



2026 Vertical Insights:

2A



We know **your Space.**

We understand 2A.

At Listrak, we help 2A retailers elevate their brand by delivering tailored, data-driven experiences that connect with customers at every touchpoint.

Our solutions drive engagement and foster brand loyalty, turning first-time buyers into lifelong customers.



What Are We Seeing?

2A Focus Areas and Trends

1

As we move into 2026, the 2A industry anticipates trends similar to 2025, with less overall demand and stricter discretionary spending.

2

Innovation remains key. For brands that achieved modest growth in 2025, success was closely tied to product innovation, which accounted for ~30% of revenue among publicly traded companies.

3

Background checks declined 16.6% YoY in 2025, as new firearms purchases are down.

4

Fear-based marketing is declining, while campaigns that highlight the enjoyment of shooting sports, hunting, and recreation are gaining momentum.

5

Shopify has entered the firearms and ammunition space, offering a new digital resource for 2A brands.

6

SMS adoption has grown steadily across the industry in recent years, delivering notable efficiency gains. Listrak reports an increase of 36% in sends and 138% in SMS-driven revenue.

7

Informational and instructive marketing content drives strong engagement in this industry, as consumers seek tips, tricks, and maintenance guidance for their products.

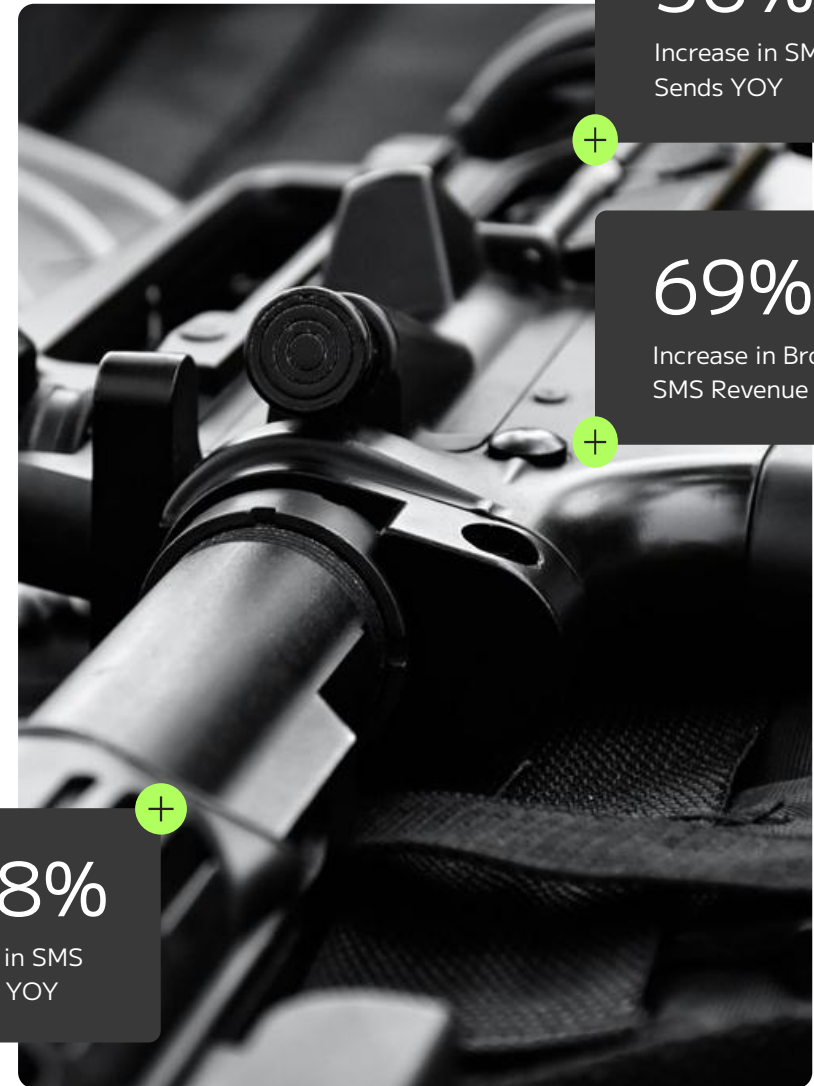
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With Florida's tax-free holiday ending and in-store deals becoming more prominent, brands are increasingly leveraging geo-location for personalized marketing.

2A

Significant Shift to the SMS Channel

- **Email campaigns saw YOY revenue growth**, particularly from **product-specific alert messages** like Back-In-Stock, Low Inventory, Price Drop, and Shopping Cart Abandonment.
- **Low Inventory messages** had the highest CTR of all verticals – making them **essential for SHAFT clients**.
- The **SMS channel saw its industry adoption**, with 36% more sends and a 138% increase in revenue.
- **Broadcast SMS campaigns became more efficient**, with a 14% increase in sends and a 69% increase in revenue YOY.



36%

Increase in SMS Sends YOY

69%

Increase in Broadcast SMS Revenue YOY

138%

Increase in SMS Revenue YOY

2A Benchmarks



Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.4% - 1.2%	1.1% - 2.4%	\$0.01 - \$0.04
Recurring Automated Campaigns ¹	1.3% - 2.8%	2.5% - 2.6%	\$0.06 - \$0.08
Welcome Series	5.3% - 13.6%	0.7% - 8.1%	\$0.09 - \$1.43
Browse Abandonment	4.1% - 6.8%	2.0% - 4.2%	\$0.15 - \$0.40
Shopping Cart Abandonment	6.1% - 8.8%	4.5% - 13.1%	\$0.64 - \$2.21
Back-In-Stock Alerts	7.1% - 12.7%	6.8% - 8.2%	\$1.26 - \$2.39
Low Inventory Alerts	5.7% - 6.2%	2.4% - 3.8%	\$0.68 - \$0.96
Price Drop Alerts	8.5% - 9.8%	6.8% - 7.1%	\$1.24 - \$2.26
Post-Purchase	3.8% - 6.0%	5.1% - 8.7%	\$0.44 - \$0.85
Re-engagement	0.4% - 1.2%	2.8% - 4.8%	\$0.01 - \$0.07
Loyalty	10.6% - 11.1%	0.1% - 5.0%	\$0.01 - \$0.04
Transactional	12.5% - 35.4%	0.0% - 3.0%	\$0.01 - \$1.25
Replenishment	3.2% - 3.4%	35.2% - 39.9%	\$2.35 - \$3.36
ReActivate	N/A	N/A	N/A

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	4.7% - 18.2%	0.1% - 2.3%	\$0.01 - \$0.37
Recurring Automated Campaigns ¹	7.1% - 13.4%	0.1% - 0.9%	\$0.01 - \$0.11
Welcome Series	1.1% - 16.8%	2.9% - 14.4%	\$0.01 - \$2.37
Browse Abandonment	11.9% - 16.4%	2.0% - 2.8%	\$0.30 - \$0.71
Shopping Cart Abandonment	9.4% - 13.0%	7.5% - 10.8%	\$1.07 - \$1.84
Back-In-Stock Alerts	19.5% - 25.7%	1.8% - 2.3%	\$2.14 - \$2.26
Low Inventory Alerts	19.3% - 22.0%	1.7% - 1.7%	\$1.18 - \$1.86
Price Drop Alerts	24.8% - 27.6%	2.4% - 2.4%	\$1.22 - \$1.92
Post-Purchase	6.8% - 9.2%	1.7% - 2.3%	\$0.30 - \$0.57
Re-engagement	N/A	N/A	N/A
Loyalty	N/A	N/A	N/A
Transactional	4.6% - 14.3%	1.2% - 3.2%	\$0.04 - \$0.46
Info Campaigns	N/A	N/A	N/A

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

Tips to Help 2A Brands

Recommended Strategies and Tactics



Include help articles/
informative content in
Welcome Series as new users
learn to trust your brand



Create a high value cart thread
for shipping threshold and
notification steps for customer
service alerts



Geo-target messaging, when
possible, given state
regulatory concerns



Leverage Dynamic Content
to personalize messages
based on caliber



Deploy Recurring Automated
campaigns with related
products strategies to cross
sell customers



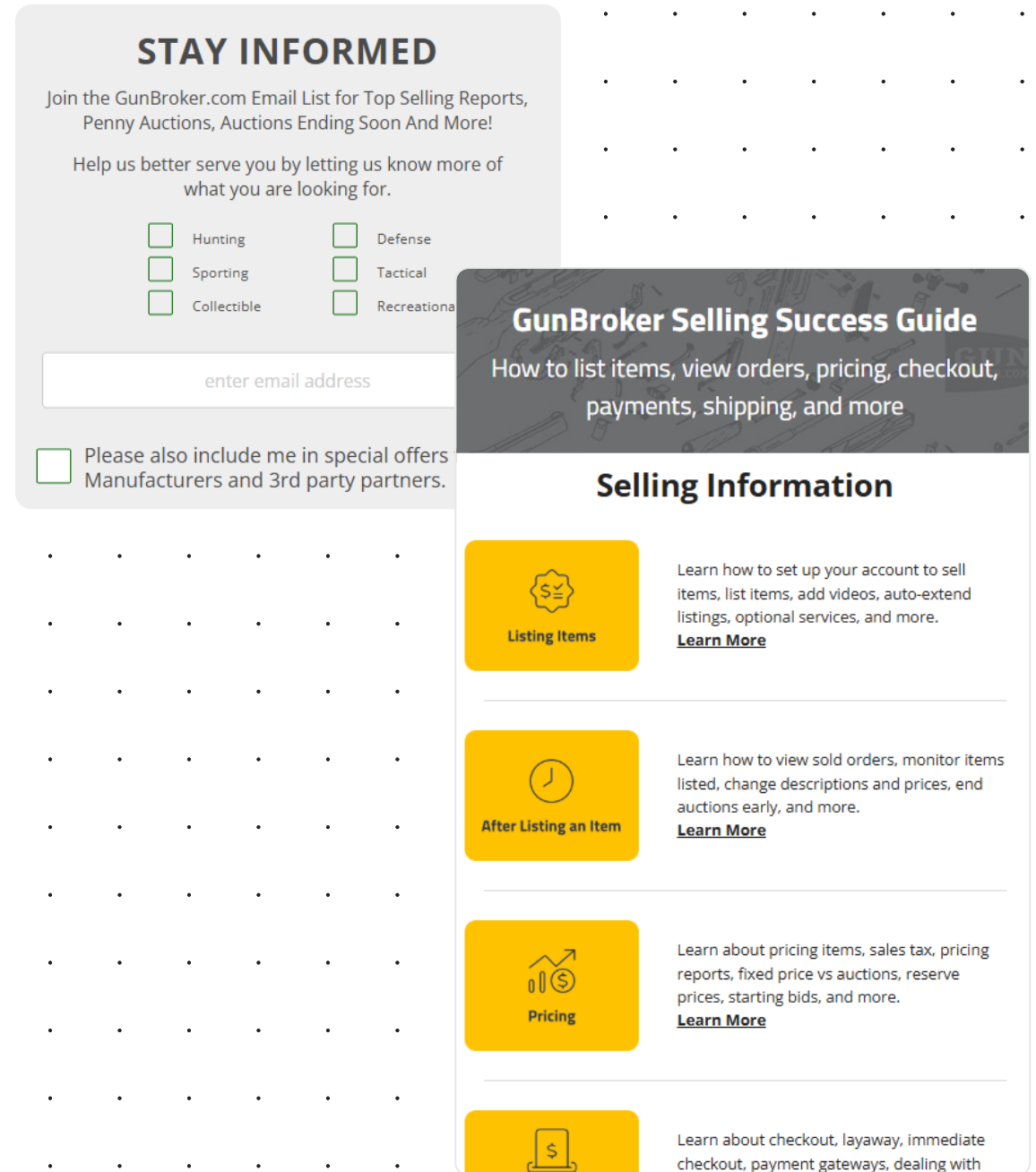
Test including more benefits-
based copy over feature based
within marketing messages

Informative Welcome Series

Including helpful articles in your Welcome emails gives new subscribers quick answers and product guidance. This builds trust, reduces friction, and positions your brand as a trusted resource.

Up-level this strategy by:

- ✓ Asking in the pop-up what category customers are interested in
- ✓ Tailoring Welcome Email and SMS based on known user behavior, such as category clicks
- ✓ Personalizing subsequent messages based on the first message interaction



STAY INFORMED

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Please also include me in special offers Manufacturers and 3rd party partners.


GunBroker Selling Success Guide


How to list items, view orders, pricing, checkout, payments, shipping, and more

Selling Information

 **Listing Items** Learn how to set up your account to sell items, list items, add videos, auto-extend listings, optional services, and more. [Learn More](#)

 **After Listing an Item** Learn how to view sold orders, monitor items listed, change descriptions and prices, end auctions early, and more. [Learn More](#)

 **Pricing** Learn about pricing items, sales tax, pricing reports, fixed price vs auctions, reserve prices, starting bids, and more. [Learn More](#)

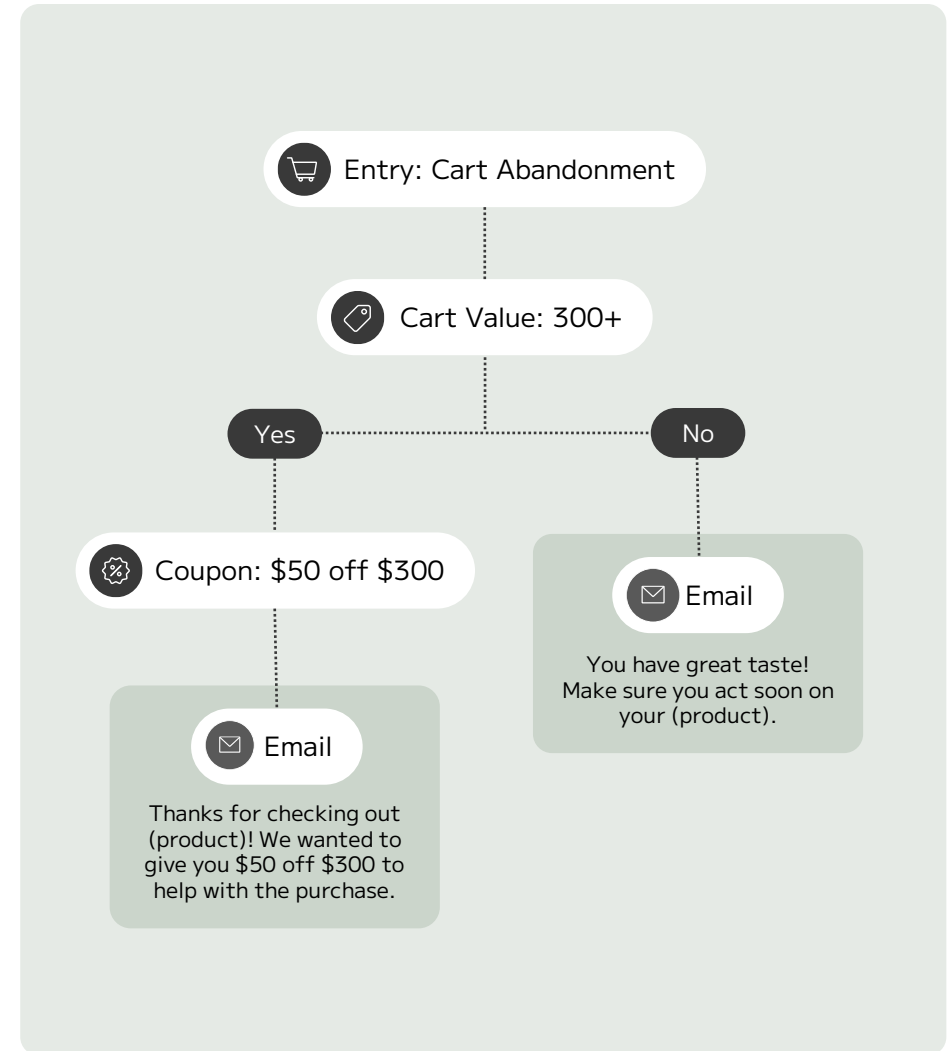
 **Checkout** Learn about checkout, layaway, immediate checkout, payment gateways, dealing with

High Value Cart

Creating a high-value cart thread is a powerful way to increase AOV and improve customer experience. Use shipping threshold notifications and customer service alerts to keep shoppers informed and engaged.

Up-level this strategy by:

- ✔ Splitting the Journey based on an AOV that is at least 25% higher than your normal AOV
- ✔ Creating a discount for that specific threshold to incentivize checking out
- ✔ Considering extending the series with longer wait times in between messages, if a larger overall purchase
- ✔ Add in a gift with purchase. For examples, purchases over \$500 get a free ammo can



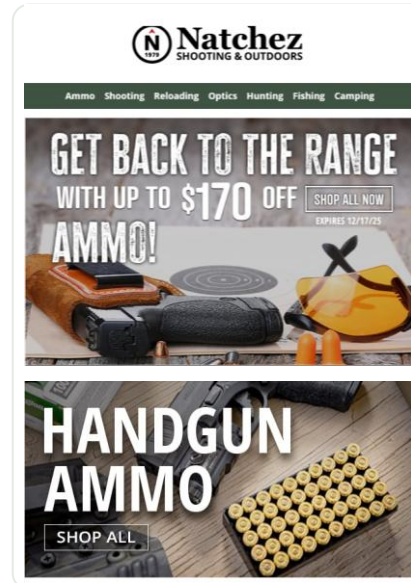
Dynamic Content

Dynamic Content usage is on the rise as subscribers rarely browse broadly. By leveraging Dynamic Content, you can personalize messages based on customer caliber, ensuring every communication feels relevant

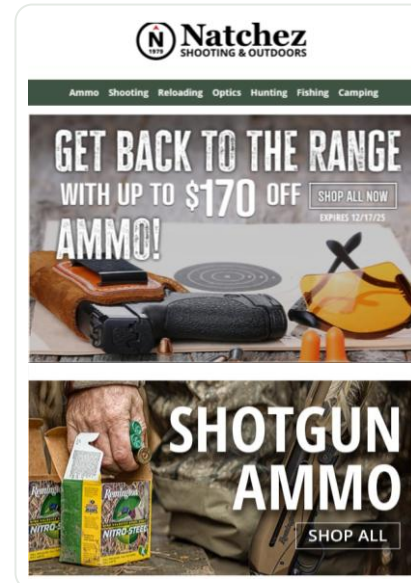
Up-level this strategy by:

- ✓ Filtering on preferred category or subcategory but changing the algorithm with each send
- ✓ Utilize Dynamic Content to stay compliant with state-specific regulations for states such as California and Illinois

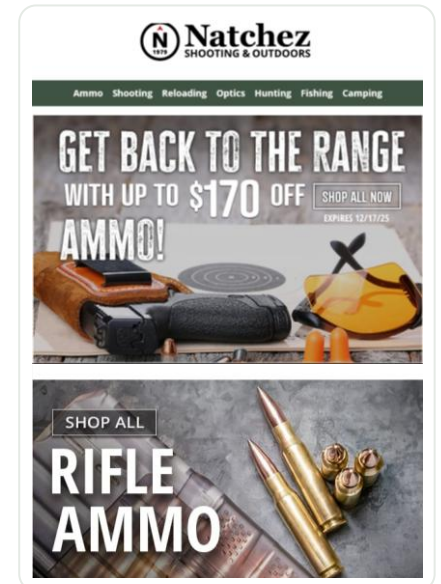
Preference: Handgun



Preference: Shotgun



Preference: Rifle



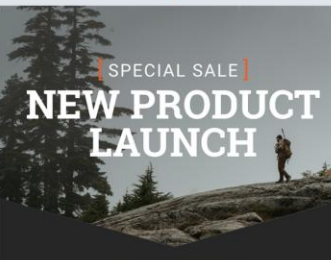
RAC Campaigns

Deploy Recurring Automated Campaigns (RAC) when you have clean product data to maximize relevance and conversions within your broadcast messages. Pair this with targeted recipes built around specific brands and categories to deliver personalized recommendations.

Up-level this strategy by:

- ✓ Targeting specific on-sale products, or those with rebates, such as Federal
- ✓ Showcasing personalized products to subscribers based on what they've browsed or purchased
- ✓ Staying ahead of the seasons and highlighting top selling seasonal products from last year
- ✓ Featuring new products during Shot Show and other trade events to keep subscribers informed about the latest market releases.











SPECIAL SALE
NEW PRODUCT LAUNCH

TIRED OF EATING TAG SOUP?


They're finally here! The .350 Legend Complete Uppers and barrels you've all asked for. Optimized for the Midwestern Whitetail Deer Hunter, these complete uppers and barrels are exactly what you need to get it done this season. To celebrate the launch, we're offering an exclusive 15% discount on our 16" and 20" .350 Legend Complete Uppers, as well as our 16" and 20" .350 Legend Barrels. Order yours today and step into the hunting season with confidence and precision.

For A Limited Time Only, Save 15% Off On Our Newest .350 Legend Products Available Here. Discount auto-applied in cart. No code needed.

 <p>M4E1 Threaded 16" .350 Legend Carbine Length Complete Upper w/ 15" ATLAS R-ONE Handguard - Anodized Black</p> <p>\$501.50 \$590.00</p> <p>BUY NOW</p>	 <p>M4E1 Threaded 20" .350 Legend Carbine Length Complete Upper w/ 16.6" ATLAS R-ONE Handguard - Anodized Black</p> <p>\$548.25 \$645.00</p> <p>BUY NOW</p>
 <p>M4E1 Threaded 16" .350 Legend Carbine Length Complete Upper w/ 15" ATLAS R-ONE Handguard - FDE Cerakote</p> <p>\$531.25 \$625.00</p> <p>BUY NOW</p>	 <p>M4E1 Threaded 20" .350 Legend Carbine Length Complete Upper w/ 16.6" ATLAS R-ONE Handguard - FDE Cerakote</p> <p>\$578.00 \$680.00</p> <p>BUY NOW</p>
 <p>16" .350 Legend CMV Carbine Length Barrel</p> <p>\$187.00 \$220.00</p> <p>BUY NOW</p>	 <p>20" .350 Legend CMV Carbine Length Barrel</p> <p>\$229.50 \$270.00</p> <p>BUY NOW</p>

DON'T FORGET YOUR MAGAZINES









[SHOP NOW](#)



RECOMMENDED JUST FOR YOU!









Specially Selected For You

Top Recommendations

 <p>Carib METE MCB Prime Semi Auto Pistol (7+1)</p> <p>SHOP NOW</p>	 <p>FEDCOE RANGE DYNAMICS S712R 400yd. FPD 15000 BOX</p> <p>SHOP NOW</p>	 <p>Taurus G3C 9mm Semi Auto Pistol 12+1</p> <p>SHOP NOW</p>	 <p>Pardner Arma M18 12 ga 18.5" Shotgun Over Cartridge, Walnut Stock, Ammunition, 3+1"</p> <p>SHOP NOW</p>
 <p>Kimber 1911 Custom LII Shadow Shroud 45 ACP Pistol</p> <p>SHOP NOW</p>	 <p>Kimber K7 Mako Semi Auto Pistol</p> <p>SHOP NOW</p>	 <p>Carib METE MCB Prime Semi Auto Pistol</p> <p>SHOP NOW</p>	 <p>FEDCOE HYPERFORMANCE ARMO S.712BREM 400GR POLY TOP 5000 BOX</p> <p>SHOP NOW</p>

Shop All Bud's Now

Trending This Week





 <p>Taurus G20L Compact Semi Auto Pistol 4" Barrel, 12+1"</p> <p>SHOP NOW</p>	 <p>Walther Arma RDP PRO-1 Compact Pistol, Optic Semi Auto Pistol</p> <p>SHOP NOW</p>	 <p>Taurus G3 9mm Semi Auto Pistol, 15+1"</p> <p>SHOP NOW</p>	 <p>Walther Arma RDP Optic Ready 10 Rounds 4" Semi Pistol</p> <p>SHOP NOW</p>
 <p>Taurus G24 XL TORO Semi Auto Pistol</p> <p>SHOP NOW</p>	 <p>Black 20 Gen3 MDS Compact Pistol, Optic Ready, 15+1"</p> <p>SHOP NOW</p>	 <p>Century International Arms Inc. Micro Draco 4000 Pistol, 20+1 20 w/PC Rail for Brace, 30, 1500 Red Dot</p> <p>SHOP NOW</p>	 <p>Spartanfield Memory Heated PRO Semi FDE 10 Round 12 Gauge 1300 Red Dot</p> <p>SHOP NOW</p>

Sign up for Bud's Texts & get updates and offers!

Text "JOIN" to 82124 or [CLICK HERE](#) to receive our texts.





All pricing, availability, and offers are subject to change without notice. Some restrictions may apply. In the mobile version, scroll to see more. Also, 15% off is applied to the total order amount. Some restrictions may apply. Offer valid while supplies last. Offer ends 12/31/24. © 2024 Listrak. All rights reserved.

Bud's Top Selling Handguns

 <p>Ruger LCP Black 380 RDP Pistol</p> <p>SHOP NOW</p>	 <p>Ruger Max II 9mm Semi Auto Pistol 3.2" DDBC Ready, 12+1"</p> <p>SHOP NOW</p>	 <p>American Tactical Alpha MAXX Pistol 5.56 NATO 7.5" Barrel, M-LOD, Pistol Brace, Sights, 10"</p> <p>SHOP NOW</p>	 <p>Walther Arma 1000 SD Optic Ready 12 12 LR 10mm Auto Barrel</p> <p>SHOP NOW</p>
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Shop All Bud's Top Selling Handguns

Bud's Top Selling Rifles

 <p>Ruger 10-15 5.56 NATO 16.1" Barrel Auto Rifle, 10+1"</p> <p>SHOP NOW</p>	 <p>Smith & Wesson M&P15 Sport 5.56 NATO 5.56 NATO 17" Barrel Auto Rifle</p> <p>SHOP NOW</p>	 <p>Ruger 1023 Carbine 22LR Semi Auto Rifle</p> <p>SHOP NOW</p>	<p>BUDD EXCLUSIVE</p>  <p>BUDD EXCLUSIVE Savage Mark II 22 LR 12" Rifle Barrel</p> <p>SHOP NOW</p>
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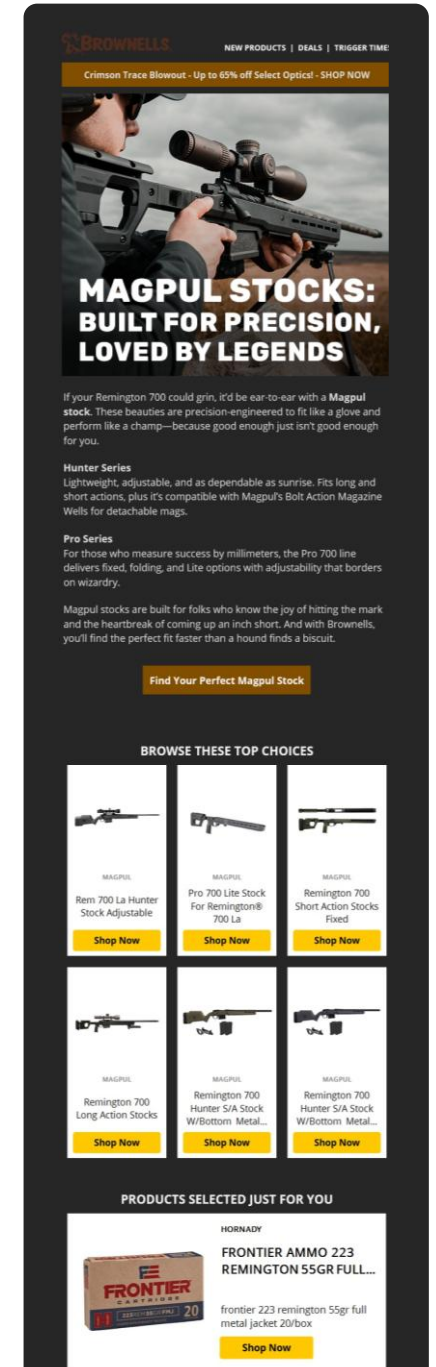
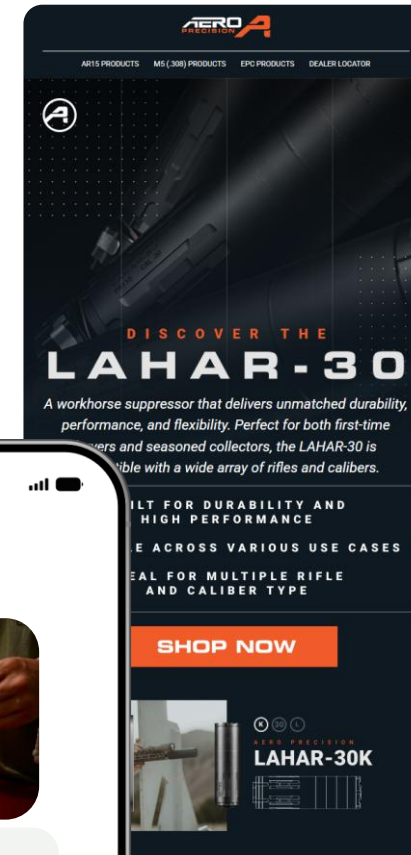
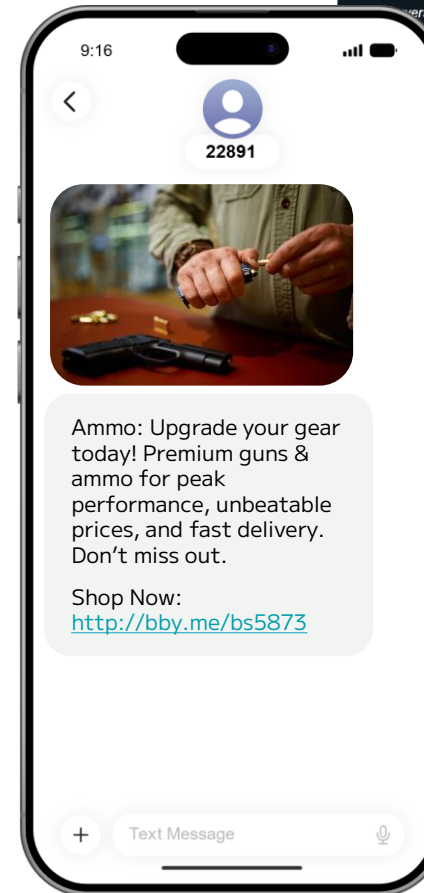
Shop All Bud's Top Selling Rifles

Benefits over Features

Test incorporating more benefits-based copy to better resonate with customers and highlight real value. Pair this with acquisition-focused tactics and SMS to capitalize on leadership's willingness to take bold steps for growth.

How to up-level this strategy:

- ✓ Most ammo is shown as a simple cardboard box. Instead, feature the actual product and use lifestyle imagery to demonstrate where and how it can be used.
- ✓ Use a clear CTA to encourage subscribers to learn more onsite, rather than overwhelming them with too much content in the email or SMS.
- ✓ Utilize your video library to show content to users who are curious about the ins and outs of the products you're selling.



Ready to Elevate Your 2A Marketing?

Contact us: info@listrak.com

Existing Clients: connect with your Account Manager

Reach out to Support: <https://support.listrak.com/>

Listrak is the person-first marketing automation platform that unifies data, identity, and cross-channel messaging to deliver hyper-personalized customer experiences. Designed for leading retailers and brands, our email, mobile, push, and web solutions drive growth, increase efficiency, and maximize revenue.

