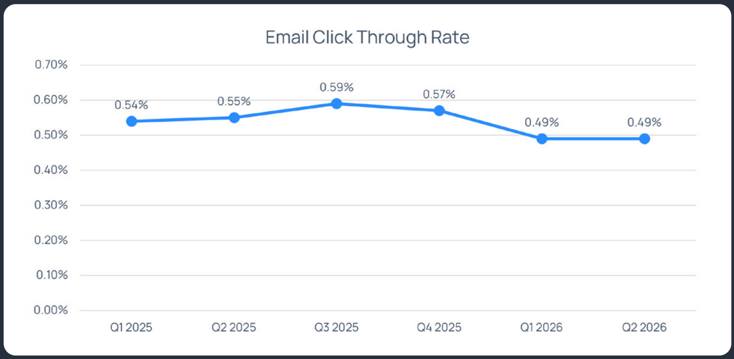
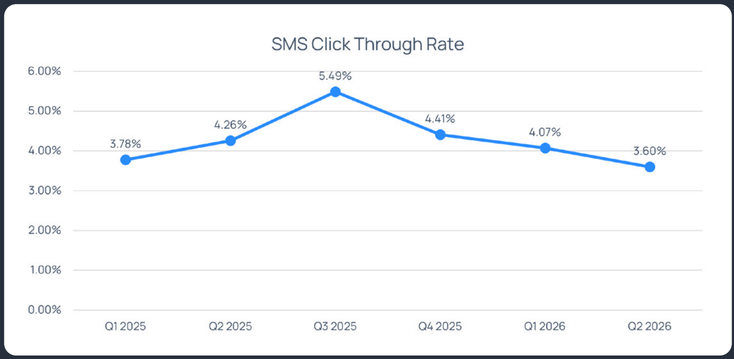
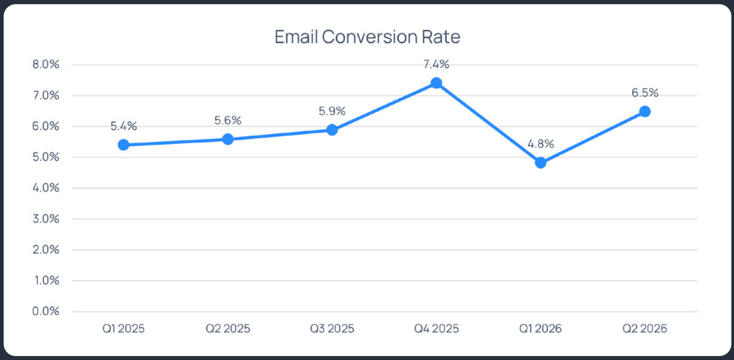
Benchmark Performance:
**Drive Smarter Growth**

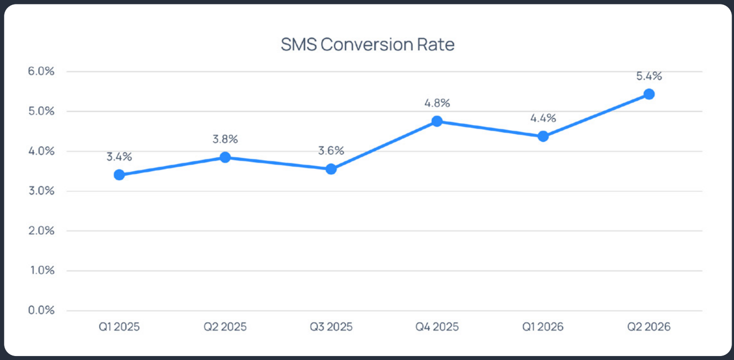
Listrak's cross-channel benchmark data helps retailers track performance, compare against industry trends, and identify opportunities to improve results.

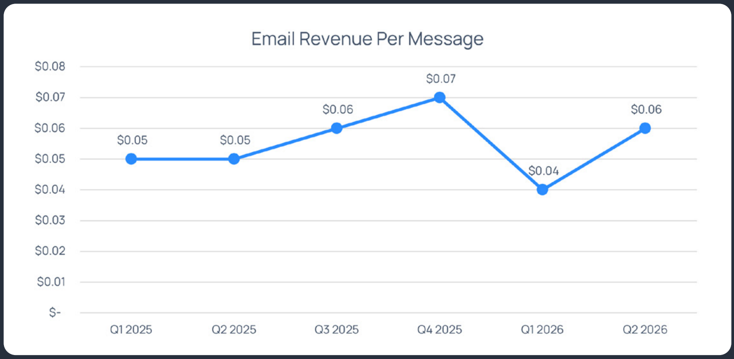
# Q2 2026 Performance Trends

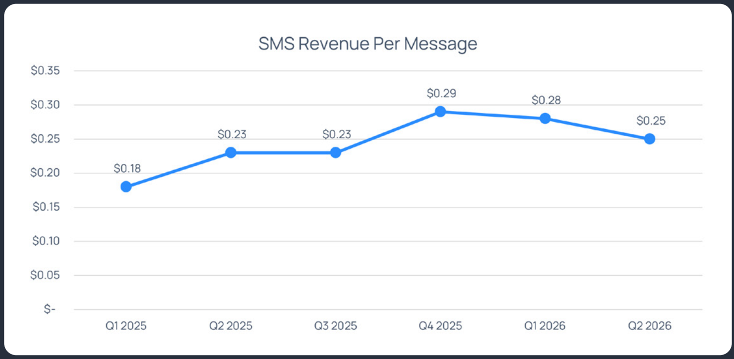



**Performance Reporting Terminology**

CTR: Percentage of recipients who clicked after engaging with a message

CVR: Percentage of users who completed a purchase after clicking

RPS: Average revenue generated per message delivered

**Methodology**

Benchmarks are based on aggregated performance data from Listrak retail clients across email and SMS campaigns. Data reflects year-over-year and quarter-over-quarter performance trends across key engagement and revenue metrics.

**Scan to access Q2 Retail Vertical Trends and Listrak's Full 2026 Benchmark Report**

# Q2 2026 Benchmark Insights

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## Consumers Continue to Spend

- Necessity categories like Big Box, Health, and Beauty saw increased Email and SMS revenue YOY, while Fashion maintained the strong momentum seen earlier this year across both channels.

### What it means:

- Even in a cautious retail environment, consumers continue to spend when brands deliver relevant products and meaningful shopping experiences.

## Q2 Spotlight: Prime Day's Impact

- Prime Day moved from July to June, separating Amazon's biggest shopping event from the July 4 holiday.
- Retailer performance softened during Prime Day, with Email CTR down 14.5%, Email CVR down 12.8%, and SMS RPS down 20% YOY.

### What it means:

- The earlier timing created a more challenging promotional environment for retailers.
- Without Prime Day overlapping July 4, retailers regained momentum during the holiday weekend.

## SMS Enters Its Next Phase

- SMS revenue grew +16% YOY while send volume increased +11% YOY.
- CTR declined 15% YOY, led by Broadcast (-29%) and Browse Abandonment (-11%) campaigns.

### What it means:

- As engagement becomes harder to earn, brands must embrace more dynamic messaging through personalization, segmentation, and newer technologies like RCS.

## Industry Call-Outs

### Big Box

- Email CVR increased +60% YOY and +29% vs. Q1.
- SMS CTR and CVR improved through Browse Abandonment and Broadcast campaigns.

### Fashion

- Email CVR and RPS increased as brands refined segmentation and personalization.

### Beauty

- Email and SMS CVR improved through expanded lifecycle automation, particularly SMS.

### What it means:

- Top-performing brands continue investing in segmentation, personalization, and lifecycle automation.

## Executive Takeaway

1. Prime Day's move into June created a more challenging environment for retailers, while strengthening July 4 holiday performance.
2. Consumers are spending and responding best to relevant, personalized marketing.
3. As SMS matures, brands should advance their strategy through stronger segmentation, personalization, testing, and emerging technologies like RCS.