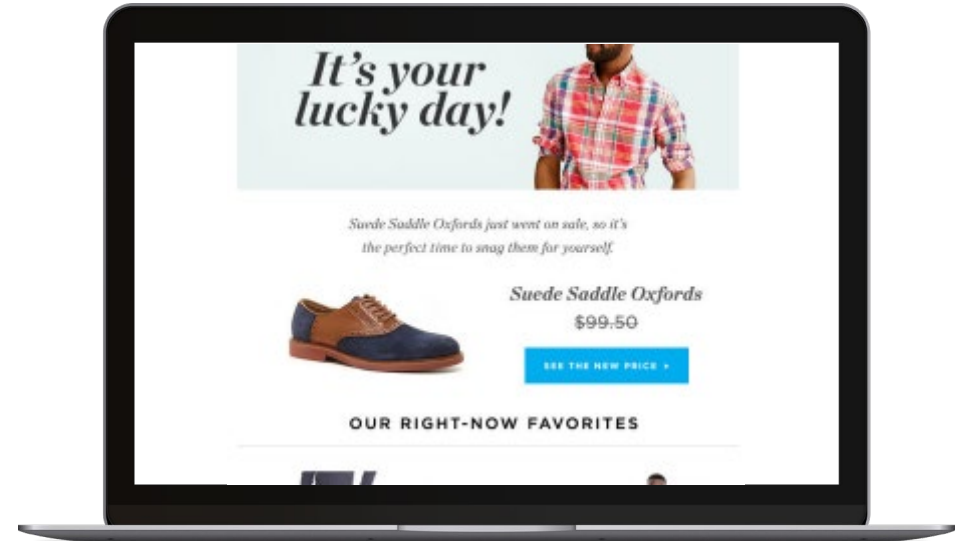
39.42%

Conversion Rate

12.21%

Revenue Per
Email Sent

\$1.23



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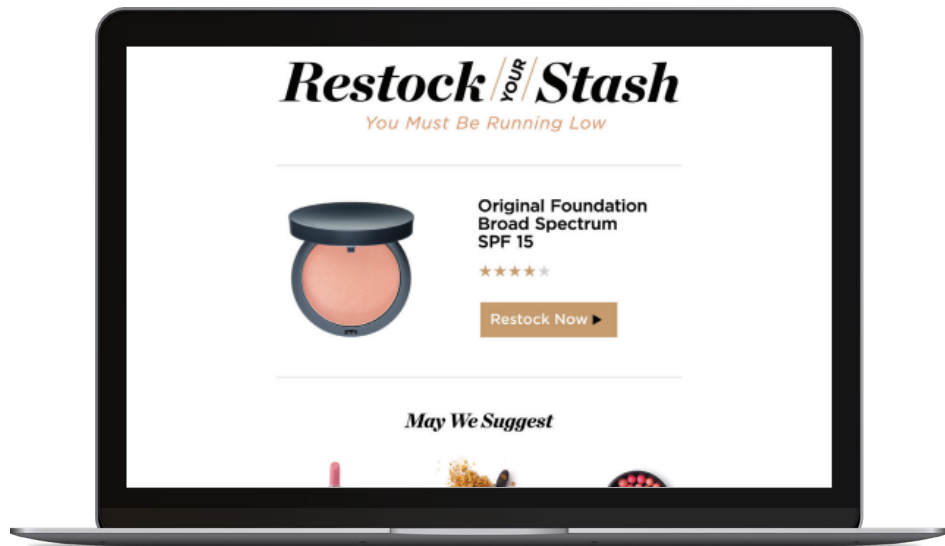
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Price drop alerts have the highest click to open rate at just under 40%.

Because interest has already been behaviorally demonstrated, and there is also the additional incentive of a reduced price, friction toward the path to purchase is reduced.

When sending product alerts, ensure the messages are relevant, not redundant. Utilize a platform that automatically checks customer records before sending alerts to be sure the purchase has not already been made on-site or offline.

Time Offers Strategically With Replenishment



Open Rate

17.79%

Click to Open Rate

11.38%

Conversion Rate

21.29%

Revenue Per
Email Sent

\$.50

By using predictive behavioral analysis, replenishment campaigns increase customer lifetime value and loyalty by engaging shoppers at the exact moment it is time to reorder.

Listrak's replenishment solution uses AI and machine learning to automatically adapt to the individual's pattern of re-purchase, maximizing recurring revenue. If buying habits go too far outside the set cadence, the campaign will default back to the group rate to entice customers back to make a purchase.

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Implement Loyalty, Post Purchase and Winback

Open Rate

22.59%

Click to Open Rate

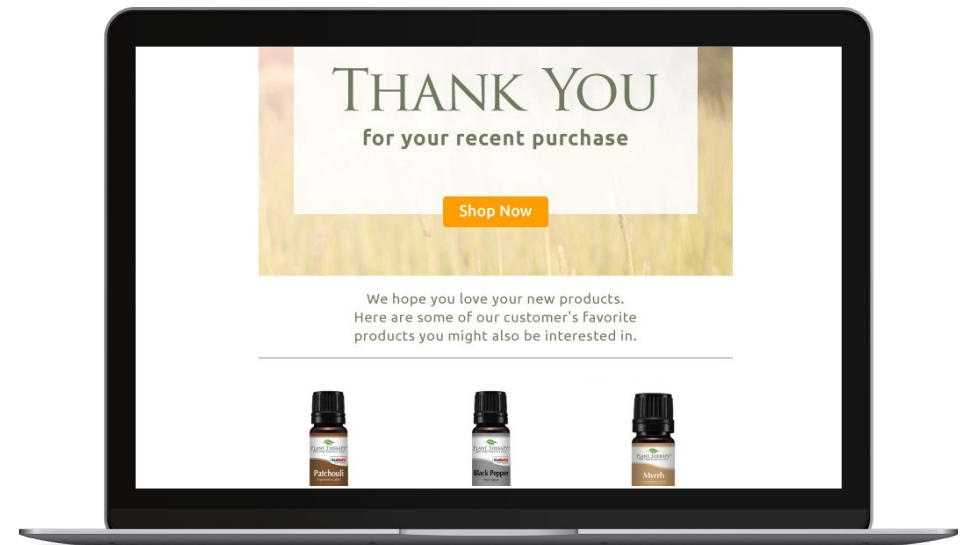
13.89%

Conversion Rate

12.14%

Revenue Per
Email Sent

\$.48

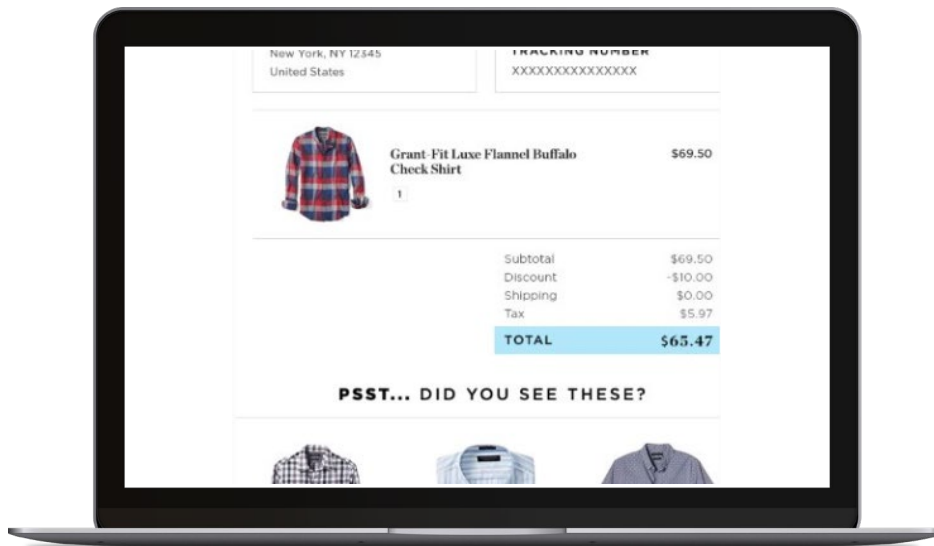


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Post purchase messages are built to create a relationship and designed to increase retention, loyalty, conversions and lifetime value of customers. They include an array of lifecycle campaigns, such as a post purchase thank you, requests to rate/review merchandise, specifically-timed retention incentives, loyalty reward programs, winback "we miss you" messages, product instructions and first purchase anniversary.

Evolve Transactional Messages to Guide Customers



Transactional messages received winning engagement and performance metrics across the board. These messages can include order confirmations, shipping confirmations, eReceipts, order cancelations, etc. Smart retailers have evolved their transactional messages from standard, bland, unformatted notifications into a branded experience that invites customers to continue on their journey toward additional purchases.

Because so many of these messages are opened on a different device than where the purchase took place, these campaigns can also greatly aid in cross-device identification.

Open Rate

53.77%

Click to Open Rate

33.93%

Conversion Rate

13.01%

Revenue Per
Email Sent

\$2.06

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Message Type 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.

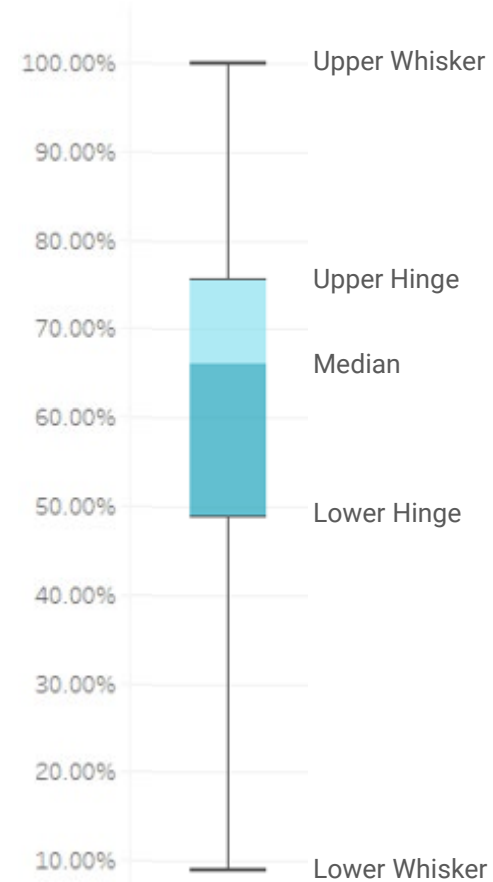
Box-and-Whisker Plot Definitions:

Upper Whisker and *Lower Whisker* – Display the points at 1.5 the interquartile range (or 1.5 times the width of the adjoining box). While there may be outlier data above or below these points, the overwhelming majority of results fall within this range.

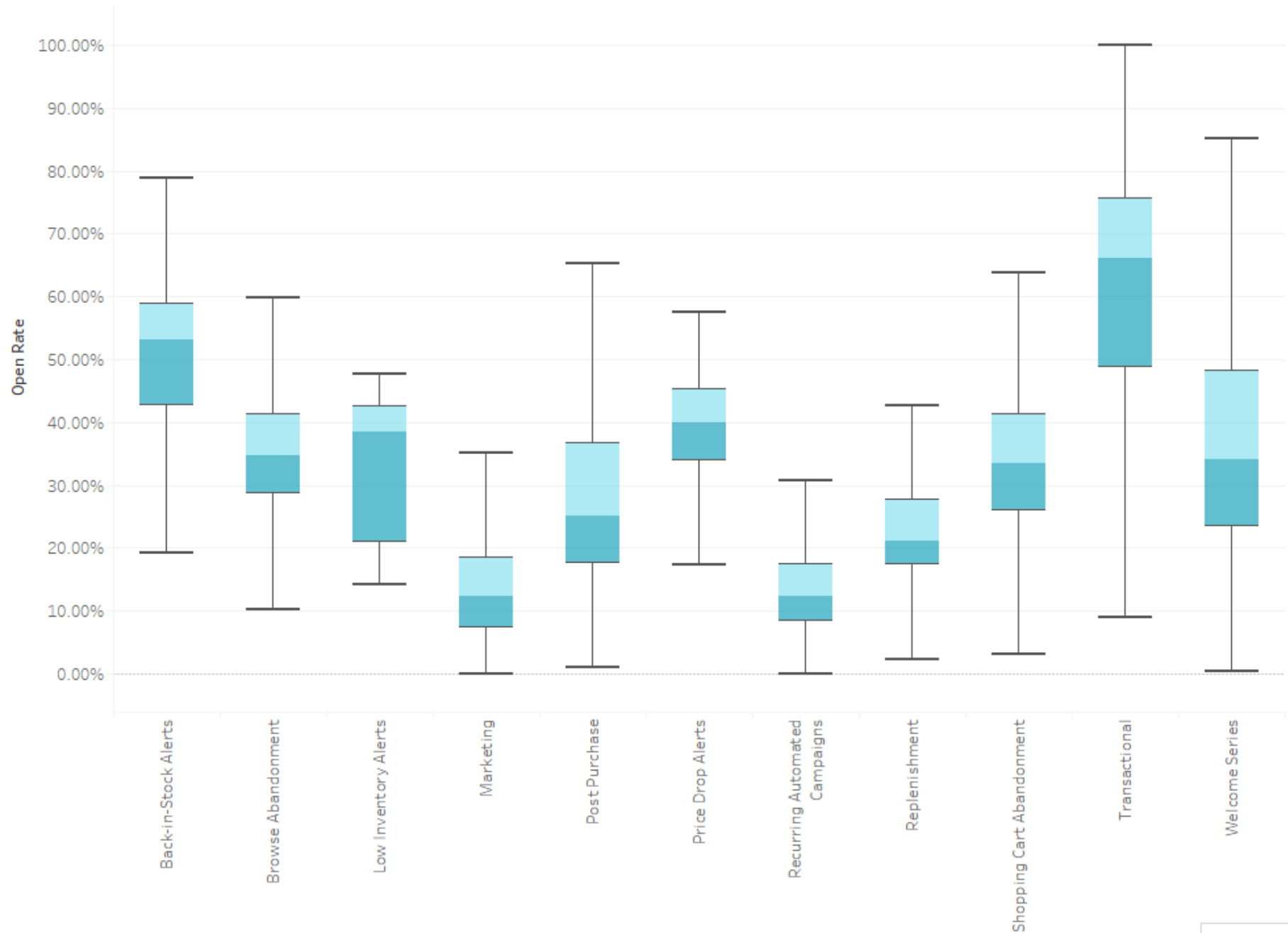
Upper Hinge and *Lower Hinge* – Indicate the upper and lower points of the middle two quartiles of the data's distribution represented as the box.

Median – The midpoint within the distribution of data.

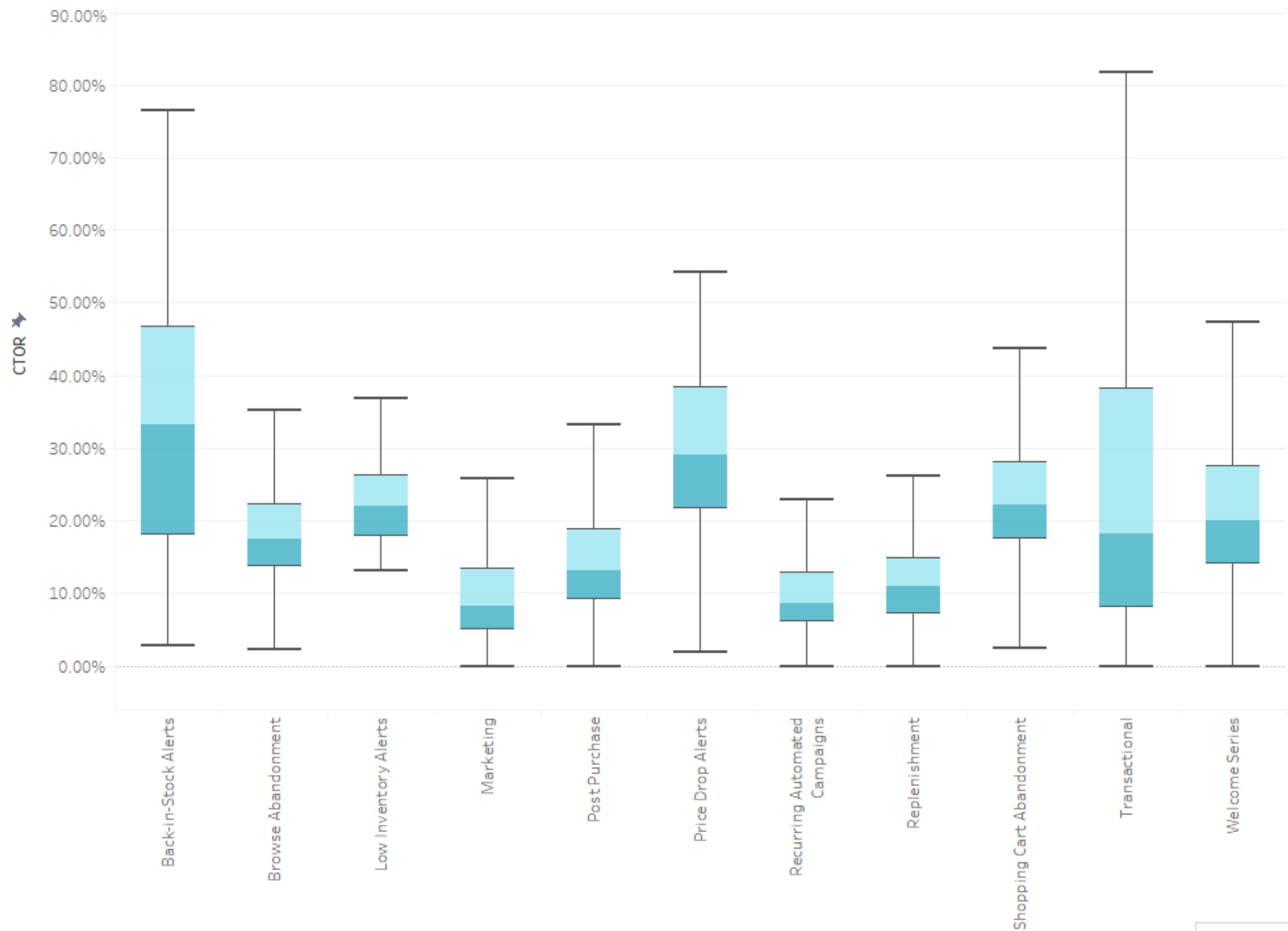
Box-and-Whisker Plot Example:



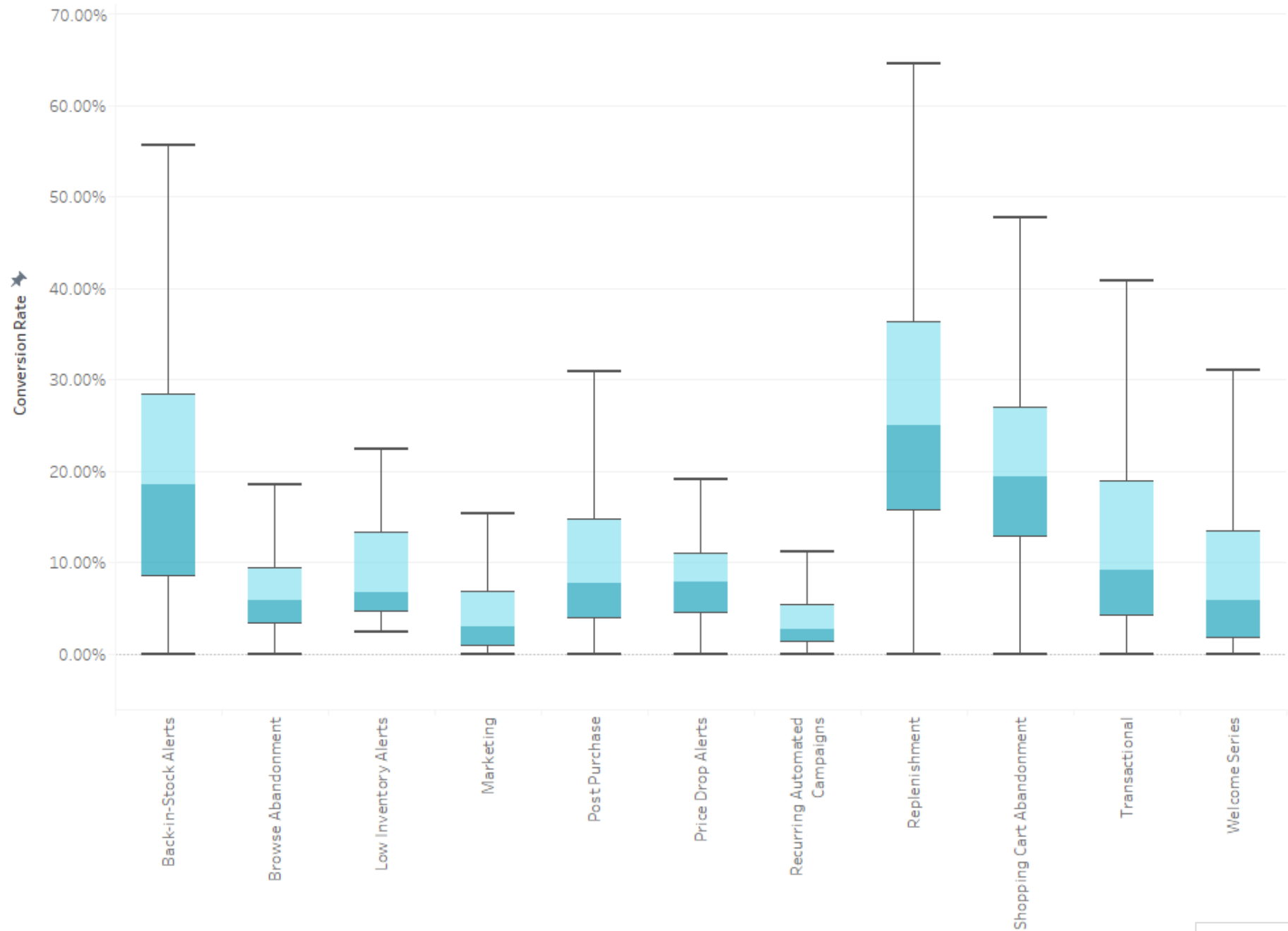
Open Rate Comparison



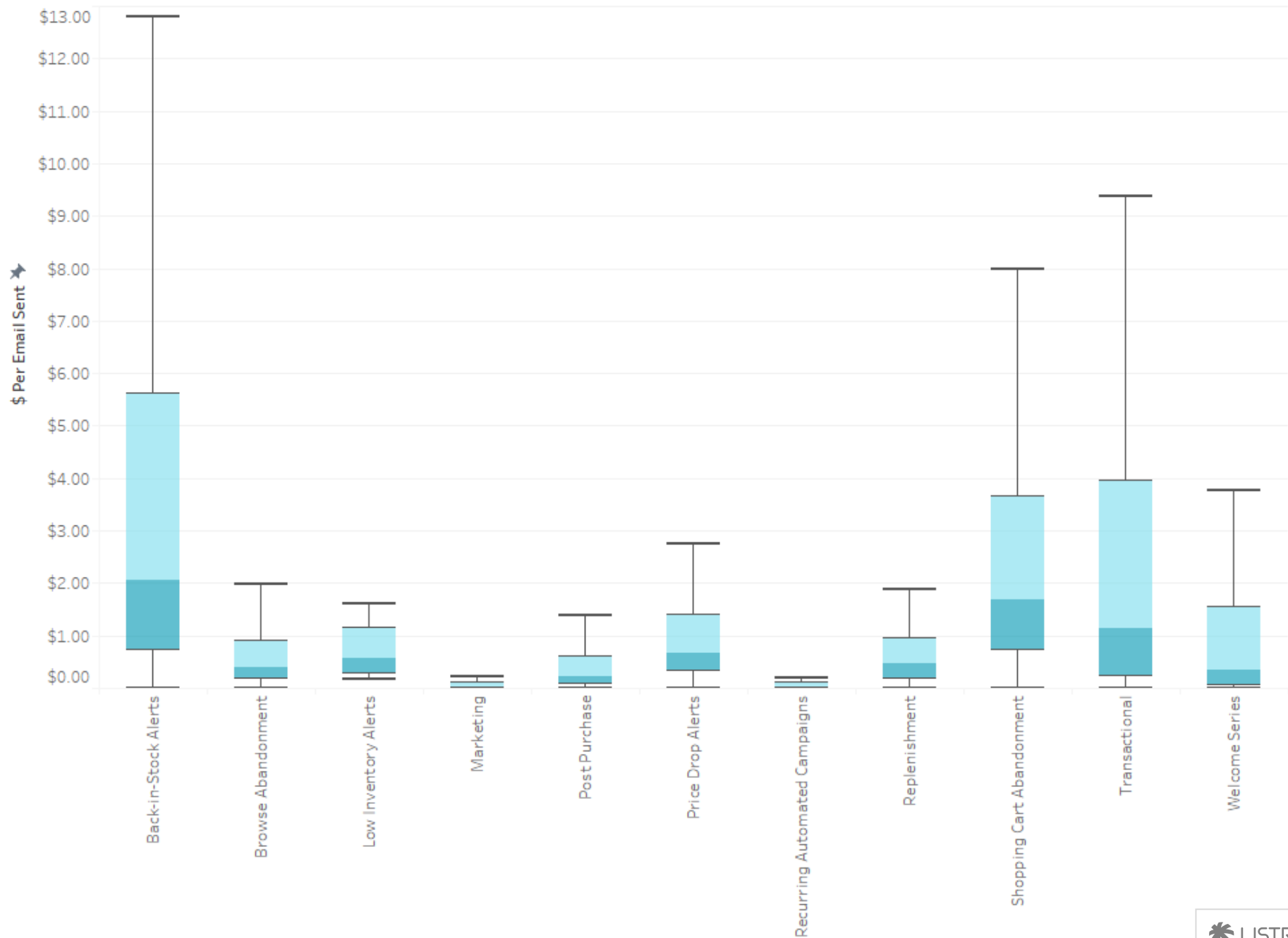
Click to Open Rate Comparison



Conversion Rate Comparison



















Revenue Per Email Sent Comparison



A person with curly hair is sitting at a wooden desk, working on a laptop. They are also holding a smartphone in their other hand. On the desk, there is a grey paper cup of coffee. The background is slightly blurred, showing a window with some plants. A large blue semi-transparent banner is overlaid on the bottom half of the image.

















Email Benchmarks by Retail Vertical

Apparel/Shoes/Accessories/Jewelry

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	9.34%	10.59%	3.30%	\$0.04
Recurring Automated Campaigns	7.73%	9.55%	2.65%	\$0.03
Welcome Series	26.70%	18.01%	13.31% 	\$0.86
Browse Abandonment	30.16%	19.02%	6.00%	\$0.40
Shopping Cart Abandonment	26.07%	24.80% 	19.98% 	\$1.74 
Back-in-Stock Alerts	42.26% 	30.11% 	17.70% 	\$2.82 
Low Inventory Alerts	20.91%	22.96%	11.23%	\$0.45
Price Drop Alerts	33.71% 	42.96% 	8.33%	\$2.19 
Replenishment	31.39% 	13.31%	23.10% 	\$1.18
Post Purchase	21.66%	15.02%	8.87%	\$0.35
Transactional	51.95% 	34.97% 	9.21%	\$1.60 
Grand Total	9.61%	11.12%	3.97%	\$0.06

















 = Top Performing Metrics

Art/Art Supplies/Crafts

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	15.29%	8.22%	8.51%	\$0.05
Recurring Automated Campaigns	14.62%	7.17%	5.08%	\$0.04
Welcome Series	36.85%	20.14%	10.11%	\$1.03
Browse Abandonment	33.83%	17.69%	7.25%	\$0.37
Shopping Cart Abandonment	35.24%	23.60%	23.41% 	\$1.85 
Back-in-Stock Alerts	46.25% 	23.77% 	24.03% 	\$2.32 
Low Inventory Alerts	37.18% 	26.25% 	13.12%	\$1.24
Price Drop Alerts	43.24% 	33.42% 	19.06% 	\$2.49 
Replenishment	32.52%	18.55%	11.04%	\$0.61
Post Purchase	30.66%	13.13%	17.82%	\$0.71
Transactional	62.25% 	34.34% 	22.88% 	\$3.68 
Grand Total	15.47%	8.47%	8.62%	\$0.06













 = Top Performing Metrics

Auto/Boat/Motorcycle

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	12.17%	8.58%	3.96%	\$0.08
Recurring Automated Campaigns	11.65%	7.22%	2.41%	\$0.05
Welcome Series	31.53%	18.06%	8.97% 	\$1.13
Browse Abandonment	32.39%	17.97%	7.25%	\$0.72
Shopping Cart Abandonment	32.92% 	22.19% 	23.52% 	\$4.13 
Back-in-Stock Alerts	35.81% 	32.38% 	20.19% 	\$2.82 
Price Drop Alerts	37.40% 	30.64% 	8.77%	\$1.76
Replenishment	21.14%	6.98%	41.48% 	\$2.48 
Post Purchase	19.09%	9.79%	8.94%	\$0.36
Transactional	55.04% 	47.51% 	7.41%	\$2.06 
Grand Total	12.67%	9.63%	4.92%	\$0.11

















 = Top Performing Metrics

Baby Gear

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing	10.69%	9.53%	3.51%	\$0.04
Recurring Automated Campaigns	6.10%	5.10%	0.96%	\$0.01
Welcome Series	35.03% 	18.20% 	10.13% 	\$1.71 
Browse Abandonment	29.19% 	15.24% 	3.12%	\$0.18
Shopping Cart Abandonment	32.71% 	19.90% 	16.72% 	\$3.02 
Post Purchase	20.35%	13.31%	6.27% 	\$0.22 
Grand Total	10.87%	9.77%	4.33%	\$0.05













 = Top Performing Metrics

Beauty/Grooming/Cosmetics

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	9.14%	7.25%	4.97%	\$0.03
Recurring Automated Campaigns	10.80%	6.63%	6.26%	\$0.04
Welcome Series	27.43% 	15.90% 	10.51% 	\$0.34 
Browse Abandonment	33.81% 	13.41%	7.10%	\$0.21
Shopping Cart Abandonment	32.21% 	17.78% 	21.57% 	\$0.94 
Back-in-Stock Alerts	14.98%	15.03% 	1.06%	\$0.01
Replenishment	22.64%	9.53%	22.79% 	\$0.42 
Post Purchase	22.24%	13.12%	10.57% 	\$0.22
Transactional	64.28% 	18.05% 	4.55%	\$0.62 
Grand Total	9.41%	7.58%	5.61%	\$0.03

















 = Top Performing Metrics

Books/Film/Music (Content)

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	9.73%	5.03%	10.96%	\$0.01
Recurring Automated Campaigns	10.98%	8.88%	9.62%	\$0.11
Welcome Series	22.19%	14.19% 	10.25%	\$0.12
Browse Abandonment	31.40% 	11.71% 	15.13% 	\$0.26 
Shopping Cart Abandonment	26.69% 	19.63% 	28.63% 	\$1.27 
Post Purchase	30.25% 	8.83%	16.18% 	\$0.24 
Grand Total	9.88%	5.23%	11.41%	\$0.02

















 = Top Performing Metrics

Computers/Electronics (Hardware)

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	18.26%	6.79%	1.32%	\$0.04
Recurring Automated Campaigns	15.10%	4.49%	2.42%	\$0.04
Welcome Series	35.83%	10.84%	3.15%	\$0.17
Browse Abandonment	47.31% 	9.65%	0.90%	\$0.12
Shopping Cart Abandonment	39.65%	20.13% 	16.17% 	\$2.20 
Back-in-Stock Alerts	61.24% 	32.06% 	20.98% 	\$2.31 
Price Drop Alerts	45.02% 	19.54% 	11.82% 	\$1.58 
Post Purchase	26.97%	9.35%	5.18% 	\$0.19
Transactional	58.39% 	16.51% 	2.09%	\$1.76 
Grand Total	19.08%	7.12%	1.52%	\$0.06

















 = Top Performing Metrics

Education/Training

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	15.27%	10.43%	1.65%	\$0.02
Recurring Automated Campaigns	15.83%	4.58%	5.93%	\$0.01
Welcome Series	34.55% 	25.30% 	2.17%	\$0.20 
Browse Abandonment	33.06% 	15.49% 	6.37% 	\$0.16
Shopping Cart Abandonment	34.36% 	15.70% 	22.19% 	\$1.72 
Replenishment	20.68%	15.14% 	11.36% 	\$0.49 
Post Purchase	25.64% 	7.85%	7.55% 	\$0.32 
Transactional	43.25%	27.02%	0.39%	\$0.09
Grand Total	16.48%	12.07%	1.99%	\$0.04













 = Top Performing Metrics

Firearms/Tactical Supplies/Survival

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	14.98%	10.71%	3.43%	\$0.10
Recurring Automated Campaigns	15.96%	14.08%	2.60%	\$0.09
Welcome Series	20.98%	15.88%	5.26%	\$0.34
Browse Abandonment	39.79% 	25.25%	7.79%	\$1.96 
Shopping Cart Abandonment	38.66%	22.31%	18.58% 	\$3.04 
Back-in-Stock Alerts	62.78% 	36.47% 	15.78% 	\$5.04 
Low Inventory Alerts	43.00% 	29.72%	5.42%	\$0.84
Price Drop Alerts	39.73%	30.01% 	7.81%	\$0.52
Replenishment	5.02%	41.35% 	4.08%	\$0.30
Post Purchase	27.74%	14.68%	14.76% 	\$1.79
Transactional	74.39% 	52.37% 	13.68% 	\$7.16 
Grand Total	15.47%	11.49%	3.95%	\$0.14

















 = Top Performing Metrics

Flowers/Gifts

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	8.77%	5.13%	10.18%	\$0.03
Welcome Series	31.33%	13.77%	18.99% 	\$0.56 
Browse Abandonment	27.71% 	12.94% 	16.09%	\$0.38
Shopping Cart Abandonment	24.56% 	17.72% 	30.50% 	\$0.99 
Post Purchase	17.20%	9.21%	18.04%	\$0.15
Transactional	44.61% 	45.91% 	20.52% 	\$1.47 
Grand Total	8.98%	5.60%	11.21%	\$0.03

















 = Top Performing Metrics

Food/Beverage/Alcohol

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	12.87%	8.12%	5.49%	\$0.06
Recurring Automated Campaigns	16.67%	8.02%	3.73%	\$0.05
Welcome Series	34.93% 	23.92% 	10.97% 	\$1.03 
Browse Abandonment	41.30% 	11.72%	6.05%	\$0.23
Shopping Cart Abandonment	33.53%	20.28% 	22.21% 	\$1.64 
Back-in-Stock Alerts	48.12% 	29.54% 	22.56% 	\$6.08 
Replenishment	32.73%	6.54%	8.33%	\$0.10
Post Purchase	29.56%	13.15%	17.50% 	\$0.63
Transactional	65.17% 	38.52% 	6.37%	\$1.83 
Grand Total	13.35%	8.62%	6.09%	\$0.07

















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Health/Drug

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	10.47%	8.12%	8.48%	\$0.05
Recurring Automated Campaigns	14.56%	8.78%	10.30%	\$0.08
Welcome Series	28.62%	20.63% 	15.65%	\$0.73 
Browse Abandonment	33.87% 	17.41%	15.02%	\$0.65
Shopping Cart Abandonment	31.47%	21.49% 	28.56% 	\$1.69 
Back-in-Stock Alerts	53.23% 	23.46% 	29.79% 	\$2.85 
Replenishment	21.01%	10.26%	33.92% 	\$0.52
Post Purchase	31.00% 	12.17%	19.32% 	\$0.42
Transactional	56.19% 	25.85% 	17.98%	\$0.91 
Grand Total	10.96%	8.72%	9.91%	\$0.06

















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Housewares/Home/Hardware

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	14.61%	8.91%	4.28%	\$0.07
Recurring Automated Campaigns	14.74%	8.07%	3.14%	\$0.08
Welcome Series	31.01%	22.75%	7.90%	\$2.50 
Browse Abandonment	36.24%	17.13%	6.90%	\$0.70
Shopping Cart Abandonment	35.39%	23.63% 	21.21% 	\$3.45 
Back-in-Stock Alerts	51.07% 	28.53% 	19.67% 	\$1.98 
Low Inventory Alerts	44.42% 	16.91%	4.96%	\$0.96
Price Drop Alerts	37.65% 	38.88% 	14.78%	\$0.68
Replenishment	30.89%	10.00%	18.03% 	\$0.41
Post Purchase	29.44%	16.05%	9.98%	\$0.73
Transactional	56.97% 	31.83% 	24.47% 	\$3.74 
Grand Total	15.00%	9.53%	5.14%	\$0.10

















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Industrial

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	11.80%	6.22%	4.66%	\$0.10
Recurring Automated Campaigns	9.16%	6.14%	5.28%	\$0.15
Welcome Series	29.20% 	14.57% 	11.33%	\$1.38 
Browse Abandonment	35.53% 	17.53% 	9.51%	\$1.75 
Shopping Cart Abandonment	30.31% 	20.31% 	28.01% 	\$4.90 
Back-in-Stock Alerts	13.46%	2.78%	3.11%	\$0.37
Price Drop Alerts	12.86%	1.90%	4.20%	\$0.14
Replenishment	20.06%	6.94%	24.88% 	\$0.86
Post Purchase	31.47% 	8.29%	11.54% 	\$0.88
Transactional	28.05%	26.28% 	20.20% 	\$2.60 
Grand Total	12.25%	7.18%	7.18%	\$0.17













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Mass Merchant

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	11.06%	6.80%	3.24%	\$0.02
Recurring Automated Campaigns	10.83%	9.17%	1.92%	\$0.01
Welcome Series	28.19%	22.16% 	13.82% 	\$0.80 
Browse Abandonment	31.22%	17.42%	5.37%	\$0.30
Shopping Cart Abandonment	28.14%	23.98% 	21.03% 	\$1.25 
Back-in-Stock Alerts	59.78% 	23.08% 	39.93% 	\$7.19 
Price Drop Alerts	35.35% 	41.51% 	6.52%	\$0.65 
Replenishment	32.63% 	9.78%	17.22% 	\$0.58
Post Purchase	16.68%	13.98%	10.79%	\$0.23
Transactional	51.60% 	20.25%	10.11%	\$0.39
Grand Total	11.18%	7.09%	3.71%	\$0.02

















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Musical Instruments/Equipment

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	10.36%	7.02%	7.64%	\$0.04
Recurring Automated Campaigns	7.56%	8.69%	2.26%	\$0.07
Welcome Series	35.86% 	19.47% 	13.40% 	\$4.29 
Browse Abandonment	42.74% 	24.09% 	4.02%	\$2.21 
Shopping Cart Abandonment	41.83% 	25.54% 	12.73% 	\$7.08 
Post Purchase	23.36%	9.77%	12.89% 	\$0.40
Grand Total	8.83%	8.50%	4.40%	\$0.09

















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Office/School Supplies

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	13.08%	4.25%	8.80%	\$0.04
Recurring Automated Campaigns	9.15%	4.33%	6.78%	\$0.04
Welcome Series	32.46% 	14.88% 	10.98%	\$0.56
Browse Abandonment	29.33%	13.77%	10.77%	\$0.93 
Shopping Cart Abandonment	29.57% 	21.08% 	27.58% 	\$2.92 
Back-in-Stock Alerts	50.48% 	19.27% 	16.67%	\$1.92 
Price Drop Alerts	16.63%	12.96%	29.23% 	\$0.57
Replenishment	16.20%	6.86%	29.30% 	\$0.41
Post Purchase	19.08%	11.60%	18.91% 	\$0.60
Transactional	46.93% 	30.44% 	8.05%	\$1.30 
Grand Total	13.27%	4.71%	9.60%	\$0.06

















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Pet Supplies

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	10.43%	7.21%	10.30%	\$0.07
Recurring Automated Campaigns	13.53%	8.66%	8.76%	\$0.12
Welcome Series	33.97%	22.24% 	19.13%	\$1.32 
Browse Abandonment	35.36%	12.94%	16.39%	\$0.67
Shopping Cart Abandonment	29.90%	19.15%	31.91% 	\$1.78 
Back-in-Stock Alerts	49.06% 	31.72% 	23.98% 	\$2.57 
Low Inventory Alerts	39.06% 	19.41%	11.24%	\$1.61 
Price Drop Alerts	38.78% 	26.14% 	18.95%	\$1.31
Replenishment	22.20%	9.25%	34.61% 	\$0.49
Post Purchase	29.39%	18.58%	19.78% 	\$0.78
Transactional	55.25% 	23.57% 	6.10%	\$0.32
Grand Total	10.80%	7.76%	11.22%	\$0.09

















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Religion/Spirituality

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	29.55%	4.16%	3.66%	\$0.02
Welcome Series	21.98%	14.05%	19.75% 	\$0.46 
Browse Abandonment	43.00% 	15.59% 	7.25%	\$0.27
Shopping Cart Abandonment	35.29% 	18.18% 	19.61% 	\$0.72 
Back-in-Stock Alerts	48.92% 	37.21% 	27.87% 	\$2.47 
Price Drop Alerts	44.17% 	24.61% 	8.74%	\$0.57 
Post Purchase	29.93%	11.25%	9.66% 	\$0.20
Grand Total	29.59%	4.25%	3.98%	\$0.03

















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Tobacco/E-Cigarettes

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	10.43%	8.66%	10.59%	\$0.08
Welcome Series	28.46% 	25.65% 	16.28% 	\$0.78
Browse Abandonment	27.72% 	21.07%	11.98%	\$0.44
Shopping Cart Abandonment	28.19% 	25.02% 	27.78% 	\$1.56 
Replenishment	20.81%	12.18%	37.50% 	\$1.73 
Post Purchase	16.58%	20.69% 	25.84% 	\$0.65 
Transactional	74.72% 	48.23% 	13.23%	\$5.20 
Grand Total	10.70%	9.39%	11.95%	\$0.10

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Toys/Hobbies/Sporting Goods/Camping

Message Type	Open Rate	Click to Open Rate	Conversion Rate	Revenue Per Email Sent
Broadcast Marketing	11.92%	10.36%	4.02%	\$0.07
Recurring Automated Campaigns	9.71%	7.68%	4.00%	\$0.05
Welcome Series	32.58%	20.09%	11.36% 	\$0.99 
Browse Abandonment	33.71% 	19.26%	8.21%	\$0.59
Shopping Cart Abandonment	32.41%	20.93%	23.69% 	\$2.14 
Back-in-Stock Alerts	59.92% 	23.37% 	18.74% 	\$4.36 
Low Inventory Alerts	42.67% 	21.44% 	3.08%	\$0.49
Price Drop Alerts	29.92%	33.60% 	7.08%	\$0.48
Post Purchase	28.72%	13.65%	7.10%	\$0.49
Transactional	65.86% 	27.64% 	11.07% 	\$1.51 
Grand Total	12.13%	10.66%	4.47%	\$0.08

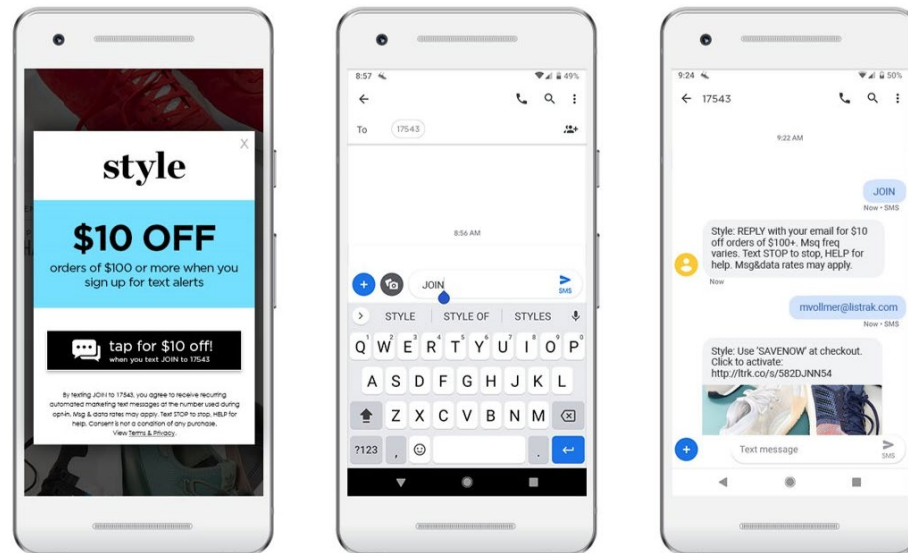
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Enhance Journeys Using SMS Mobile Messaging

Message Type	Click Through Rate	Conversion Rate	Revenue per SMS Sent
Welcome / Keyword Campaigns	70.03%	10.79%	\$4.97
Broadcast	15%	3%	\$0.05

SMS mobile marketing continues to enhance the customer journey and provide access to many customers' trusted and preferred channel of communication. Retailers are experiencing greater returns when orchestrating cross-channel messaging to deliver targeted and highly effective mobile messages.

Many brick-and-mortar retailers have exponentially increased their cross-channel acquisition by implementing low cost text-to-join campaigns that require little to no technical resources. They are capturing mobile numbers and email addresses in a way that makes customers happy and increases sales while adding no administrative or technical burdens on the stores themselves.



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Create Your 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.

To learn more visit www.listrak.com

About Listrak

As an industry-leading marketing cloud focused exclusively on retailers, Listrak delivers results for its clients with the power of 1:1 interactions that drive incremental revenue, engagement, lifetime value and growth. Fueled by artificial intelligence, actual human intelligence, machine learning and predictive analytics, the Listrak platform boasts a comprehensive set of marketing automation and CRM solutions that unify, interpret and personalize data to engage customers across channels and devices. Listrak has nearly two decades of digital marketing experience, serves more than 1,000 clients and works with leading brands to help them reach their marketing and sales goals. For more information, visit www.listrak.com

