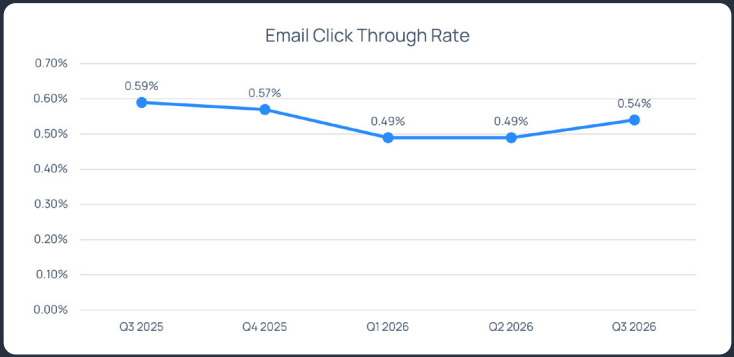
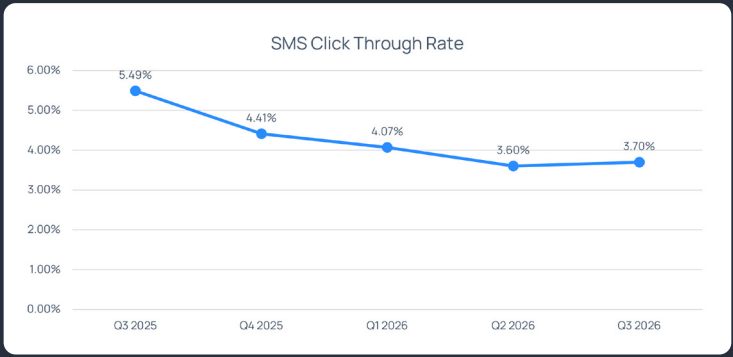
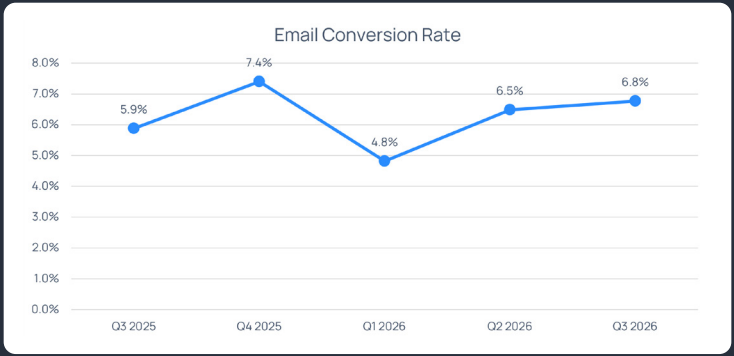
Benchmark Performance:
Drive Smarter Growth

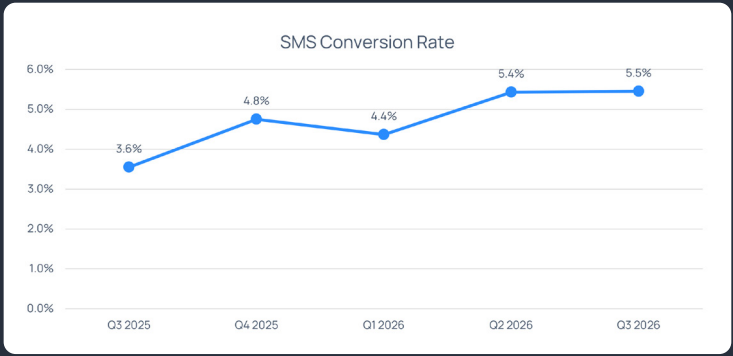
Listrak's cross-channel benchmark data helps retailers track performance, compare against industry trends, and identify opportunities to improve results.

Q3 2026 Performance Trends

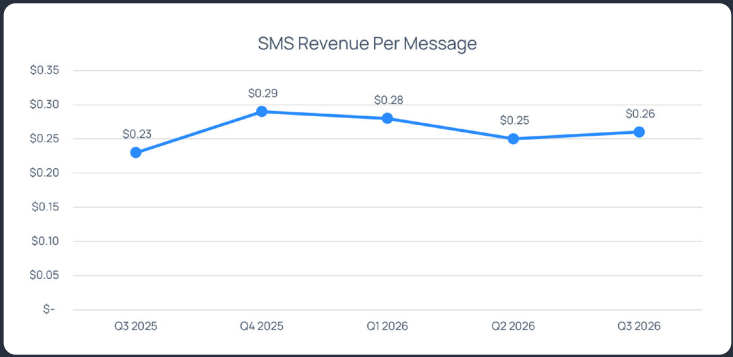












Performance Reporting Terminology

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 Q3 Retail Vertical Trends and Listrak's Full 2026 Benchmark Report

Q3 2026 Benchmark Insights

listrak

Value-Driven Messaging Encourages Purchases

- Inflation and political uncertainty are making shoppers more cautious. Retailers are seeing success with personalized offers and timely alerts that highlight value, especially for non-essential purchases

What it means:

- Give shoppers a reason to buy with relevant offers and messages that speak to what matters most to them

Q3 2026 Industry Highlights

Fashion | Conversions and Click Rates Climb

Email and SMS conversion rates grew 15% and 52% YOY, respectively. Click rates also increased from Q2, up 28% for Email and 18% for SMS

Beauty | Growth Shows Signs of Leveling Off

Email and SMS send volumes increased 33% and 25% YOY, while conversion rates grew 12% for Email and 21% for SMS. However, conversion rates declined from Q2 despite continued send volume growth

Big Box | Conversion Growth Stands Out

Email conversion rates increased 55% YOY, while SMS grew 47%. Connecting in-store purchases with online behavior creates more opportunities to personalize messaging and drive repeat purchases

Home | Automated Campaigns Drive Results

Welcome Series conversion rates increased 10% YOY, while Price Drop Alerts delivered 14% higher click-through rates and 21% higher conversion rates YOY

Higher Conversions and Order Values Drive Revenue

- Email conversion rates increased 15% YOY, led by Cart Abandonment, Browse Abandonment, and Loyalty campaigns. SMS conversions grew 33% YOY, driven by abandonment, alerts, and better targeting in Broadcast campaigns
- Higher conversions and average order values increased revenue per send by 17% for Email and 4% for SMS YOY

What it means:

- Use behavioral triggers and smarter segmentation to turn more customer interactions into purchases and revenue

Click Rates Improve as Retailers Find New Ways to Engage

- Email click-through rates increased 10% from Q2, while SMS grew 3%. Both remain below Q3 2025 levels
- Brands are seeing success in Broadcast and Abandonment campaigns with smarter segmentation, fresh creative, and new technologies

What it means:

- Keep testing ways to capture attention. Fresh creative, personalized messaging, and interactive experiences give shoppers more reasons to click

Q3 2026 Executive Takeaways

1. **Value matters to shoppers.** Personalized offers and timely alerts are helping turn cautious shoppers into buyers.
2. **Smarter messaging drives more revenue.** Higher conversion rates and order values are increasing Email and SMS revenue, led by automation and targeted campaigns.
3. **Engagement is improving.** Click rates increased from Q2 across both channels. Fresh creative, smarter segmentation, and interactive messaging can build on that momentum.