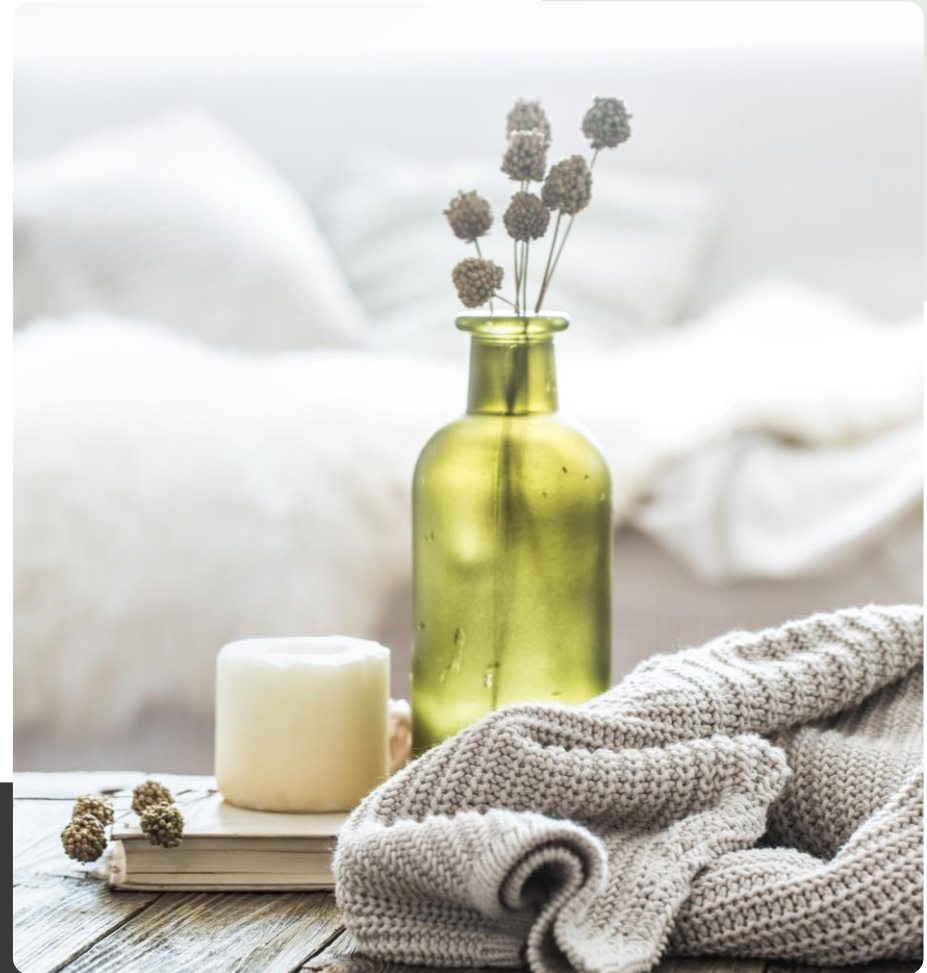**listrak**

Vertical Insights:
Home

We know **your Space**.

We understand home retail.

At Listrak, we help home 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.

Kirkland's

LE CREUSET

LUMENS

All-Clad

nambe

ONE KINGS LANE
NEW YORK

MacKENZiE-CHiLDS

HAWORTH

Shark NINJA

❋ listrak

What Are We Seeing?

listrak

Home Focus Areas and Trends

1

The Pandemic pulled forward about 4 years of Home demand into a very short time period, leading to uneven performance over the last few years

2

The housing market remains weak, but declining interest rates may signal a shift, creating potential for renewed consumer demand for Home furnishing/decor

3

As consumers trade down from luxury, strategic discounting has become essential to capture demand and maintain volume in Home retailers

4

With recent furniture tariffs, even the most value-based brands (IKEA) are having to increase prices by passing along tariffs to consumers

5

Essential categories like mattresses continue to hold steady, offering reliable volume amid broader market volatility

6

Home improvement is diversifying, with retailers leaning into PRO offerings and conversely cheaper DIY options as well

7

Home brands are increasingly leaning into technology like AR, VR, and AI-powered design tools to enhance the shopping experience and drive engagement
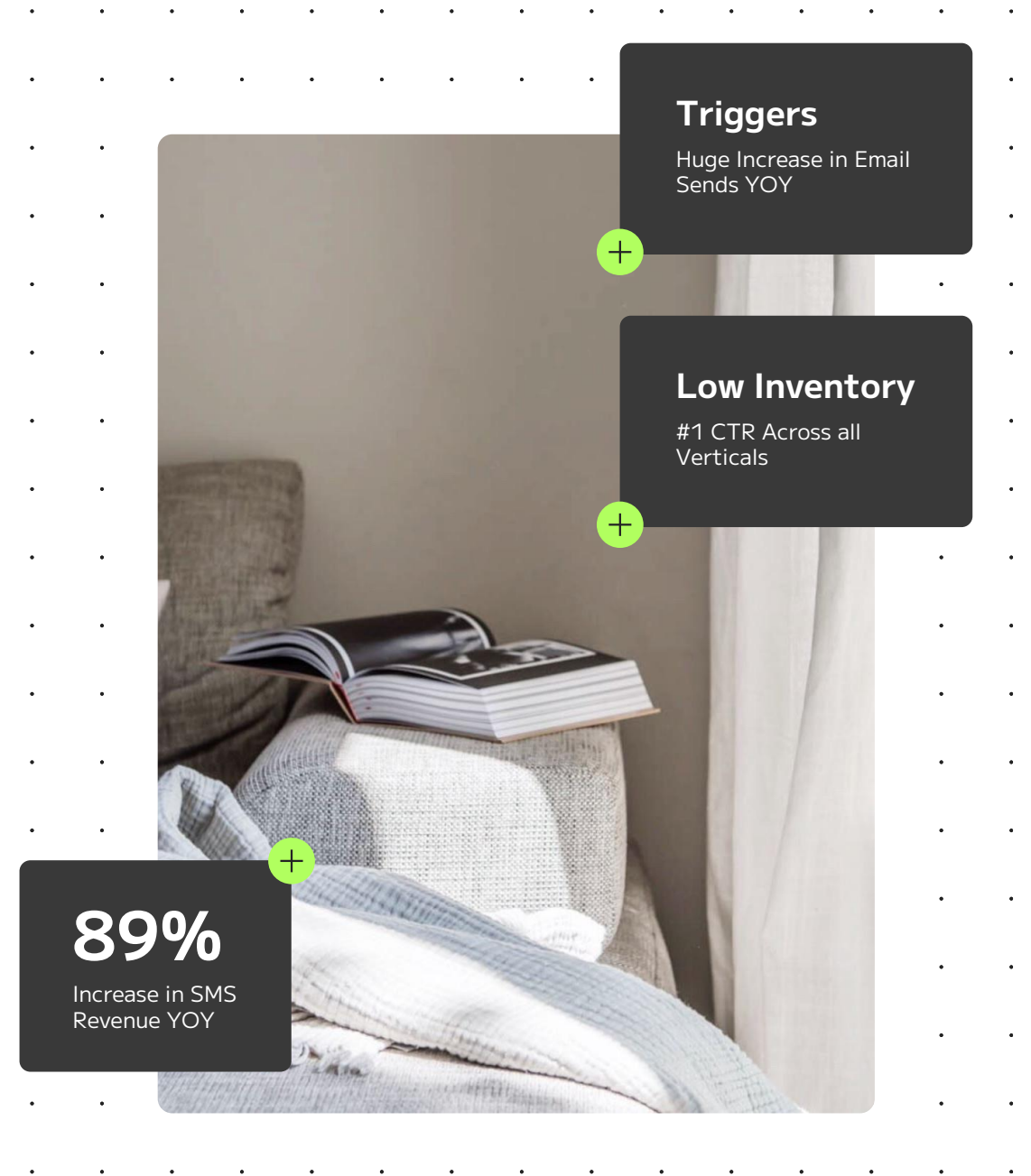
8

Digital acceleration continues, with eCommerce penetration rising to 7–9%, signaling a shift in consumer behavior and channel investment

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Home

Alert Campaigns Play Crucial Role in Driving Engagement and Conversions

- The Home sector experienced **modest growth in Broadcast email** sends (+10.7%), **but massive growth across triggered campaigns.**

  - Low Inventory (+501%), Loyalty (+447%), Re-engagement (+367%), Price Drop (+31%), and Welcome (+23%)

- Despite a 36% YOY decline in **Back-In-Stock** email volume due to stabilized inventory, all **KPIs for this campaign increased**, resulting in a 69% revenue boost.

- **Product-specific Alerts in total and Recurring Automated Campaigns (RAC)** saw increased engagement and higher CVR YOY.

- Home achieved the highest average CTR across all verticals for **Low Inventory** and the second highest for **Price Drop**, reflecting the longer buying cycle typical of home goods purchases.

- **SMS campaigns continued to see phenomenal growth**, with total revenue increasing by 89% YOY.

Triggers
Huge Increase in Email Sends YOY

Low Inventory
#1 CTR Across all Verticals

89%
Increase in SMS Revenue YOY

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Home

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.4% - 1.1%	0.4% - 3.1%	$0.01 - $0.05
Recurring Automated Campaigns[1]	0.8% - 1.6%	1.4% - 3.7%	$0.03 - $0.09
Welcome Series	3.1% - 9.2%	1.7% - 10.8%	$0.05 - $1.97
Browse Abandonment	3.5% - 5.5%	2.8% - 6.5%	$0.19 - $0.59
Shopping Cart Abandonment	5.3% - 8.0%	11.4% - 22.0%	$1.38 - $4.31
Back-In-Stock Alerts	6.8% - 10.6%	5.0% - 11.6%	$0.62 - $1.88
Low Inventory Alerts	5.2% - 6.5%	4.7% - 6.8%	$0.39 - $0.72
Price Drop Alerts	7.3% - 10.8%	3.9% - 8.3%	$0.54 - $1.31
Post-Purchase	2.4% - 4.3%	2.9% - 7.5%	$0.11 - $0.48
Re-engagement	0.3% - 0.7%	1.2% - 4.4%	$0.01 - $0.04
Loyalty	2.8% - 9.7%	5.7% - 16.3%	$0.03 - $1.00
Transactional	1.8% - 16.8%	2.8% - 9.5%	$0.06 - $2.89
Replenishment	1.1% - 1.8%	10.3% - 22.9%	$0.21 - $0.43
ReActivate	4.7% - 12.0%	2.1% - 3.9%	$0.23 - $3.21

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.7% - 9.7%	0.1% - 1.9%	$0.01 - $0.09
Recurring Automated Campaigns[1]	1.3% - 7.9%	0.1% - 0.5%	$0.01 - $0.11
Welcome Series	3.3% - 23.5%	0.5% - 11.8%	$0.01 - $2.62
Browse Abandonment	13.3% - 14.2%	2.0% - 3.5%	$0.48 - $0.67
Shopping Cart Abandonment	9.3% - 12.6%	5.3% - 10.4%	$1.01 - $2.65
Back-In-Stock Alerts	15.7% - 23.6%	3.5% - 4.3%	$0.65 - $1.10
Low Inventory Alerts	17.3% - 21.2%	1.7% - 1.7%	$0.56 - $0.68
Price Drop Alerts	15.8% - 19.0%	2.6% - 4.1%	$1.31 - $2.87
Post-Purchase	2.5% - 3.8%	1.8% - 4.4%	$0.13 - $0.56
Re-engagement	N/A	N/A	N/A
Loyalty	N/A	N/A	N/A
Transactional	8.9% - 18.0%	0.7% - 2.2%	$0.01 - $0.22
Info Campaigns	4.3% - 4.2%	3.4% - 4.3%	$0.39 - $0.25

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

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Tips to Help Big Box Brands

Recommended Strategies and Tactics

✓

With wide product catalogs, collecting the category of interest on signup and personalizing based on that is imperative

✓

With longer buying cycles, target high-value carts with thoughtful promotions & cadence

✓

Open Box discounting is becoming table stakes in Home Furnishings where consumers can buy returned items for cheaper

✓

Recommendation based recurring sends for specific categories or clearance items help nurture a longer buying cycle & personalize

✓

Target cyclical holiday decor shoppers with seasonal communication to drive repeat purchases

✓

Use complete-the-room and swatch upsells to boost order value with personalized product recommendations

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Gather Category Preference

With most Home retailers offering a variety of categories, and browsers typically being in market for only a one/two categories at a time, asking what they are shopping for is critical.

Up-level this strategy by:

☑ Asking in the pop-up what category customers would like a discount for.

☑ Tailoring Welcome Email and SMS based on known user behavior, such as category clicks.

☑ Personalizing subsequent messages based on the first message interaction.
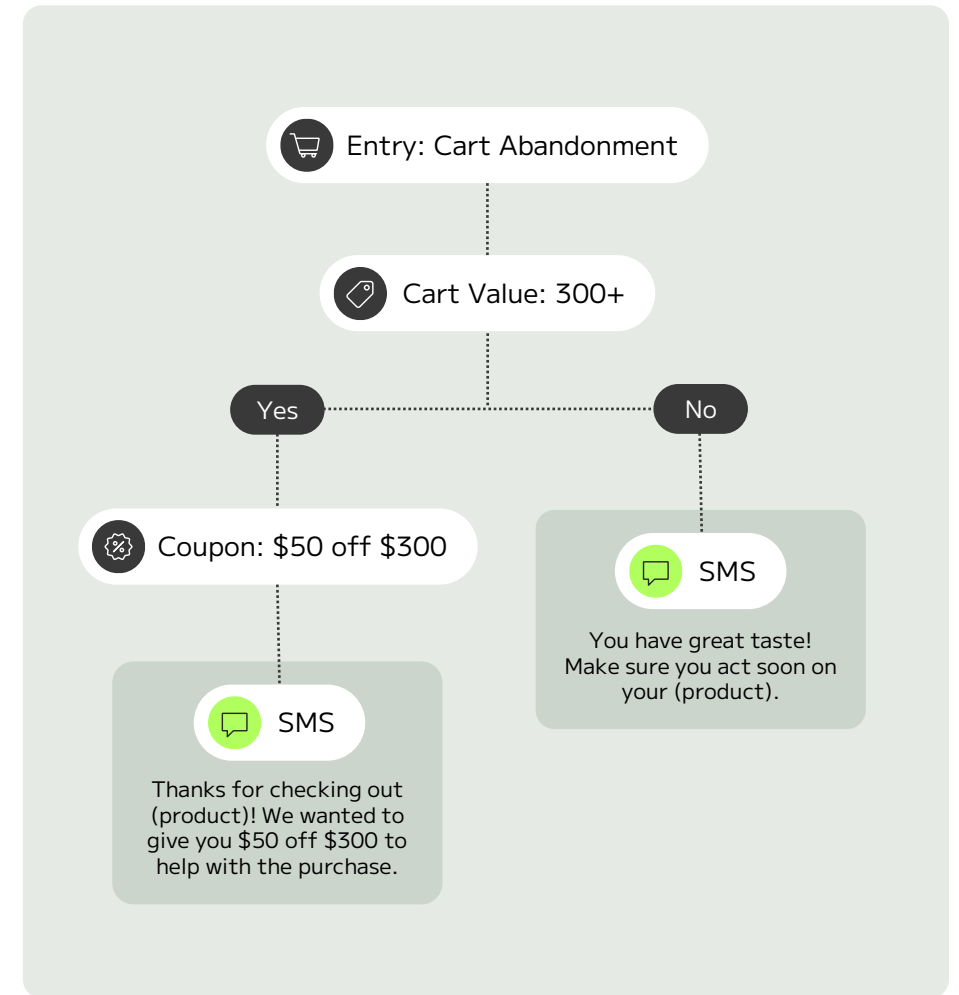

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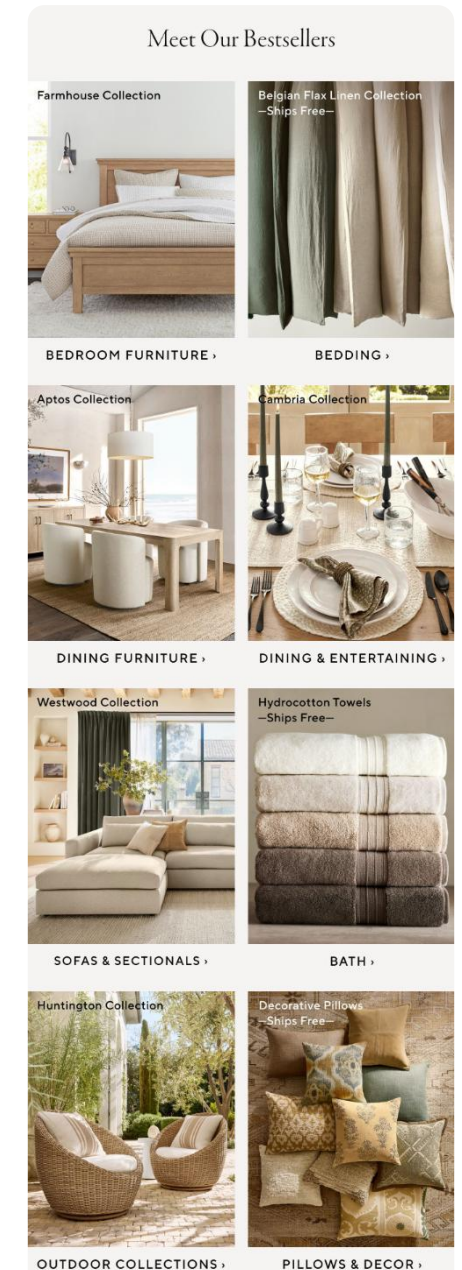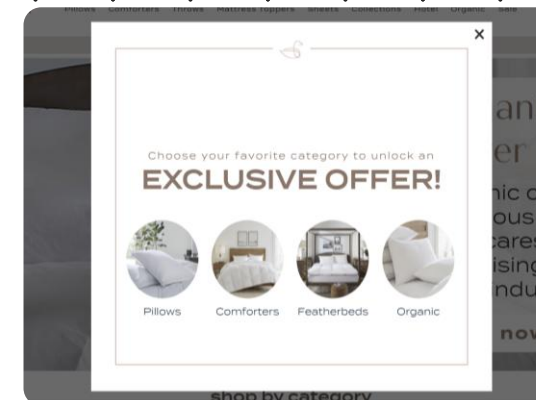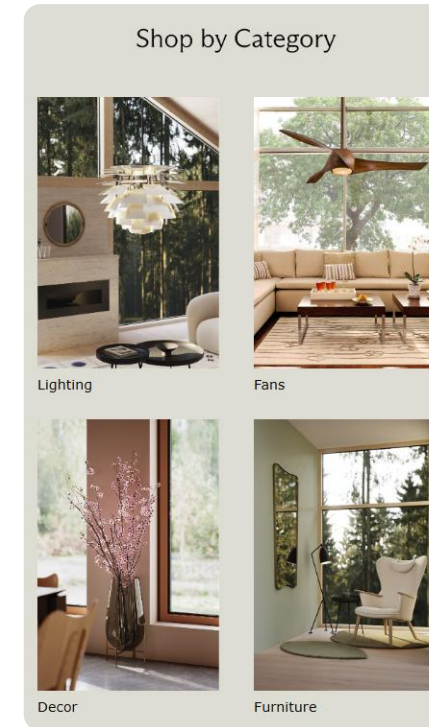
High Value Cart

In the furniture and appliance space, carts can have large values. Segment these users and tailor your promotional strategy specifically to their behaviors and needs.

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.

- ☑ Message store card or pay as you go options to this segment.

🛒 Entry: Cart Abandonment

🏷️ Cart Value: 300+

Yes — No

💠 Coupon: $50 off $300

💬 SMS

Thanks for checking out (product)! We wanted to give you $50 off $300 to help with the purchase.

💬 SMS

You have great taste! Make sure you act soon on your (product).
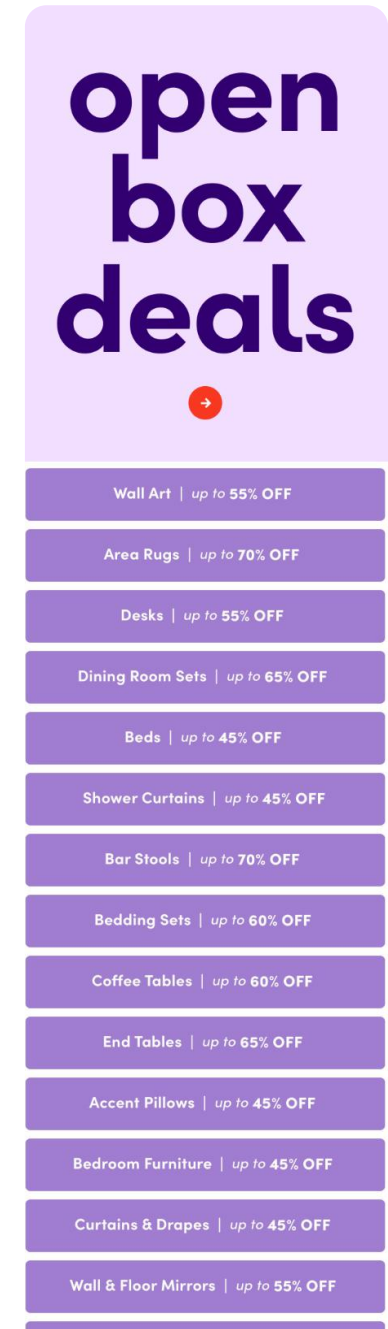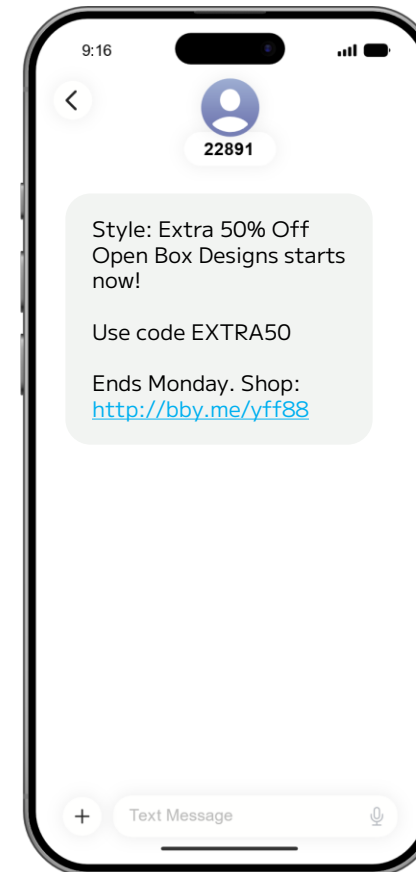
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Promote Open Box Deals

Home retailers often resell returned or slightly damaged items at reduced prices, which appeals to price-conscious shoppers

Up-level this strategy by:

☑ Targeting those who have a Coupon/Discount Affinity

☑ Adding these products to your product feed and add a tag for Open Box items and showcase them in specific recommendations

☑ Using this as a final message in the abandonment series to re-engage users and prompt a second look.

☑ Testing against clearance messaging to see what resonates with your audience best

SELLING FAST

Open Box Outlet Deals

Save big with on-sale items that have been opened and returned.

SHOP NOW

9:16

22891

Style: Extra 50% Off Open Box Designs starts now!

Use code EXTRA50

Ends Monday. Shop: http://bby.me/yff88

Text Message

open box deals

| Wall Art | up to 55% OFF |
Area Rugs	up to 70% OFF
Desks	up to 55% OFF
Dining Room Sets	up to 65% OFF
Beds	up to 45% OFF
Shower Curtains	up to 45% OFF
Bar Stools	up to 70% OFF
Bedding Sets	up to 60% OFF
Coffee Tables	up to 60% OFF
End Tables	up to 65% OFF
Accent Pillows	up to 45% OFF
Bedroom Furniture	up to 45% OFF
Curtains & Drapes	up to 45% OFF
Wall & Floor Mirrors	up to 55% OFF

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Sale/Clearence Recurring Automated Campaigns

For home retailers, personalization is essential given the wide product assortment and the distinct category preferences of consumers.

Up-level this strategy by:

✅ Sending recurring automated campaigns with recommendations to those who have visited your site in the last 90 days and have not ordered.

✅ Filtering on preferred category or subcategory but changing the algorithm with each send.

✅ Thinking about price point and discounting affinities with users by offering options on how to shop.


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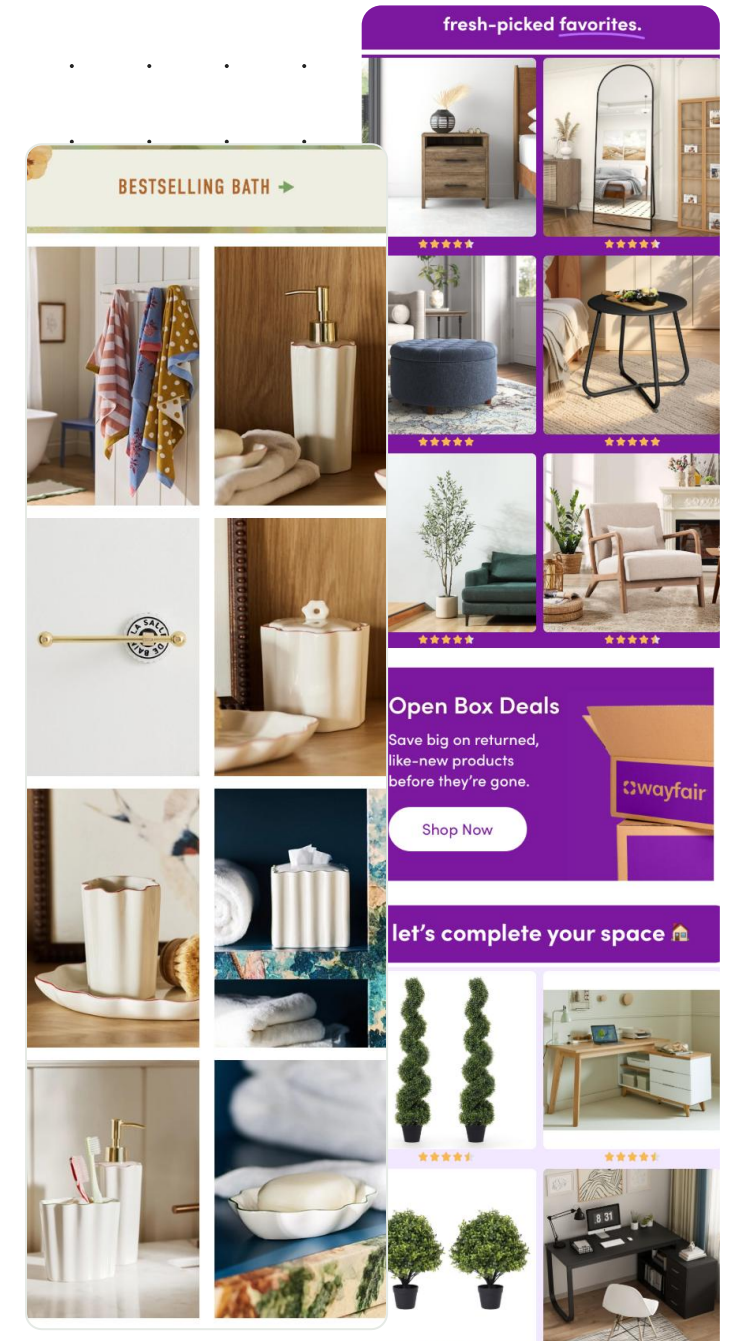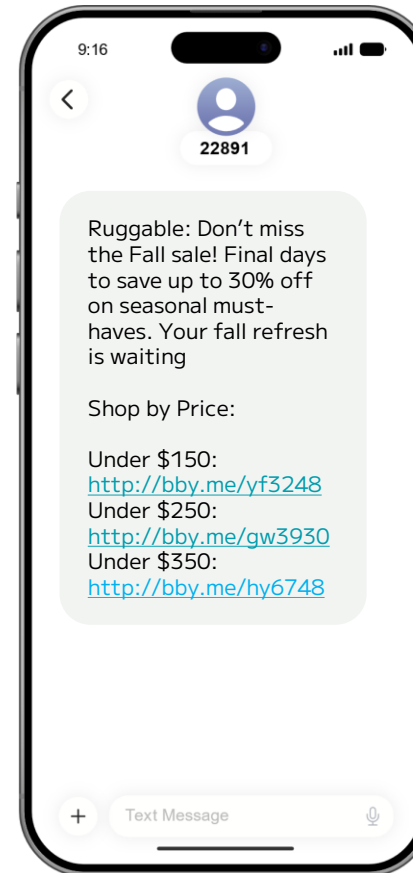
Holiday Decor Shoppers

For Home Décor retailers, there is a high propensity for seasonal shoppers. You can personalize their experience by leveraging what time of year/holiday users typically shop for décor.

Up-level this strategy by:

☑ Targeting those in marketing/broadcast sends that have purchased a specific holiday category in the past 3 years.

☑ Leaning into hosting messaging and reminders for those who need to order décor before big holidays.

☑ Showcasing trending and new Holiday Décor products and let subscribes be the first to know.

☑ Adding urgency about collections selling out and informing the users on when to buy.
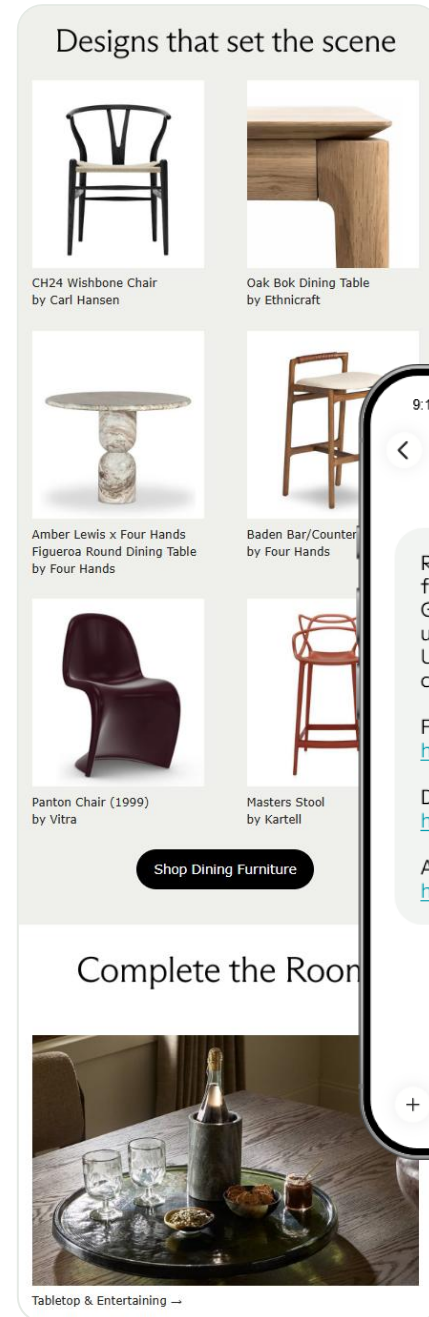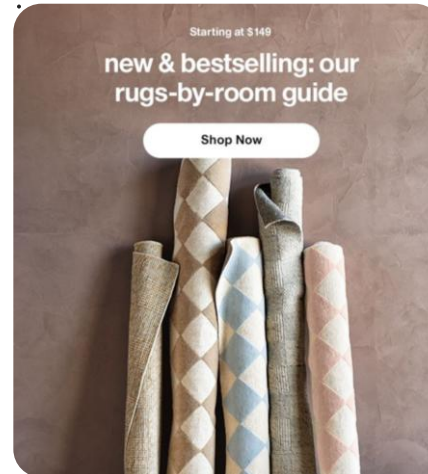

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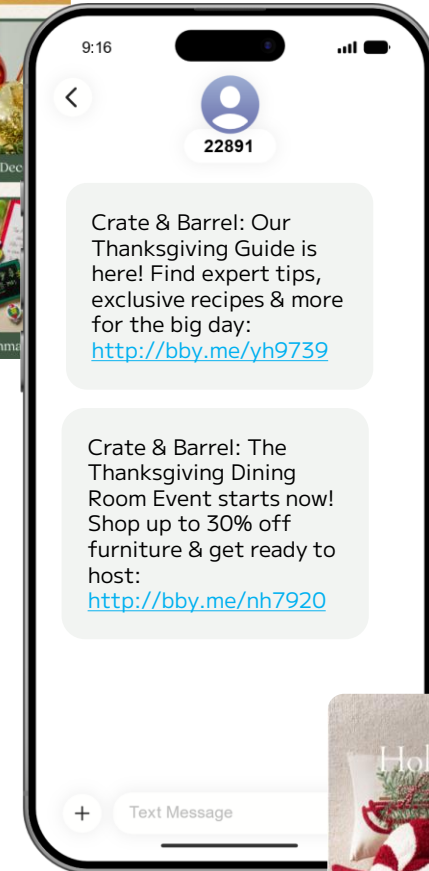
Home Ideas: Complete the Room

For furniture retailers, room-specific shopping presents a strategic opportunity to cross-sell complementary items.

How to up-level this strategy:

☑ Review your product data to see what are the common subcategories purchased by room.

☑ Give a discount to incentivize a second purchase after the first, personalizing in the same collection, if possible.

☑ For brands that offer swatches before you buy, there's a strong opportunity to trigger personalized outreach that encourages users to complete the full purchase.

CHOOSE UP TO 5.
GET THEM IN
AS LITTLE AS 5 DAYS

ORDER FREE SWATCHES

Starting at $149

new & bestselling: our rugs-by-room guide

Shop Now

Designs that set the scene

CH24 Wishbone Chair
by Carl Hansen

Oak Bok Dining Table
by Ethnicraft

Amber Lewis x Four Hands
Figueroa Round Dining Table
by Four Hands

Baden Bar/Counter
by Four Hands

Panton Chair (1999)
by Vitra

Masters Stool
by Kartell

Shop Dining Furniture

Complete the Room

Tabletop & Entertaining →

9:16

22891

Ruggable: Time for a fall refresh!
Give any room a cozy update with 25% OFF.
Use code REFRESH at checkout.

Fill a small space:
http://bby.me/bs5873

Define a medium room:
http://bby.me/ts5762

Anchor a large area:
http://bby.me/df3563

Text Message

Credit Card/Financing

When consumers are considering large purchases like furniture or appliances, offering flexible payment options can significantly increase conversion and reduce time to purchase.

How to up-level this strategy:

☑ Highlight credit card and "Buy Now, Save Later" programs during browsing and checkout to reduce friction.

☑ Tailor financing messaging to high-ticket items or bundles, especially in categories like living room sets or kitchen upgrades.

☑ Reinforce limited-time financing offers and include trust-building elements like partner logos, customer reviews, and security assurances.
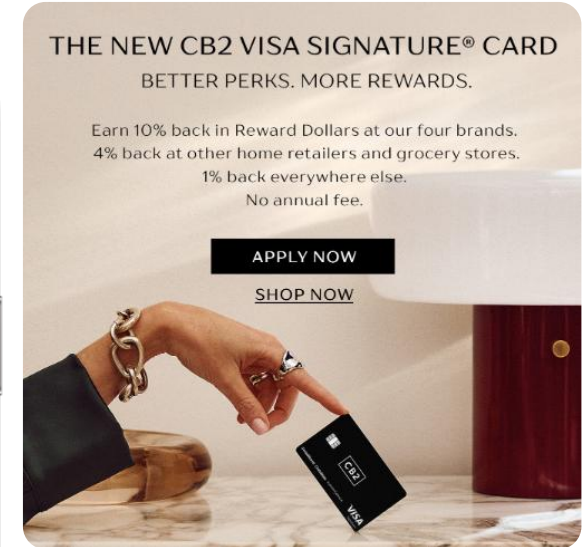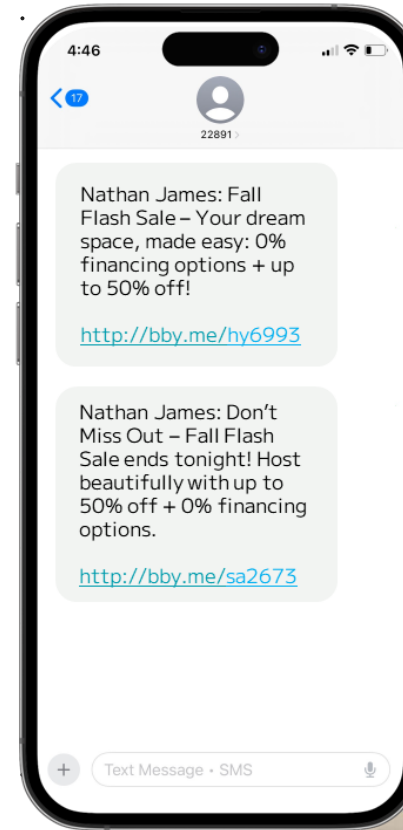
Ready to Elevate Your Home Digital Marketing?

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.

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