



Vertical Insights: **Big Box**



We know **your** space.

We understand Big Box Retail.

At Listrak, we help retail powerhouses 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.



Kirkland's

bealls



What Are We Seeing?

Big Box Focus Areas and Trends

1

Big Box retailers project 3-4% revenue growth through the end of 2025

2

Ecommerce is a key growth driver for brick-and-mortar retailers, growing ~20% YoY despite flat same-store sales, though it still makes up only ~10% of total sales.

3

Big Box retailers increasingly use physical stores as fulfillment hubs, with 50-80% of e-commerce orders fulfilled directly from store locations.

4

Memberships / Subscription models are driving margin while discretionary spending dips

5

Ad marketplaces on Big Box sites continue to drive additional revenue

6

Big ticket items CVR increases are main ecommerce focus areas for 2025

7

Big Box retailers that stock a majority of essential goods saw the strongest performance in 2025, with continued year-over-year growth

8

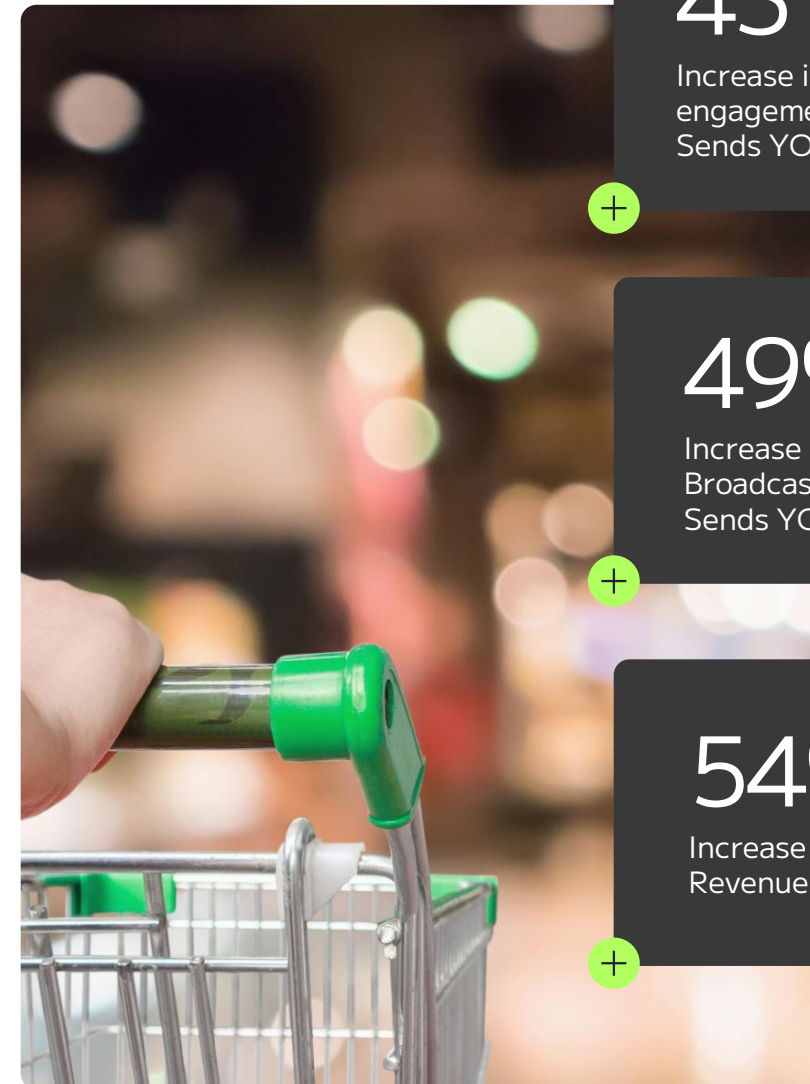
Big Box broadcast email sends rose this year, while SMS, linked to in-store experiences, saw a 20.9% YoY CTR increase in Q2, with strong growth in sends and revenue.

Key Findings

Big Box

Big Box Retailers Shift Focus as In-Store Shopping Returns

- **In-store traffic surged**, shifting shoppers from online browsing to store purchases and causing retailers to send **fewer Triggered messages**.
- To compensate, **Broadcast email sends jumped 49%**, surpassing Listrak's overall 44% YOY benchmark increase.
- **Retailers also prioritized Re-engagement and Loyalty**, with Loyalty (+70X), Re-engagement (+431%), Recurring Automated (+11X), and Welcome (+382%) sends seeing massive growth.
- Despite higher send volumes, **CTR increased YOY for Re-engagement and Welcome Series**.
- **SMS—closely tied to the in-store experience—continues to grow**, with sends up 46% and revenue rising 54% YOY.



431%

Increase in Re-engagement Email Sends YOY



49%

Increase in Broadcast Email Sends YOY



54%

Increase in SMS Revenue YOY



Big Box



Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.2% - 0.8%	0.1% - 1.5%	\$0.01 - \$0.01
Recurring Automated Campaigns ¹	0.3% - 1.7%	2.9% - 8.9%	\$0.01 - \$0.06
Welcome Series	2.1% - 9.7%	0.0% - 8.3%	\$0.09 - \$0.81
Browse Abandonment	1.9% - 3.2%	2.1% - 4.2%	\$0.01 - \$0.08
Shopping Cart Abandonment	3.4% - 8.6%	9.3% - 16.2%	\$0.37 - \$0.69
Back-In-Stock Alerts	2.6% - 3.9%	1.7% - 3.5%	\$0.21 - \$0.52
Low Inventory Alerts	2.6% - 3.0%	5.6% - 6.7%	\$0.12 - \$0.21
Price Drop Alerts	5.9% - 5.9%	5.2% - 7.0%	\$0.26 - \$0.37
Post-Purchase	2.1% - 4.9%	3.1% - 6.1%	\$0.06 - \$0.29
Re-engagement	0.2% - 0.4%	0.3% - 0.5%	\$0.01 - \$0.01
Loyalty	0.4% - 0.6%	2.2% - 8.7%	\$0.01 - \$0.03
Transactional	2.1% - 22.9%	1.4% - 12.1%	\$0.03 - \$0.68
Replenishment	N/A	N/A	N/A
ReActivate	0.7% - 0.9%	0.1% - 0.1%	\$0.01 - \$0.01



Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.1% - 6.9%	0.1% - 1.5%	\$0.01 - \$0.03
Recurring Automated Campaigns ¹	N/A	N/A	N/A
Welcome Series	0.1% - 24.8%	0.1% - 12.9%	\$0.01 - \$0.80
Browse Abandonment	9.5% - 9.7%	1.5% - 4.2%	\$0.31 - \$0.72
Shopping Cart Abandonment	8.3% - 11.7%	1.8% - 6.4%	\$0.05 - \$1.68
Back-In-Stock Alerts	12.8% - 13.6%	0.2% - 0.4%	\$0.06 - \$0.20
Low Inventory Alerts	15.0% - 15.5%	2.9% - 3.1%	\$0.65 - \$0.70
Price Drop Alerts	18.8% - 19.7%	4.4% - 4.6%	\$1.05 - \$1.25
Post-Purchase	4.7% - 8.7%	0.4% - 1.0%	\$0.01 - \$0.15
Re-engagement	N/A	N/A	N/A
Loyalty	N/A	N/A	N/A
Transactional	9.3% - 28.0%	2.2% - 4.0%	\$0.04 - \$0.36
Info Campaigns	N/A	N/A	N/A

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

Please note: The Conversion Rate and Revenue Per Send data throughout this report use a 30-day lookback window. Other vendor reports may use an 'ever sent' or 'ever used a mobile provided coupon' form of attribution which can significantly overinflate impact.

Tips to Help Big Box Brands

Recommended Strategies and Tactics



Utilize a QR code in store to increase list growth/sign ups – leveraging landing page



Personalize Broadcast messages to cater to individual category preferences with dynamic content



Split triggered campaigns based on size of cart and offer a tiered incentive to convert



Leverage recurring campaigns and convert users with purchase behavior into members/loyalists



Setup a replenishment campaign for essentials to remind users to rebuy those products at their normal interval



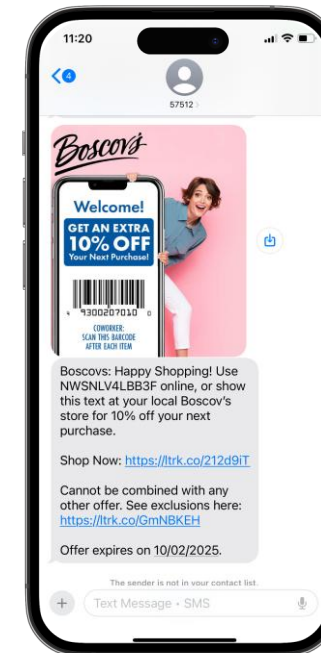
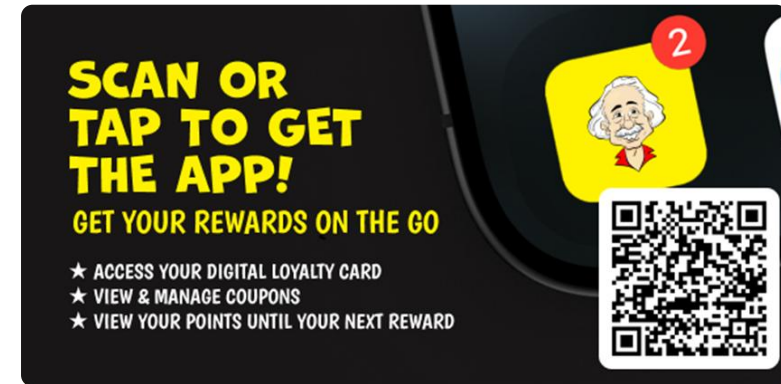
Create separate SMS lists for those who want to sign up to hear about a specific category/interest

In-Store Acquisition

Leverage in-store traffic at Big Box locations by pairing physical signage with landing pages to grow your email and SMS list. Tailor your welcome experience to where that user signed up.

Up-level this strategy by:

- ✓ Having the QR code populate an SMS key phrase for direct opt in
- ✓ Personalizing opt-in campaigns by store so you can market to those regions/stores specifically
- ✓ Delivering a coupon for opt-in via a barcode so they can use while in the store



Dynamic Content/Testing

Use dynamic content and personalized headers based on each consumer's sign-up data to create more engaging email experiences.

Creative ways to use Dynamic Content:

- ✓ Changing navigation items to different categories/subcategories based on individual interest
- ✓ Adding product recommendations based on shopping behavior
- ✓ Testing into different From names for specific categories people shop most
- ✓ Including recently browsed or carted items for the user to pick up where they left off
- ✓ Showcasing Loyalty/membership sign up units if not part of the program

Generic Subscriber

Discover Furniture Favorites
[View in Browser](#)

Kirkland's Home

[Fall Decor](#) [Art & Wall](#) [Furniture](#) [Home Decor](#) [SALE](#)

Loyalty Subscriber

Discover Furniture Favorites
[View in Browser](#)

Kirkland's Home

KClub: You have 38 points.
0 38 150
Every 150 points = \$5 reward [View details](#)

[Fall Decor](#) [Art & Wall](#) [Furniture](#) [Home Decor](#) [SALE](#)

Welcome Subscriber Who Hasn't Purchased in 14 Days

Kirkland's Home

[Fall Decor](#) [Art & Wall](#) [Furniture](#) [Home Decor](#) [SALE](#)

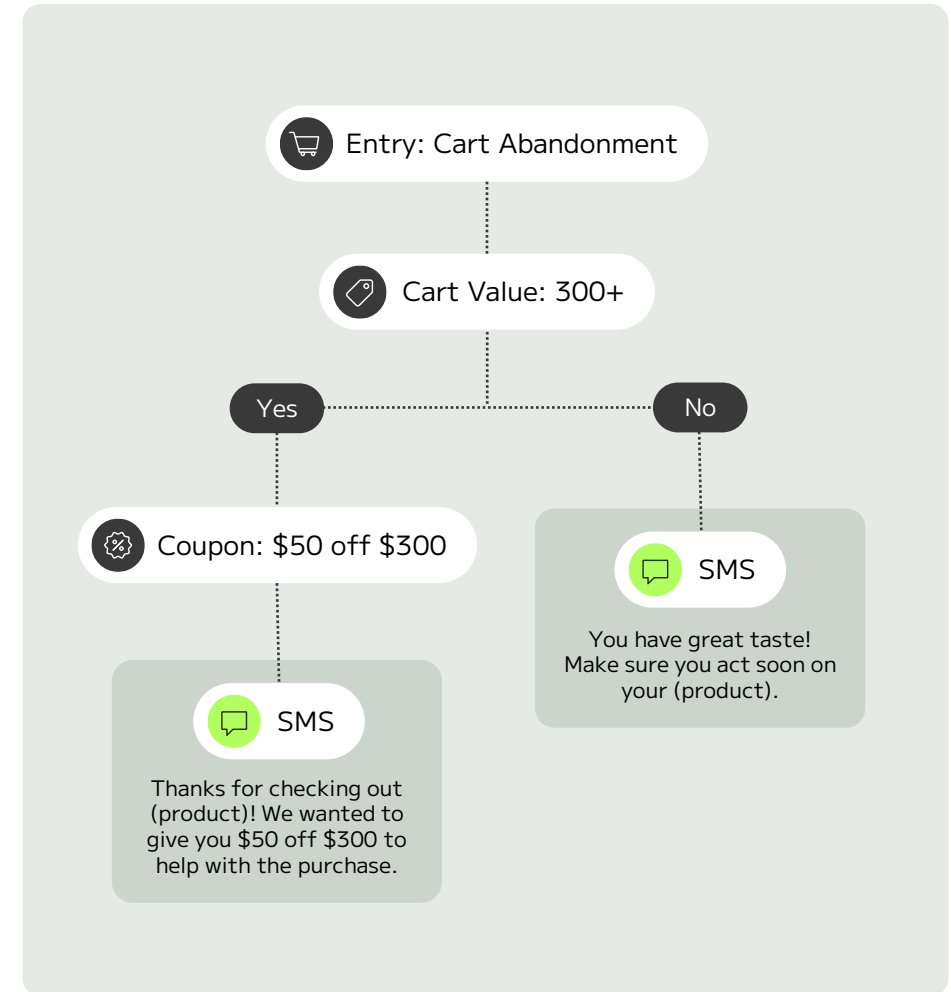
Don't forget your 20% OFF*! Use **72017148** in-store or code **R49ECM22** online.
[SHOP NOW](#)

High Value Cart Thread

Big Box retailers often focus on high AOV online purchases making it crucial to tailor abandonment strategies for these carts.

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
- ✓ Messaging in-store pickup options, if relevant for the item

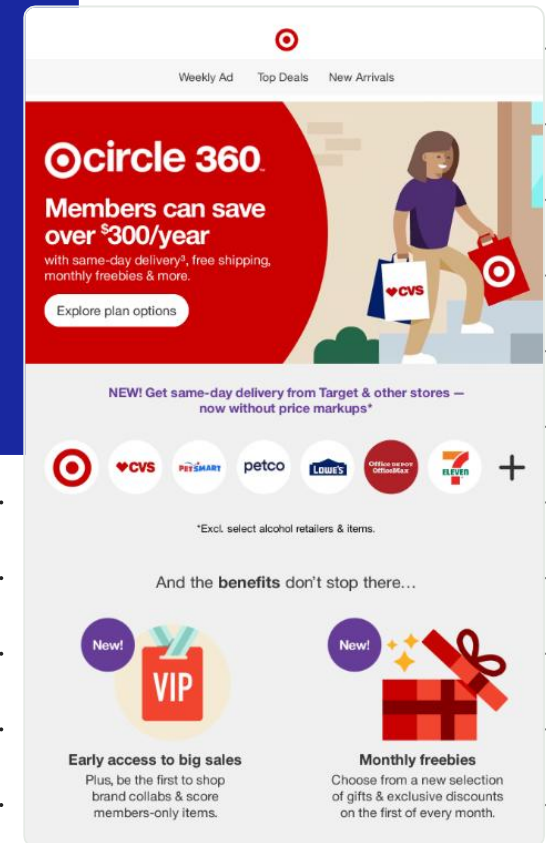
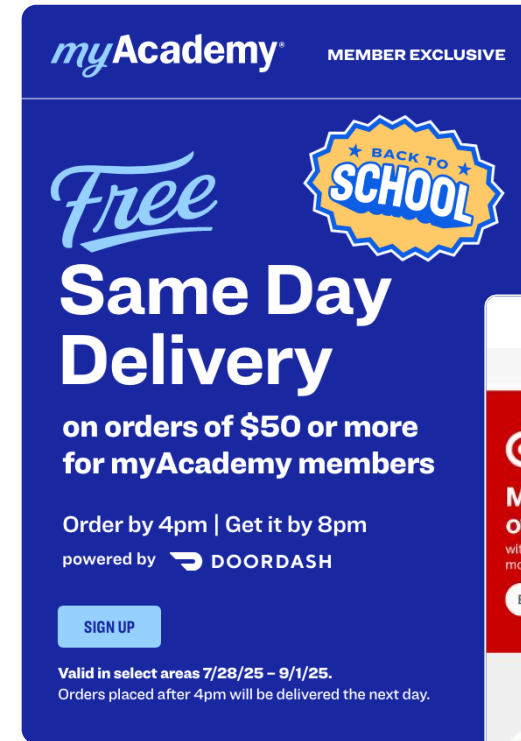


Loyalty & Membership

Many Big Box retailers reserve sales and exclusive offers for loyalty members, making membership a strong incentive for shoppers.

You can also use Loyalty/membership to:

- ✓ Drive sign-ups of your program
- ✓ Set up reoccurring automated campaigns targeting recent purchasers who aren't yet members
- ✓ Highlight the value and benefits of joining

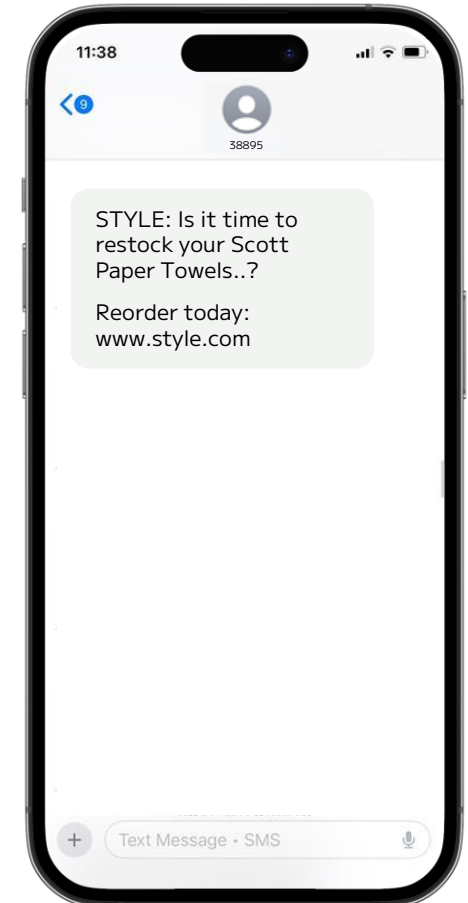
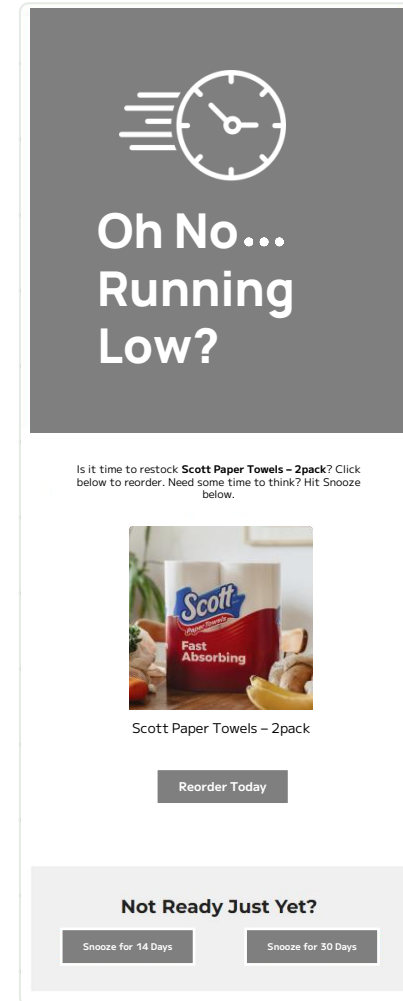


Replenishment: Essential Items

Replenishment can be challenging for Big Box retailers due to vast SKU counts and shifting inventory, making manual updates difficult.

Up-level this strategy by:

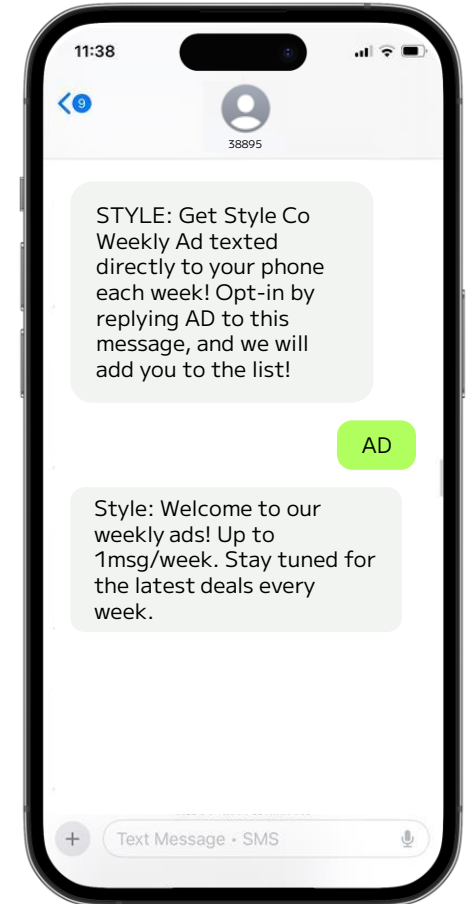
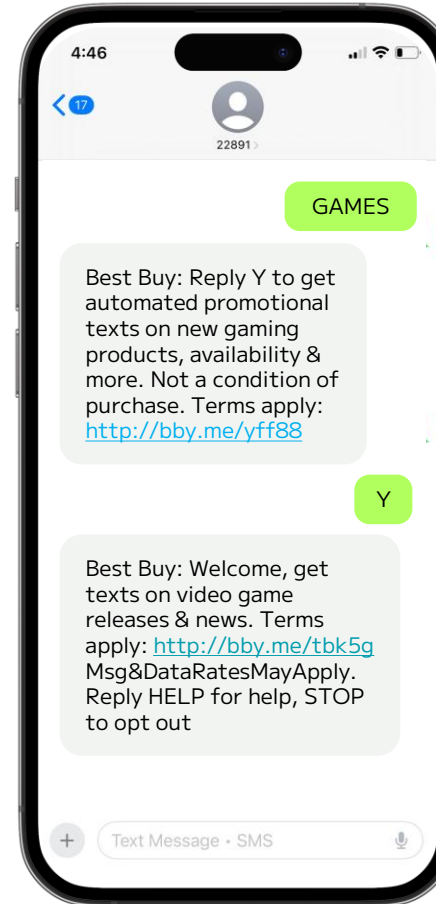
- ✓ Looking at product mix and enable for typical replenishable products
- ✓ Giving the user the option to snooze this notification, if they are not ready to buy just yet
- ✓ Adding messaging cross-channel in both Email/SMS
- ✓ Recreating their cart with SKU to get user further down the funnel with one click



SMS Lists by Category

With a diverse category offering, Big Box retailers can use keyword campaigns to drive SMS opt-ins for specific content like flyer updates.

Instead of sending to the entire list, create segmented audiences who actively subscribe to receive targeted SMS communications.

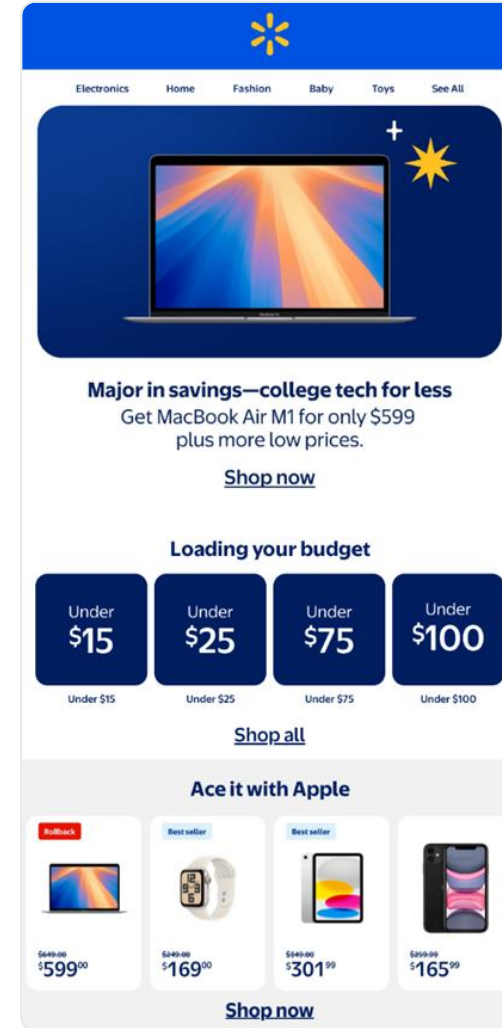


Co-op

Big Box retailers often receive co-op advertising dollars for brand-specific emails, creating an opportunity to position ourselves as strategic partners.

How to personalize for specific brands in your normal marketing sends:

- ✓ Utilize dynamic content for those who have Brand preference
- ✓ Insert product recommendations for top selling products by the brand
- ✓ Add brand into navigation items



The screenshot shows a Target website banner for the MacBook Air M1. The banner features a blue background with a yellow starburst icon. The text reads: "Major in savings—college tech for less. Get MacBook Air M1 for only \$599 plus more low prices." Below this is a "Shop now" link. Underneath, there's a section titled "Loading your budget" with four buttons: "Under \$15", "Under \$25", "Under \$75", and "Under \$100". Below these buttons is a "Shop all" link. At the bottom, there's a section titled "Ace it with Apple" with four product cards: a MacBook, an Apple Watch, an iPhone, and an iPad. Each card shows the product name, a "Best seller" badge, and the price. Below the product cards is a "Shop now" link.

Electronics Home Fashion Baby Toys See All

Major in savings—college tech for less
Get MacBook Air M1 for only \$599
plus more low prices.

[Shop now](#)

Loading your budget

Under \$15 Under \$25 Under \$75 Under \$100

[Shop all](#)

Ace it with Apple

Best seller Best seller

MacBook Apple Watch iPhone iPad

\$599.00 \$169.00 \$301.00 \$165.00

[Shop now](#)



The screenshot shows a Dunham's Sports banner for Crocs. The banner features a white background with a red "Dunham's Sports" logo at the top. Below the logo is a red "Weekly Ad Value Vault Ship to Home" banner. The main text reads: "crocs Live life fully loaded". Below this is a red "VIEW GUIDE" button. The image shows a pair of feet wearing grey Crocs shoes with colorful charms, standing on a yellow field. Below the image is a red "SHOP NOW" button.

Dunham's Sports

Weekly Ad Value Vault Ship to Home

crocs Live life fully loaded

[VIEW GUIDE](#)

Academy Sports & Outdoors Hot Deals at Academy.com [SHOP NOW](#)

NEW YEAR. SCHOOL New GEAR.

Shoes FROM \$64.99

HEY DUDE

[SHOP NOW](#)

Discount Creativity

Because Big Box retailers often partner with major brands, they're limited in offering universal discounts.

Instead, they use creative promotions like gift cards with purchase, free items, and member-only specials to navigate pricing sensitivities and maintain value.

The image displays a promotional banner for 'mylowe's PRO Rewards' featuring a soccer player in a blue jersey with the Lowe's logo. The banner text reads: 'Score a **FREE** kids' soccer ball to train like Messi!'. A yellow box at the bottom left of the banner indicates the promotion is for 'Saturday, August 2 Starting at 10 a.m.' and includes a calendar icon. To the right of the banner are six promotional tiles:

- Tile 1 (Yellow border):** BOGO 50% off 10-pk. sodas with Target Circle. Image shows a 10-pack of Pepsi.
- Tile 2 (Orange border):** BOGO 50% off family-size cereal with Target Circle. Image shows a box of Cheerios.
- Tile 3 (Green border):** BOGO 25% off select sunscreen, skin care, nutrition items & more with Target Circle. Image shows a bottle of Banana Boat Sport Spray.
- Tile 4 (Purple border):** \$5 Target GiftCard when you buy 4 select health or personal care items with Target Circle. Image shows a tube of Colgate Total toothpaste.
- Tile 5 (Yellow background):** \$10 Target GiftCard when you buy 3 select household essentials with Target Circle. Image shows a hand holding a yellow sponge.
- Tile 6 (Purple background):** \$5 Target GiftCard when you buy 2 select pet food & cat litter items with Target Circle. Image shows a dog.

Ready to Elevate Your Big Box Digital Marketing?

Contact us: info@listrak.com

Existing Clients: connect with your Account Manager or
email 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.

