listrak

2026 Cross-Channel Benchmarks
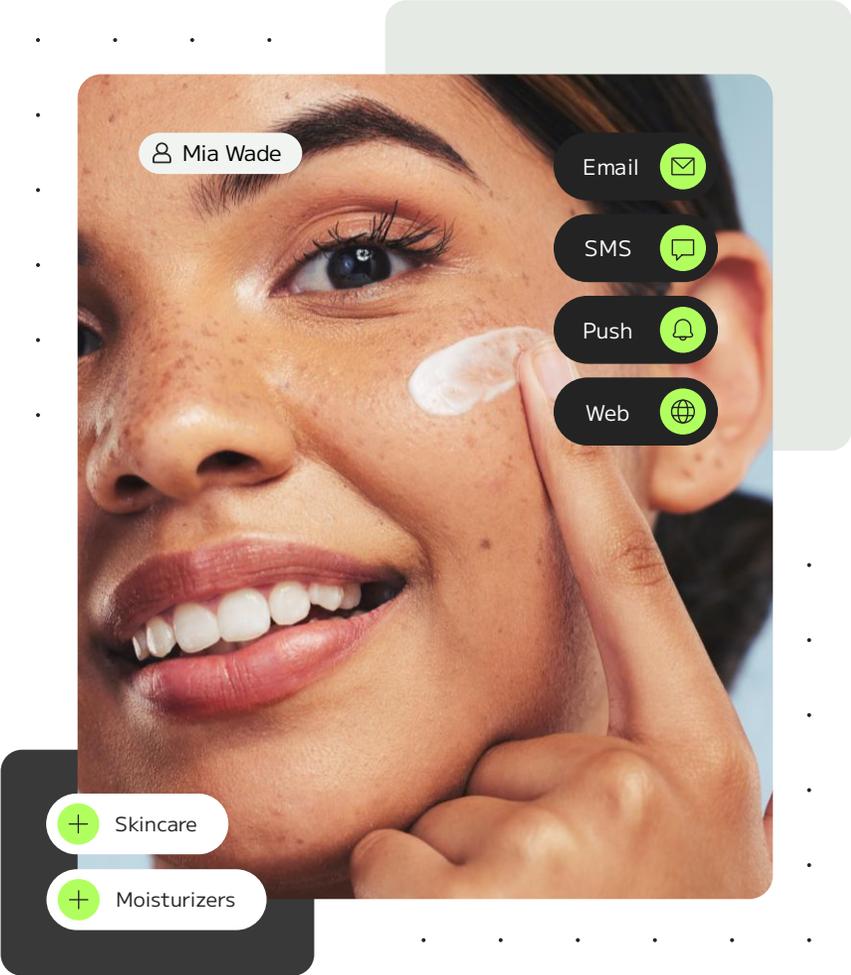
Evidence and Actionable Insights

The **Person-First** Marketing Automation Platform

Unifying data, identity, and cross-channel messaging to power hyper-personalized customer experiences.

Mia Wade

Email

SMS

Push

Web

+ Skincare

+ Moisturizers

listrak

Trusted by Leading Retailers and Brands

Listrak drives measurable customer growth, maximizes operational efficiency, and delivers exceptional support and strategic guidance.

vineyard vines

for all 7 mankind

BLUEMERCURY

TRUE RELIGION
BRAND JEANS

BAM!
BOOKS-A-MILLION

CULT BEAUTY

La COLOMBE
COFFEE ROASTERS

GREYSON

BLICK
art materials

MVMT

All-Clad

VERB

uncommon goods

The Original
Scrub Daddy

PETER THOMAS ROTH
CLINICAL SKIN CARE

BRAHMIN

MacKenzie-Childs

LE CREUSET

Kirkland's

ANASTASIA
BEVERLY HILLS

COOLA

Splendid

credo

Academy
SPORTS+OUTDOORS

ALASTIN
SKINCARE

STATESIDE

MINNETONKA

DULUTH
TRADING CO

Robert Graham

tarte

JOMASHOP

Knockaround

S'well

MOVADO

JOHNNY WAS

Franklin

PACIFICA

KENDRA SCOTT

GODIVA
Belgium 1926

Oscar de la Renta

listrak

Contents

listrak

2026 Predictions

AI Reshaping of Ecommerce

Brands will ensure their sites are crawlable by AI agents, have question-based content on site, and integrate directly/allow for API based purchases. Consumers could buy without seeing retailer's sites. Conversational commerce is here to stay.

Connection Matters More Than Ever

With AI automation taking front stage – human connection with customers will matter more than ever. Brands will look to craft more personalized touchpoints, and in-store experiences in 2026.

The Death of Free Shipping & Free Returns

16% of retailer's annual sales were retuned in 2025, and with margins being smaller given tariffs, brands simply can no longer give away these benefits for free. Most brands are offering these perks to paying loyalty members.

VIP Personalization is Critical

The top 10% of earners are spending 50% of GDP. This is the group not pulling back on expenditures. Targeting them will be crucial in 2026. Innovation is key to this group.

❋ listrak·

Overall Benchmark Trends

Email Anchors Engagement as SMS Adoption Accelerates

After last year's (2024) significant +43% email growth, 2025 email sends were flat YOY, reflecting increased inbox competition, evolving ISP requirements, and stricter relevance filtering. In contrast, SMS sends grew 19% YOY, as brands invested further in mobile as a high-intent engagement channel.

SMS Triggered Campaigns Became a Core Growth Lever

Brands expanded beyond foundational SMS programs, scaling into additional triggered campaigns. Post-purchase and browse abandonment touchpoints saw substantial increases in send volume, demonstrating SMS's role in capturing high-intent demand.

Transactional Messages Deliver Unmatched Revenue Impact

Transactional email sends increased just 5% YOY, yet revenue growth significantly outpaced volume – signaling stronger engagement and purchase activity from these high-intent touchpoints. As inbox providers further separated promotional and transactional traffic across platforms, transactional messages benefited from increased and inherent relevance.

Personalized Post-Purchase Journeys Are the Next Frontier

Following broad adoption of alert-based messaging in 2024, retailers focused on personalizing the post-purchase journey, layering in product-based recommendations, cross-category offers, and targeted win-back strategies tied to prior purchases.

Based on aggregated Listrak cross-vertical performance data across Email and SMS campaigns, 2025.

6

✳ listrak

Benchmark Reporting Terminology

Clickthrough Rate (CTR)

Measures the percentage of recipients who clicked on a link within a message, relative to the total number of messages sent. It is calculated as: CTR = (Unique Clicks / Total Sends) × 100

Conversion Rate (CVR)

Measures the percentage of website visits that result in a completed order. It is calculated as: CVR = (Total Orders / Total Visits) × 100

Revenue Per Send (RPS)

Measures the average revenue generated per message sent in an email, SMS, or marketing campaign. It is calculated as: RPS = Total Revenue / Total Messages Sent

N/A

KPI not reported due to insufficient sample size or lack of statistical significance.

Methodology

Listrak's 2026 Cross-Channel Benchmarks reflect activity from 130 billion email and SMS/MMS messages sent by 1,000+ ecommerce clients between Jan. 1, 2025, and Dec. 31, 2025. These benchmarks represent a consistent client set year-over-year to provide comparable insights across 2025.

listrak

Cross-Channel Data by Campaign Type

Email & SMS

listrak

Overall Campaign Results

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.1%	0.4% - 3.7%	$0.00 - $0.03
Recurring Automated Campaigns[1]	0.8% - 2.4%	2.2% - 5.5%	$0.01 - $0.10
Welcome Series	3.9% - 14.5%	3.1% - 14.8%	$0.11 - $2.78
Browse Abandonment	4.3% - 9.7%	3.6% - 8.4%	$0.25 - $1.03
Shopping Cart Abandonment	6.4% - 14.2%	14.8% - 25.1%	$1.49 - $5.72
Back-In-Stock Alerts	7.2% - 20.1%	4.7% - 11.7%	$0.53 - $2.98
Low Inventory Alerts	5.1% - 12.7%	3.8% - 7.7%	$0.41 - $1.21
Price Drop Alerts	6.9% - 16.6%	4.7% - 8.9%	$0.49 - $2.22
Post-Purchase	3.5% - 10.2%	4.1% - 9.8%	$0.22 - $1.27
Re-engagement	0.5% - 1.5%	1.8% - 6.4%	$0.01 - $0.07
Loyalty	2.7% - 9.8%	5.5% - 15.1%	$0.03 - $0.76
Transactional	6.0% - 40.4%	3.9% - 14.3%	$0.00 - $4.90
Replenishment	2.9% - 5.5%	13.5% - 20.6%	$0.46 - $1.31
ReActivate	0.6% - 1.0%	0.6% - 4.6%	$0.00 - $0.02
TOTAL OVERALL AVERAGE	**0.4%-1.1%**	**2.2%-8.5%**	**$0.02 - $0.14**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

SMS

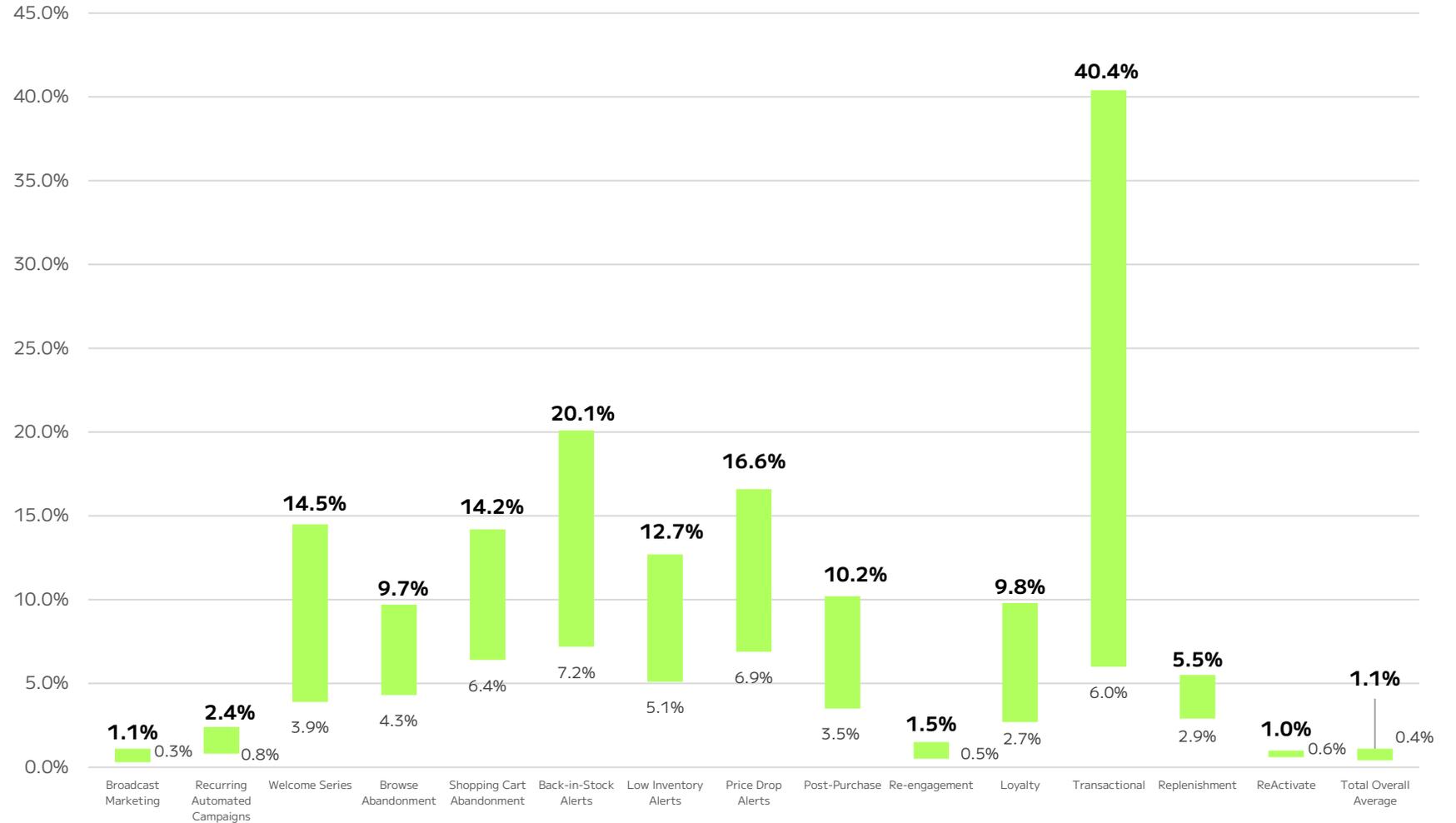| Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.3% – 11.0%	0.1% – 2.6%	$0.01 – $0.11
Recurring Automated Campaigns[1]	3.3% – 7.1%	0.6% – 1.8%	$0.02 – $0.07
Welcome Series	2.7% – 20.1%	2.2% – 15.1%	**$0.01 – $2.55**
Browse Abandonment	11.4% – 14.4%	2.3% – 3.8%	$0.38 – $0.74
Shopping Cart Abandonment	10.2% – 13.5%	6.8% – 12.2%	**$0.91 – $2.29**
Back-In-Stock Alerts	14.6% – 19.7%	2.3% – 4.5%	**$0.50 – $1.23**
Low Inventory Alerts	13.5% – 15.7%	2.1% – 3.3%	**$0.46 – $0.70**
Price Drop Alerts	19.4% – 22.6%	2.8% – 4.0%	**$0.78 – $1.21**
Post-Purchase	5.3% – 7.6%	2.2% – 4.2%	$0.11 – $0.29
Re-engagement	0.7% – 1.7%	0.1% – 7.7%	$0.01 – $0.03
Loyalty	5.4% – 10.4%	4.5% – 12.5%	$0.07 – $0.20
Transactional	7.7% – 21.8%	1.8% – 3.5%	$0.01 – $0.31
Replenishment	1.2% – 2.8%	5.6% – 6.2%	$0.06 – $0.32
ReActivate	7.1% – 7.1%	0.9% – 3.4%	$0.24 – $0.32
Info Campaign	23.5% – 36.5%	0.1% – 1.3%	$0.01
TOTAL OVERALL AVERAGE	**3.5%-8.5%**	**1.5%-6.1%**	**$0.12-$0.58**

[1] Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis.
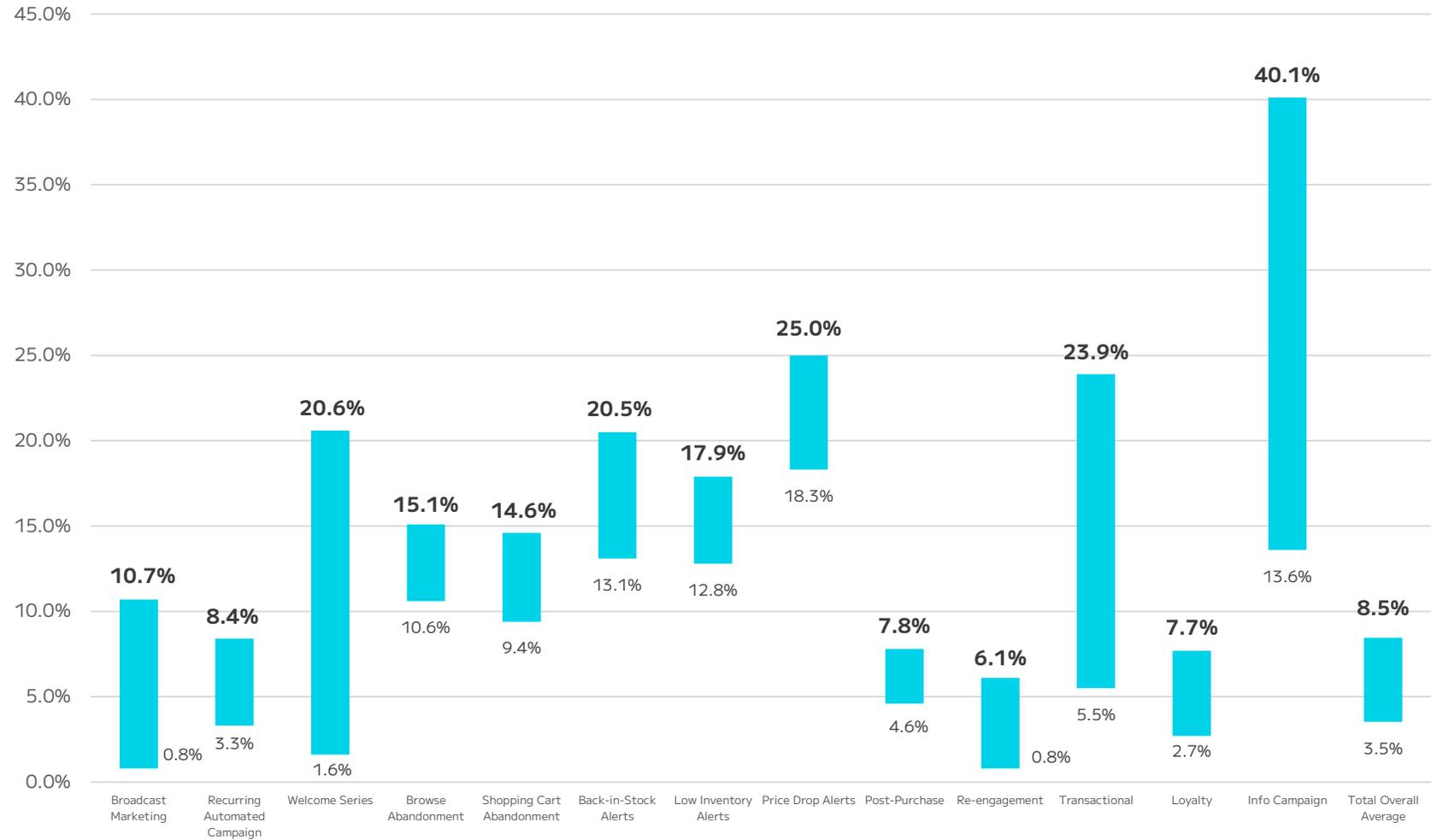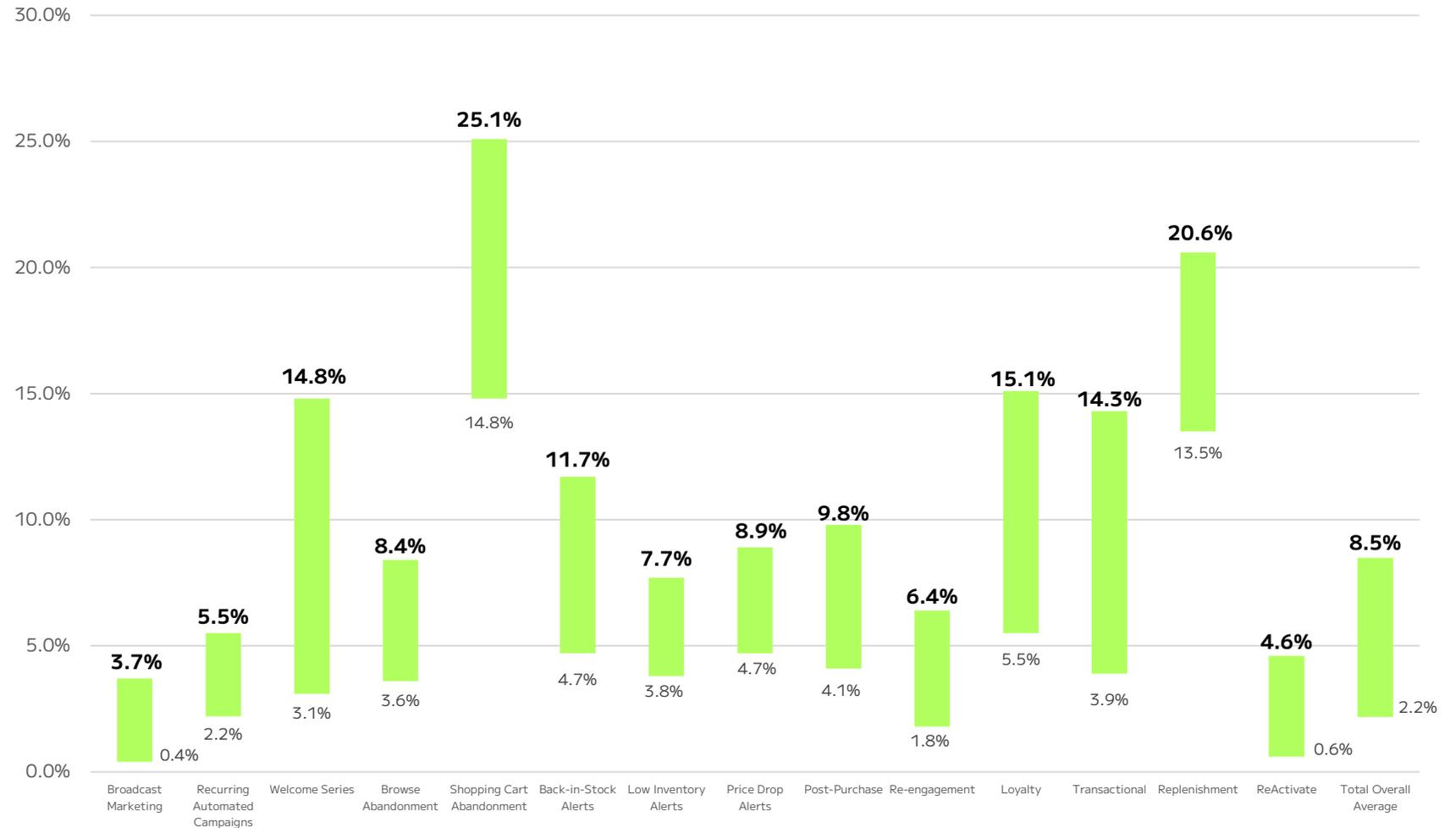
Please note: The Conversion Rate and Revenue Per Send data throughout this report use a 30-day lookback window.
Other vendor reports may use an 'ever sent' or 'ever used a mobile provided coupon' form of attribution which can significantly overinflate impact.

listrak

Email Clickthrough Rates

Email

Insights

- **Email CTR remained flat YOY**, with send volume also flat and the impact of iOS18 changes fully comped year over year

- CTR performance showed a wider distribution across brands, with similar first-quartile results but significantly higher third-quartile values, indicating **increase variability in engagement** performance this year

- **Transactional emails** saw the **most notable improvement in CTR**, with the outer quartile more than doubling YOY

Chart data (top value / bottom value per category):

Category	High	Low
Broadcast Marketing	1.1%	0.3%
Recurring Automated Campaigns	2.4%	0.8%
Welcome Series	14.5%	3.9%
Browse Abandonment	9.7%	4.3%
Shopping Cart Abandonment	14.2%	6.4%
Back-in-Stock Alerts	20.1%	7.2%
Low Inventory Alerts	12.7%	5.1%
Price Drop Alerts	16.6%	6.9%
Post-Purchase	10.2%	3.5%
Re-engagement	1.5%	0.5%
Loyalty	9.8%	2.7%
Transactional	40.4%	6.0%
Replenishment	5.5%	2.9%
ReActivate	1.0%	0.6%
Total Overall Average	1.1%	0.4%

listrak

SMS Clickthrough Rates

Insights

- Despite iOS26 changes, **SMS CTR increased in 8.7% YOY**, as the channel continued to gain broader adoption and engagement

- **Info campaigns** saw a **129% increase in send volume** and a **35% increase in CTR,** as brands expanded their use following the iOS26 release

- Overall **SMS send volume increased 19% YOY** (following a 90% increase the prior year) indicating brands are leaning more heavily into core triggered campaigns as their SMS programs mature

- **Loyalty SMS** delivered meaningful CTR gains **(+68% YOY)** alongside a **60.2% increase in send volume**, as brands extended loyalty strategies into the channel.

- In early **RCS testing**, branded messages with CTAs drove **58% higher CTRs** than standard SMS, highlighting RCS's potential to boost engagement.

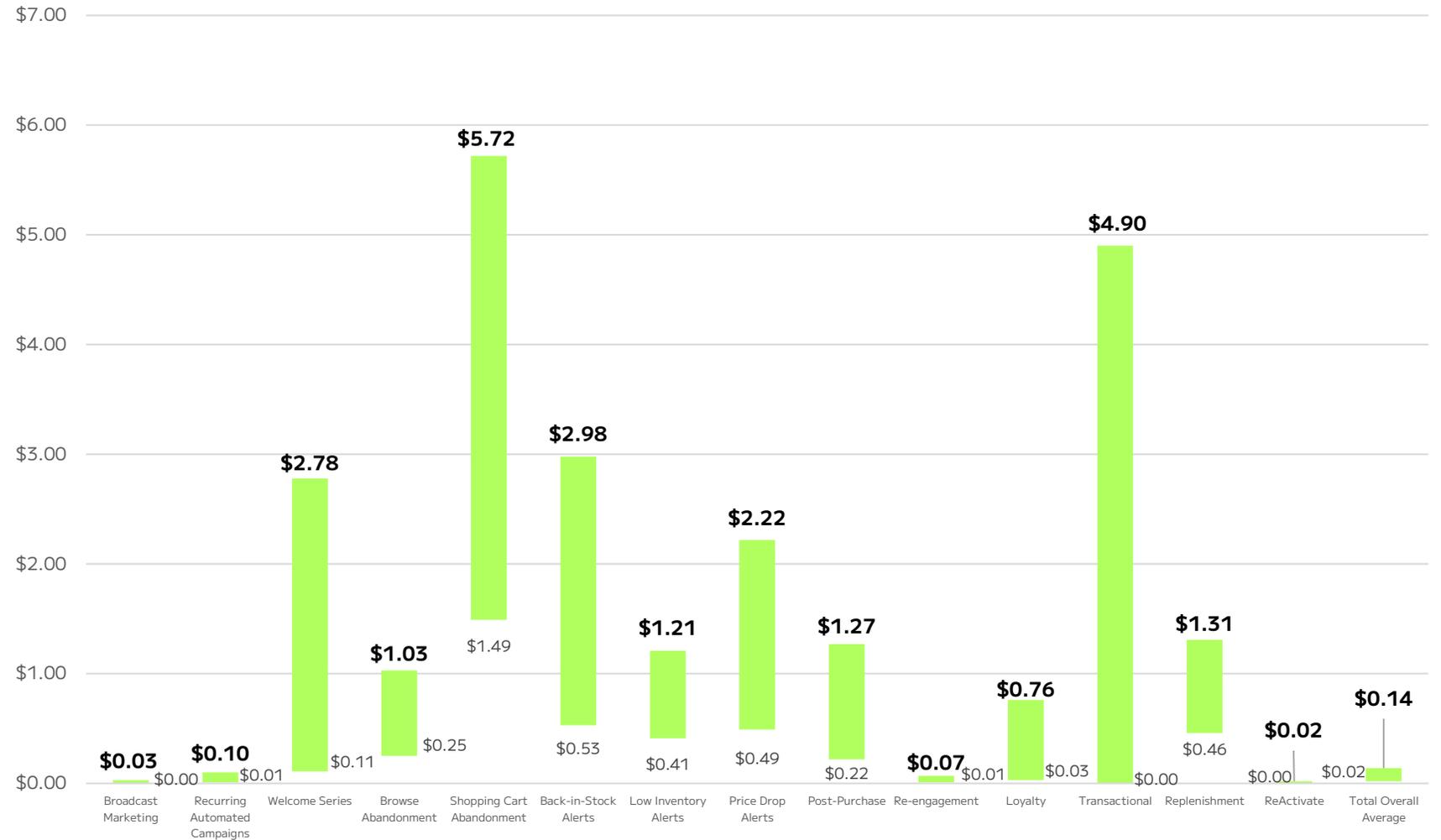| Category	Upper	Lower
Broadcast Marketing	10.7%	0.8%
Recurring Automated Campaign	8.4%	3.3%
Welcome Series	20.6%	1.6%
Browse Abandonment	15.1%	10.6%
Shopping Cart Abandonment	14.6%	9.4%
Back-in-Stock Alerts	20.5%	13.1%
Low Inventory Alerts	17.9%	12.8%
Price Drop Alerts	25.0%	18.3%
Post-Purchase	7.8%	4.6%
Re-engagement	6.1%	0.8%
Transactional	23.9%	5.5%
Loyalty	7.7%	2.7%
Info Campaign	40.1%	13.6%
Total Overall Average	8.5%	3.5%

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.

listrak

Email Conversion Rates

Insights

- **Email CVR** increased by **10% YOY** with send volume flat and in-store conversions tied to emails supporting growth

- **Shopping Cart Abandonment** remains the **highest-converting** campaigns, followed by Replenishment, reflecting high-intent shopper behavior

- **Welcome Series** CVR continues shifting toward SMS as brands collect Email and SMS together and mobile sessions dominate

Campaign	Top	Bottom
Broadcast Marketing	3.7%	0.4%
Recurring Automated Campaigns	5.5%	2.2%
Welcome Series	14.8%	3.1%
Browse Abandonment	8.4%	3.6%
Shopping Cart Abandonment	25.1%	14.8%
Back-in-Stock Alerts	11.7%	4.7%
Low Inventory Alerts	7.7%	3.8%
Price Drop Alerts	8.9%	4.7%
Post-Purchase	9.8%	4.1%
Re-engagement	6.4%	1.8%
Loyalty	15.1%	5.5%
Transactional	14.3%	3.9%
Replenishment	20.6%	13.5%
ReActivate	4.6%	0.6%
Total Overall Average	8.5%	2.2%

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.

listrak

SMS Conversion Rates

Insights

- **SMS adoption continues to grow** as mobile drives more site traffic YOY

- **Send volume** increased **19% YOY**, contributing to a **19% decline** in overall SMS CVR

- **Loyalty campaigns** were the only segment with **notable CVR growth**, as more brands integrate SMS into their Loyalty strategy

- **Info Campaigns saw declines in CVR** as they become the first touchpoint for customers in Welcome flows
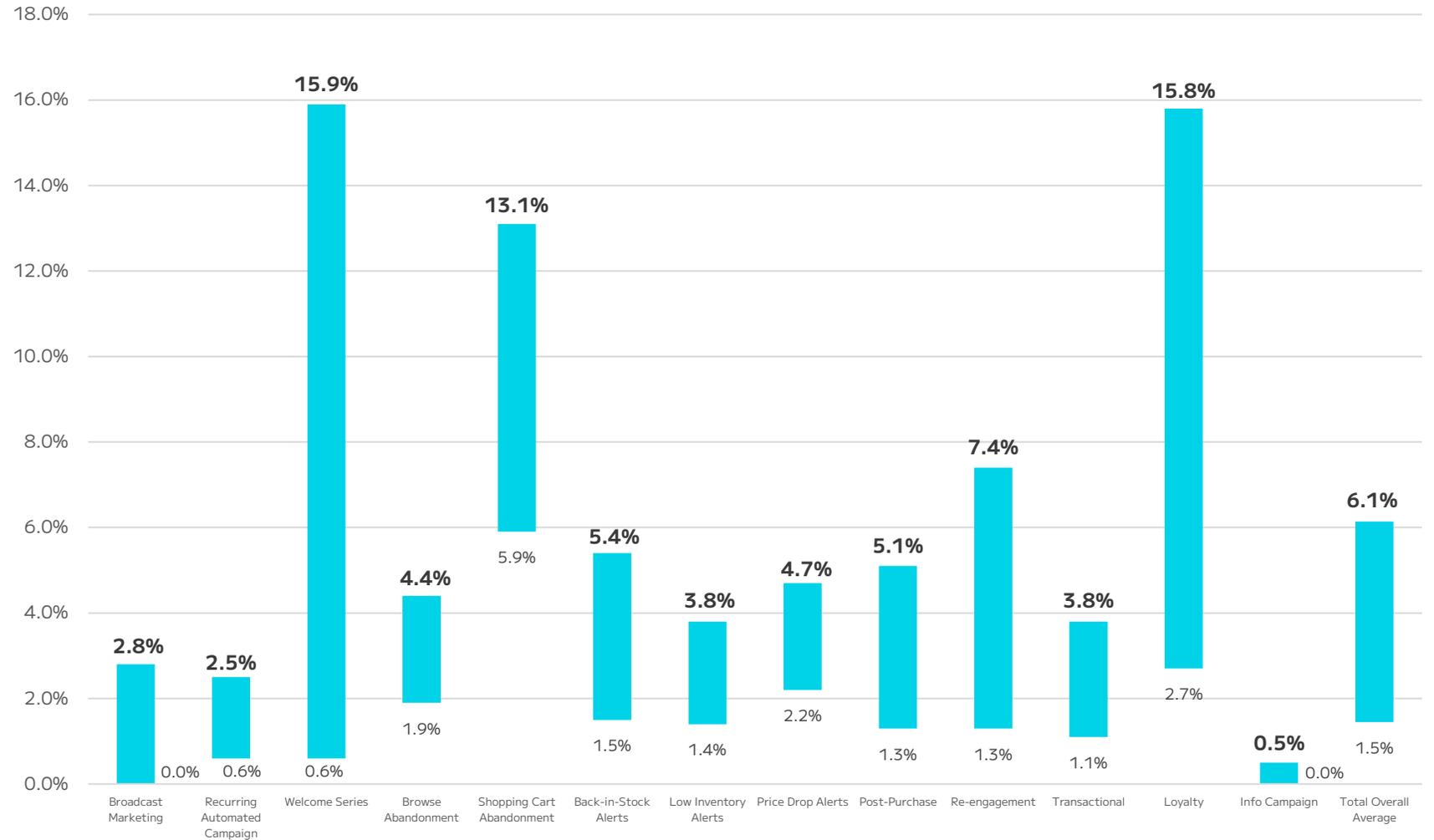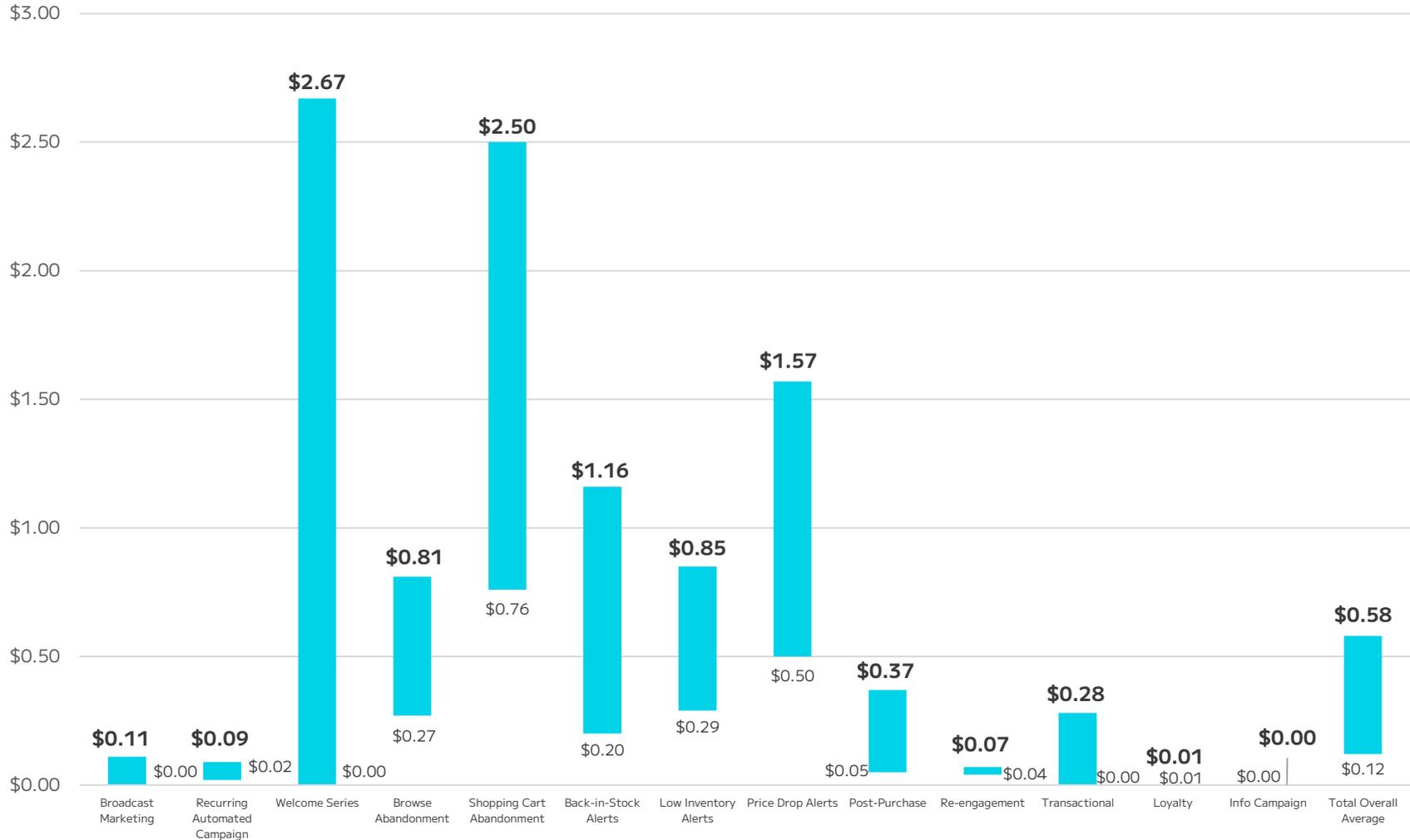

Please note: The Conversion Rate and Revenue Per Send data throughout this report use a 30-day lookback window. Other vendor reports may use an 'ever sent' or 'ever used a mobile provided coupon' form of attribution which can significantly overinflate impact.

🟊 listrak

13

Email Revenue Per Send

Insights

- **Email RPS** grew **45% YOY**, supported by fewer- re-engagement campaigns

- **Shopping Cart Abandonment** messages generated the highest $/send, up **33% YOY**, reinforcing the value of high-intent campaigns

- **Transactional emails** delivered the second-highest RPS (**$2.45**), up **8% YOY**; quartile one shrinkage reflects more targeted sends to shipping pages offsite

- **Post Purchase campaigns** saw a **38% RPS increase** as brands increasingly personalize messaging based on actual purchases

Bar chart data:

Category	Value
Broadcast Marketing	$0.03
	$0.00
Recurring Automated Campaigns	$0.10
	$0.01
Welcome Series	$2.78
	$0.11
Browse Abandonment	$1.03
	$0.25
Shopping Cart Abandonment	$5.72
	$1.49
Back-in-Stock Alerts	$2.98
	$0.53
Low Inventory Alerts	$1.21
	$0.41
Price Drop Alerts	$2.22
	$0.49
Post-Purchase	$1.27
	$0.22
Re-engagement	$0.07
	$0.01
Loyalty	$0.76
	$0.03
Transactional	$4.90
	$0.00
Replenishment	$1.31
	$0.46
ReActivate	$0.02
	$0.00
Total Overall Average	$0.14
	$0.02

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.

listrak

SMS Revenue Per Send

Insights

- **SMS RPS** remained essential flat YOY **(-4%),** as CTR grew but CVR declined

- **Shopping Cart Abandonment** overtook Welcome Series as the top SMS RPS campaign, highlighting the importance of triggered sends

- **Broadcast RPS declined** as brands acquire more SMS subscribers but segment less than they do in email, particularly around recency

- **RCS Revenue:** Early testing shows campaigns with branding and CTAs drove **~88% higher revenue per send** than standard SMS/MMS.

Campaign	Value (top)	Value (bottom)
Broadcast Marketing	$0.11	$0.00
Recurring Automated Campaign	$0.09	$0.02
Welcome Series	$2.67	$0.00
Browse Abandonment	$0.81	$0.27
Shopping Cart Abandonment	$2.50	$0.76
Back-in-Stock Alerts	$1.16	$0.20
Low Inventory Alerts	$0.85	$0.29
Price Drop Alerts	$1.57	$0.50
Post-Purchase	$0.37	$0.05
Re-engagement	$0.07	$0.04
Transactional	$0.28	$0.00
Loyalty	$0.01	$0.01
Info Campaign	$0.00	$0.00
Total Overall Average	$0.58	$0.12

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.

listrak

Cross-Channel Data by Ecommerce Vertical

Email & SMS

listrak

Automotive (Auto/Boat)

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.0%	0.1% - 3.4%	$0.01 - $0.05
Recurring Automated Campaigns[1]	1.3% - 5.5%	0.9% - 7.1%	$0.01 - $1.05
Welcome Series	7.5% - 18.4%	5.9% - 16.7%	**$0.40 - $4.89**
Browse Abandonment	6.3% - 9.4%	4.9% - 8.5%	$0.58 - $1.80
Shopping Cart Abandonment	7.8% - 14.6%	19.7% - 24.1%	**$4.61 - $9.92**
Back-In-Stock Alerts	4.8% - 13.3%	5.1% - 14.6%	$0.74 - $3.36
Low Inventory Alerts	4.3% - 44.5%	5.4% - 11.0%	**$0.96 - $8.59**
Price Drop Alerts	12.0% - 15.4%	6.3% - 11.5%	$2.32 - $5.11
Post-Purchase	2.8% - 9.3%	2.5% - 6.7%	$0.08 - $0.93
Re-engagement	1.3% - 2.5%	12.7% - 18.2%	$0.30 - $0.83
Loyalty	NA	NA	NA
Transactional	0.1% - 6.9%	0.1% - 9.6%	$0.01 - $1.57
Replenishment	NA	NA	NA
ReActivate	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.4% - 4.5%**	**0.1% - 5.6%**	**$0.08 - $0.37**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.1% - 9.4%	0.1% - 2.1%	$0.01 - $0.04
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	0.1% - 18.2%	0.5% - 18.9%	$0.01 - $0.93
Browse Abandonment	12.0% - 17.4%	1.2% - 3.5%	$0.35 - $1.30
Shopping Cart Abandonment	7.5% - 14.3%	5.8% - 14.3%	**$0.52 - $3.89**
Back-In-Stock Alerts	3.6% - 6.0%	1.6% - 7.8%	**$0.30 - $2.15**
Low Inventory Alerts	14.6% - 17.3%	2.8% - 5.2%	**$1.12 - $1.91**
Price Drop Alerts	15.5% - 23.6%	2.4% - 6.8%	$0.59 - $2.93
Post-Purchase	2.6% - 7.0%	0.1% - 5.1%	$0.01 - $0.63
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	20.9% - 22.7%	3.1% - 9.5%	**$0.99 - $13.63**
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.1% - 12.1%**	**0.1% - 2.4%**	**$0.19 - $1.22**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Automotive (Auto/Boat)

Auto Drives Strong Revenue and Engagement Growth

- Email sends were flat YOY, but revenue grew 17.6%, driven by targeted campaigns and automation.

- Email conversion rate hit 6.8% in Q3-Q4 2025, the highest in the past two years.

- SMS revenue surged 103% YOY, outperforming overall benchmarks and highlighting strong adoption.

- Alerts messaging (Low Inventory and Back-in-Stock) saw major growth in sends and revenue across Email and SMS.

- Recurring Automated Email Campaigns with product recommendations drove a 5X increase in CTR.

- Price Drop campaigns delivered the highest Email CTR and second-highest SMS CTR, outperforming Shopping Cart Abandonment campaigns.

17.6%
Email Revenue
YOY Growth

6.8%
Email CVR
Q3-Q4 2025

103%
SMS Revenue
YOY Growth
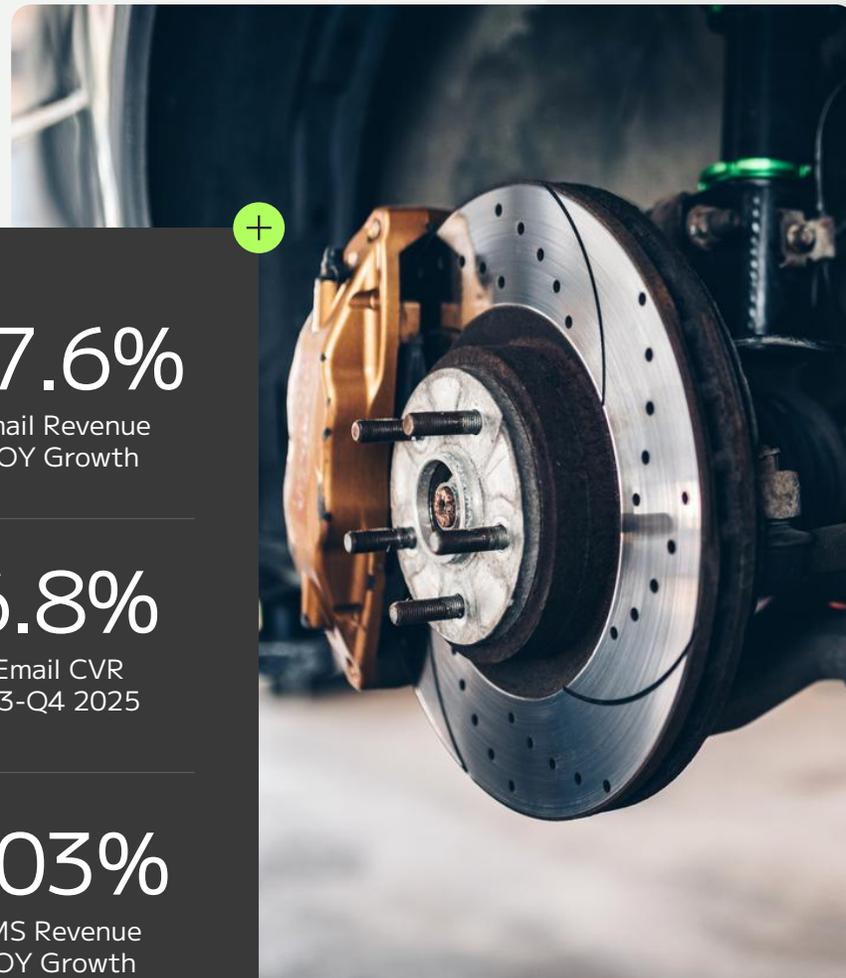
listrak

Beauty

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.2% - 1.2%	2.9% - 12.0%	$0.01 - $0.05
Recurring Automated Campaigns[1]	1.1% - 4.0%	7.3% - 10.3%	$0.04 - $0.68
Welcome Series	2.3% - 9.5%	5.6% - 20.5%	**$0.06 - $1.45**
Browse Abandonment	2.7% - 5.9%	6.3% - 12.0%	$0.08 - $0.53
Shopping Cart Abandonment	3.5% - 8.7%	19.1% - 32.8%	**$0.69 - $2.29**
Back-In-Stock Alerts	4.5% - 11.9%	11.7% - 21.1%	**$0.28 - $2.30**
Low Inventory Alerts	3.3% - 8.2%	5.5% - 10.2%	$0.13 - $0.35
Price Drop Alerts	4.5% - 8.0%	5.3% - 16.9%	**$0.30 - $1.57**
Post-Purchase	2.0% - 5.7%	4.5% - 14.2%	$0.12 - $0.35
Re-engagement	1.9% - 4.6%	16.0% - 16.6%	$0.32 - $0.47
Loyalty	3.4% - 15.6%	6.3% - 15.1%	$0.08 - $1.05
Transactional	3.2% - 28.8%	5.2% - 11.8%	$0.54 - $0.85
Replenishment	1.5% - 4.4%	9.3% - 16.6%	$0.16 - $0.50
ReActivate	0.1% - 0.2%	0.1% - 4.6%	$0.01 - $0.01
TOTAL OVERALL AVERAGE	**0.2% - 3.6%**	**1.9% - 14.2%**	**$0.02 - $0.07**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.8% - 8.6%	0.1% - 7.2%	$0.01 - $0.13
Recurring Automated Campaigns[1]	2.8% - 5.8%	5.0% - 8.8%	$0.41 - $0.73
Welcome Series	0.1% - 21.6%	8.8% - 31.0%	**$0.01 - $3.94**
Browse Abandonment	6.4% - 8.8%	4.6% - 8.0%	$0.28 - $0.65
Shopping Cart Abandonment	6.0% - 10.1%	14.6% - 26.1%	**$0.80 - $1.94**
Back-In-Stock Alerts	9.3% - 18.0%	0.1% - 13.5%	$0.01 - $0.75
Low Inventory Alerts	7.4% - 9.9%	1.3% - 8.0%	$0.13 - $0.71
Price Drop Alerts	11.5% - 16.8%	7.8% - 13.5%	$0.66 - $1.05
Post-Purchase	3.0% - 5.2%	3.3% - 11.3%	$0.03 - $0.26
Re-engagement	0.1% - 0.2%	0.1% - 4.6%	$0.01 - $0.01
Loyalty	10.1% - 12.9%	13.0% - 21.7%	**$1.48 - $3.17**
Transactional	7.0% - 7.9%	4.6% - 9.1%	$0.46 - $0.55
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.7% - 11.5%**	**1.0% - 11.2%**	**$0.13 - $0.44**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Beauty

SMS Surges and Personalized Automations Drive Growth

- SMS continues to outperform Email in efficiency, with 3X CTR and 6X $/send; SMS revenue grew 63% YOY.

- Q4 saw the highest CVRs in the past two years: 12.8% for Email and 7.8% for SMS, reflecting strong holiday-season intent.

- Recurring Automated Email Campaigns drove the largest growth, with sends +218% and revenue +633%, as brands increasingly leverage personalized automation. Similar trends were seen in SMS, though these messages tend to be more evergreen.

- Triggered SMS campaigns saw dramatic growth, with Back-in-Stock, Low Inventory, and Price Drop alerts increasing ~200% in sends, while Welcome Series (+5.8%) and Cart Abandonment (+11.3%) grew more modestly.
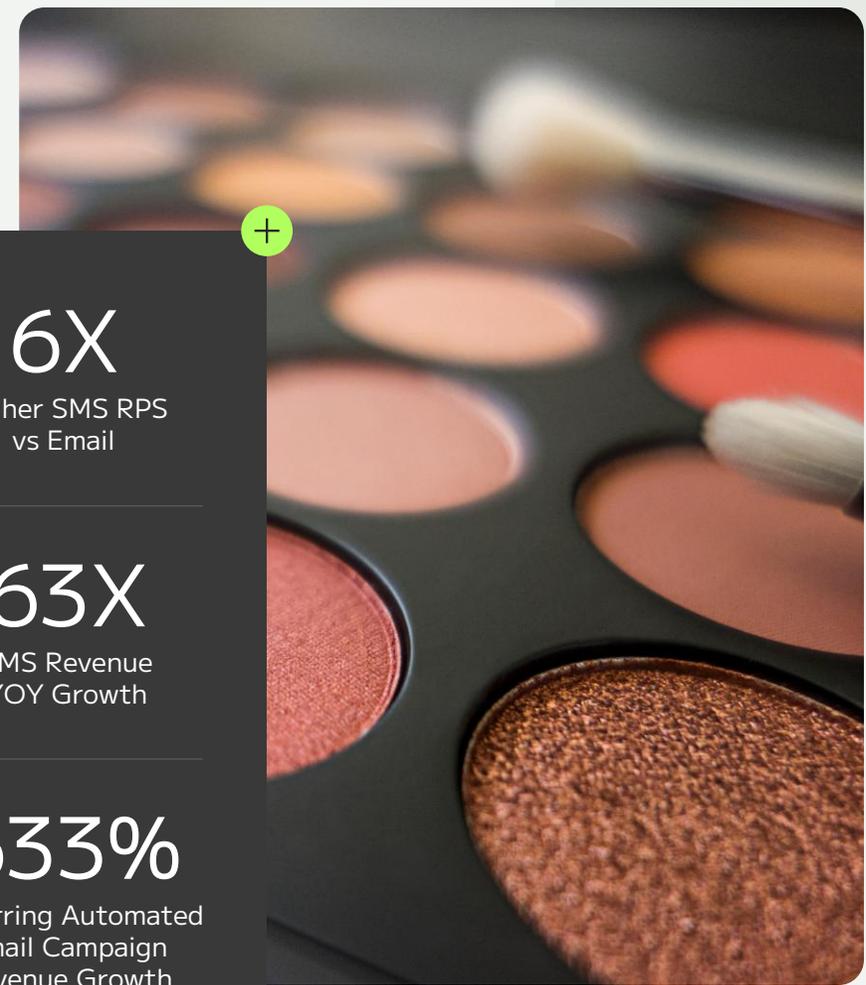
6X
Higher SMS RPS vs Email

63X
SMS Revenue YOY Growth

633%
Recurring Automated Email Campaign Revenue Growth

✳ listrak

Big Box

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.1% - 0.4%	0.3% - 2.0%	$0.01 - $0.01
Recurring Automated Campaigns[1]	0.8% - 5.3%	0.1% - 12.0%	$0.01 - $0.17
Welcome Series	2.8% - 12.4%	3.8% - 8.9%	$0.04 - $1.16
Browse Abandonment	3.2% - 6.7%	1.7% - 5.7%	$0.04 - $0.37
Shopping Cart Abandonment	2.8% - 8.5%	9.4% - 16.1%	$0.41 - $1.74
Back-In-Stock Alerts	3.9% - 7.0%	4.2% - 11.5%	$0.50 - $1.31
Low Inventory Alerts	3.3% - 6.8%	4.3% - 8.0%	$0.15 - $0.63
Price Drop Alerts	4.6% - 8.2%	6.5% - 11.4%	$0.21 - $1.34
Post-Purchase	2.4% - 7.8%	2.6% - 6.0%	$0.07 - $0.33
Re-engagement	0.6% - 1.1%	0.3% - 1.1%	$0.01 - $0.01
Loyalty	0.3% - 1.7%	5.2% - 12.2%	$0.01 - $0.06
Transactional	4.0% - 55.4%	2.4% - 12.6%	$0.09 - $1.54
Replenishment	NA	NA	NA
ReActivate	0.7% - 0.9%	0.1% - 0.1%	$0.01 - $0.01
TOTAL OVERALL AVERAGE	**0.2% - 2.7%**	**0.2% - 4.2%**	**$0.01 - $0.03**

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.9% - 10.7%	0.1% - 1.6%	$0.01 - $0.05
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	0.1% - 27.6%	1.1% - 14.8%	$0.01 - $0.79
Browse Abandonment	13.1% - 15.4%	2.3% - 4.3%	$0.28 - $0.86
Shopping Cart Abandonment	8.3% - 12.9%	3.5% - 8.8%	$0.23 - $0.82
Back-In-Stock Alerts	20.8% - 24.2%	2.7% - 4.5%	**$0.91 - $1.15**
Low Inventory Alerts	14.3% - 17.8%	2.4% - 5.4%	$0.41 - $0.94
Price Drop Alerts	22.1% - 25.1%	5.9% - 7.8%	**$1.37 - $1.84**
Post-Purchase	4.1% - 4.7%	3.0% - 4.2%	$0.01 - $0.16
Re-engagement	0.7% - 0.9%	0.1% - 0.1%	$0.01 - $0.01
Loyalty	NA	NA	NA
Transactional	5.5% - 26.7%	1.1% - 4.3%	$0.02 - $0.64
Replenishment	NA	NA	NA
Info Campaign	13.6% - 45.4%	0.1% - 18.4%	**$0.01 - $3.25**
TOTAL OVERALL AVERAGE	**0.9% - 14.0%**	**0.1% - 1.7%**	**$0.04 - $0.28**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Big Box

Omni-Channel Integration Drives Revenue and Engagement

- Big Box brands tied in-store orders to Email and SMS campaigns, boosting true omni-channel visibility.

- Revenue attribution can increase up to 300X when the end-to-end user experience is connected.

- Post-Purchase campaigns saw significant growth: Email sends +104% YOY, SMS sends +275% YOY, reflecting better in-store purchaser reach.

- Loyalty campaigns drove major revenue gains: sends +33% YoY, revenue +730% YoY across Email and SMS showing the importance of Loyalty for Big Box.

- Price Drop campaigns were especially impactful, with Email revenue +95% and SMS revenue +26% YOY, highlighting consumer price sensitivity.
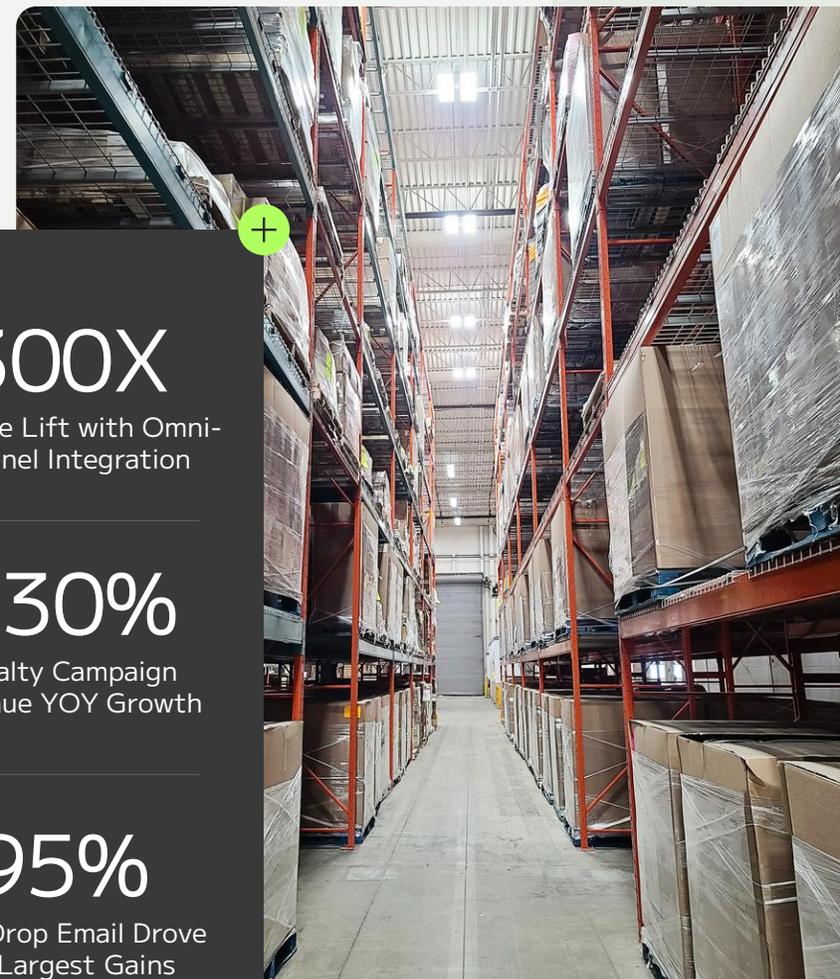
300X
Revenue Lift with Omni-Channel Integration

730%
Loyalty Campaign Revenue YOY Growth

95%
Price Drop Email Drove the Largest Gains

listrak

Children & Babies

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.2% - 0.9%	1.0% - 5.2%	$0.01 - $0.02
Recurring Automated Campaigns[1]	0.3% - 0.3%	1.3% - 1.8%	$0.01 - $0.01
Welcome Series	3.4% - 10.8%	4.1% - 18.6%	**$0.17 - $2.02**
Browse Abandonment	3.8% - 6.9%	2.9% - 7.5%	$0.06 - $0.56
Shopping Cart Abandonment	3.3% - 6.9%	14.3% - 25.5%	**$0.62 - $2.86**
Back-In-Stock Alerts	NA	NA	NA
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	NA	NA	NA
Post-Purchase	1.9% - 4.3%	0.6% - 10.7%	$0.01 - $0.46
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	14.3% - 42.1%	3.4% - 35.7%	**$2.14 - $13.86**
Replenishment	NA	NA	NA
ReActivate	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.3% - 2.8%**	**0.5% - 7.1%**	**$0.02 - $0.08**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.2% - 6.6%	0.1% - 3.2%	$0.01 - $0.02
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	0.1% - 24.8%	0.1% - 22.5%	**$0.01 - $2.28**
Browse Abandonment	5.0% - 11.2%	3.6% - 8.2%	$0.28 - $0.50
Shopping Cart Abandonment	6.2% - 10.2%	8.6% - 13.1%	**$0.86 - $2.24**
Back-In-Stock Alerts	NA	NA	NA
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	NA	NA	NA
Post-Purchase	0.9% - 3.9%	0.8% - 18.5%	$0.01 - $0.89
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	NA	NA	NA
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.2% - 12.9%**	**0.1% - 6.2%**	**$0.06 - $0.29**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Children & Babies

Stable Demand Drives Consistent Engagement and Efficiency

- Email sends and revenue grew 5% YOY, reflecting steady demand; SMS sends declined slightly (-8%), but revenue still grew +4%, showing efficiency gains.

- Welcome Series campaigns doubled CTR and $/message in Email, with an 11% increase in CVR, highlighting the impact of clear offers and social proof.

- Transactional Emails saw major gains: CTR +2.7X and $/message +3.2X, emphasizing the value of personalization even in transactional messaging.

- SMS Browse Abandonment campaigns lifted engagement, with CTR up 50% YOY, as brands personalized messages based on actual browsing behavior.
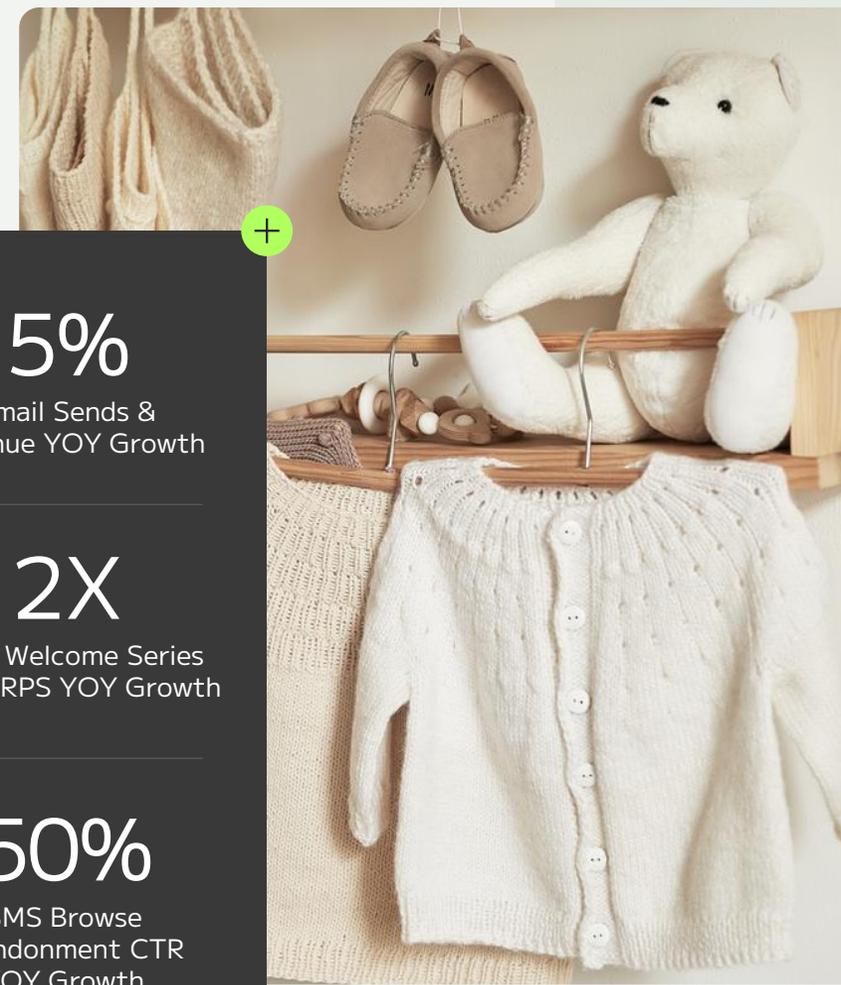
5%
Email Sends & Revenue YOY Growth

2X
Email Welcome Series CTR & RPS YOY Growth

50%
SMS Browse Abandonment CTR YOY Growth

listrak

Electronics & Software

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 0.6%	0.1% - 1.8%	$0.01 - $0.02
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	5.9% - 16.8%	0.1% - 3.4%	$0.01 - $1.19
Browse Abandonment	8.0% - 11.1%	0.3% - 2.7%	$0.16 - $0.51
Shopping Cart Abandonment	7.9% - 10.9%	8.7% - 19.4%	**$1.71 - $4.85**
Back-In-Stock Alerts	NA	NA	NA
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	NA	NA	NA
Post-Purchase	6.1% - 22.3%	1.8% - 6.9%	$0.20 - $1.24
Re-engagement	2.6% - 5.0%	3.1% - 5.0%	**$0.78 - $1.64**
Loyalty	NA	NA	NA
Transactional	1.0% - 8.7%	0.5% - 11.0%	**$0.01 - $3.41**
Replenishment	NA	NA	NA
ReActivate	0.1% - 1.7%	0.1% - 7.8%	$0.01 - $0.37
TOTAL OVERALL AVERAGE	**0.3% - 3.4%**	**0.1% - 2.3%**	**$0.02 - $0.04**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.4% - 26.6%	0.1% - 0.4%	$0.01 - $0.05
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	21.0% - 70.0%	0.1% - 0.1%	$0.01 - $0.01
Browse Abandonment	13.2% - 15.8%	0.1% - 0.1%	$0.01 - $0.01
Shopping Cart Abandonment	15.5% - 19.4%	1.2% - 3.3%	**$0.32 - $1.79**
Back-In-Stock Alerts	NA	NA	NA
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	NA	NA	NA
Post-Purchase	NA	NA	NA
Re-engagement	0.1% - 1.7%	0.1% - 7.8%	$0.01 - $0.37
Loyalty	NA	NA	NA
Transactional	NA	NA	NA
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**2.4% - 29.8%**	**0.1% - 0.4%**	**$0.10 – $0.17**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Electronics & Software

Consumer Focus on Essentials Leads to Engagement Shifts

- Overall engagement declined in Email and SMS, with send volume flat and CVR down 30% YOY.

- Browse Abandonment Email campaigns were a standout: sends +60% YOY and CTR +46%, reflecting more personalized flows.

- Welcome Series saw CTR lift (+1.3X YOY) but lower conversions compared with last year. Price sensitivity plays a huge role in this vertical, so including a strong Welcome discount is key.
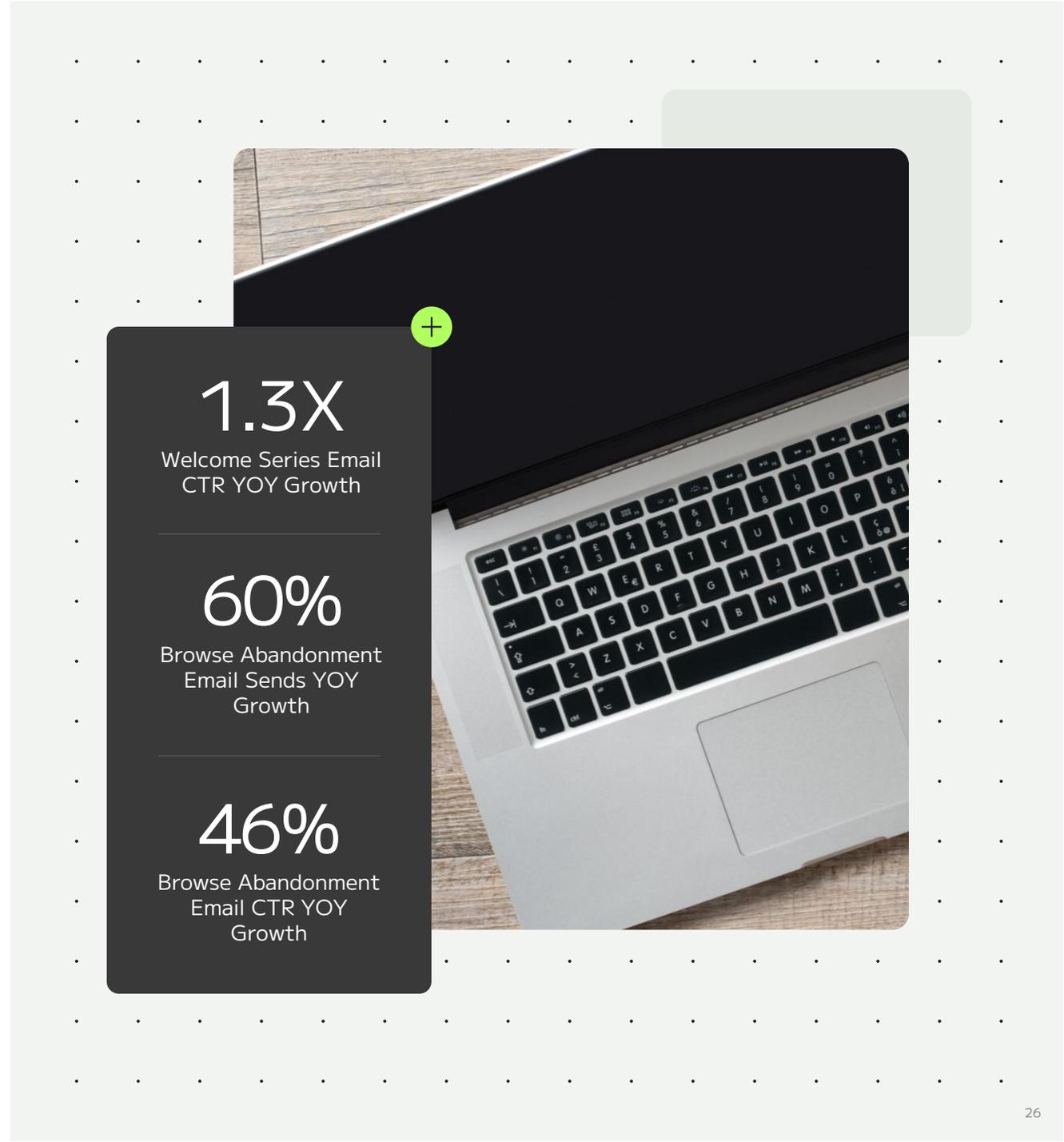
1.3X
Welcome Series Email CTR YOY Growth

60%
Browse Abandonment Email Sends YOY Growth

46%
Browse Abandonment Email CTR YOY Growth

listrak

Fashion

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.0%	1.0% - 4.2%	$0.01 - $0.04
Recurring Automated Campaigns[1]	1.1% - 3.9%	2.6% - 5.3%	$0.02 - $0.19
Welcome Series	3.5% - 13.8%	3.6% - 15.9%	**$0.14 - $3.26**
Browse Abandonment	3.6% - 8.9%	3.3% - 8.7%	$0.19 - $0.86
Shopping Cart Abandonment	6.3% - 16.4%	13.4% - 23.5%	**$1.03 - $4.62**
Back-In-Stock Alerts	5.5% - 18.3%	4.6% - 11.8%	$0.22 - $2.48
Low Inventory Alerts	4.8% - 10.0%	4.4% - 8.5%	$0.27 - $1.22
Price Drop Alerts	6.2% - 14.7%	4.4% - 8.6%	$0.42 - $1.65
Post-Purchase	3.8% - 10.4%	4.9% - 9.8%	$0.26 - $1.33
Re-engagement	0.5% - 3.7%	3.5% - 7.1%	$0.02 - $0.16
Loyalty	1.7% - 7.1%	6.3% - 14.5%	$0.08 - $0.48
Transactional	6.4% - 43.5%	3.7% - 12.6%	**$0.14 - $4.24**
Replenishment	2.4% - 4.0%	9.4% - 10.9%	$0.56 - $1.43
ReActivate	0.6% - 1.5%	0.1% - 4.8%	$0.01 - $0.06
TOTAL OVERALL AVERAGE	0.4% - 4.9%	1.0% - 6.2%	$0.03 - $0.13

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.3% - 11.9%	0.1% - 2.1%	$0.01 - $0.10
Recurring Automated Campaigns[1]	1.7% - 5.6%	1.4% - 2.9%	$0.03 - $0.08
Welcome Series	0.1% - 20.3%	0.8% - 17.4%	**$0.01 - $2.96**
Browse Abandonment	8.5% - 12.8%	1.8% - 4.2%	$0.19 - $0.72
Shopping Cart Abandonment	8.6% - 15.2%	6.6% - 13.3%	**$0.82 - $2.79**
Back-In-Stock Alerts	11.0% - 18.7%	0.3% - 5.5%	$0.19 - $1.16
Low Inventory Alerts	1.7% - 7.1%	6.3% - 14.5%	$0.08 - $0.48
Price Drop Alerts	17.1% - 22.4%	1.7% - 4.0%	$0.50 - $1.25
Post-Purchase	4.7% - 9.2%	1.7% - 4.1%	$0.11 - $0.37
Re-engagement	NA	NA	NA
Loyalty	8.1% - 13.4%	2.7% - 15.8%	$0.10 - $0.73
Transactional	13.3% - 30.9%	1.8% - 3.4%	$0.34 - $1.53
Replenishment	NA	NA	NA
Info Campaign	27.4% - 40.5%	7.5% - 11.7%	**$4.61 - $7.11**
TOTAL OVERALL AVERAGE	**1.3% - 14.3%**	**0.1% - 4.2%**	**$0.14 - $0.46**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Fashion

SMS Efficiency and Triggered Emails Drive Channel Growth

- SMS outperforms Email with 3.75X $/send and 2.9X CTR; every SMS campaign saw growth in sends and revenue.

- Nearly half (49%) of Email revenue now comes from triggers and transactional messages, reflecting smarter, more personalized communications.

- Post-Purchase Emails led Email send growth (+29% YOY) and revenue (+36%), as brands nurture repeat purchases.

- Email Alert triggers saw lower sends but higher revenue, CTR, and CVR, reflecting less volatile inventory. SMS Alert campaigns grew 72–96% in revenue as brands activated new messages in this channel.

- Recurring automated SMS campaigns (e.g., Back-in-Stock, clearance, new arrivals) saw the largest growth, performing on par with standard broadcasts when copy is updated consistently.

3.75X
SMS Revenue Per Send vs Email

49%
Email Revenue from Triggered & Transactional Messages

36%
Post-Purchase Email Revenue YOY Growth

listrak

Food & Beverage

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 0.7%	3.0% - 8.1%	$0.01 - $0.05
Recurring Automated Campaigns[1]	1.4% - 3.7%	2.7% - 8.5%	$0.03 - $0.27
Welcome Series	3.9% - 14.6%	4.9% - 15.9%	$0.22 - $2.51
Browse Abandonment	5.2% - 11.0%	6.1% - 11.8%	$0.45 - $1.64
Shopping Cart Abandonment	7.8% - 15.3%	19.4% - 29.1%	**$1.88 - $6.32**
Back-In-Stock Alerts	9.2% - 37.2%	0.8% - 26.1%	$0.59 - $7.65
Low Inventory Alerts	4.5% - 9.7%	3.0% - 13.2%	$0.46 - $2.95
Price Drop Alerts	8.8% - 19.0%	10.0% - 14.8%	**$2.49 - $5.68**
Post-Purchase	3.3% - 9.7%	5.7% - 18.4%	$0.32 - $1.94
Re-engagement	0.7% - 1.4%	0.3% - 2.6%	$0.13 - $0.80
Loyalty	3.2% - 7.5%	8.9% - 26.5%	$0.33 - $1.18
Transactional	7.3% - 57.4%	8.4% - 24.8%	**$1.25 - $12.63**
Replenishment	3.0% - 9.7%	22.9% - 25.0%	$0.76 - $1.92
ReActivate	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.3% - 4.2%**	**3.1% - 11.1%**	**$0.03 - $0.12**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.1% - 6.5%	0.1% - 4.5%	$0.01 - $0.11
Recurring Automated Campaigns[1]	5.8% - 7.1%	0.5% - 1.2%	$0.03 - $0.07
Welcome Series	0.1% - 16.3%	0.1% - 13.5%	$0.01 - $1.19
Browse Abandonment	11.1% - 13.7%	3.1% - 6.1%	$0.50 - $1.02
Shopping Cart Abandonment	11.9% - 17.2%	10.4% - 19.5%	**$1.07 - $2.35**
Back-In-Stock Alerts	14.0% - 20.8%	10.0% - 16.8%	**$1.83 - $2.42**
Low Inventory Alerts	3.2% - 7.5%	8.9% - 26.5%	$0.33 - $1.18
Price Drop Alerts	NA	NA	NA
Post-Purchase	4.6% - 9.4%	2.9% - 5.9%	$0.16 - $0.57
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	5.0% - 16.7%	0.4% - 0.8%	$0.18 - $0.41
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.1% - 10.0%**	**0.1% - 8.4%**	**$0.14 - $0.41**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Food & Beverage

SMS Efficiency and Alerts Drive Consistent Revenue

- After a massive 2024, send volume declined slightly across Email and SMS, yet Email revenue remained flat and SMS revenue grew 17% YOY.

- Alerts campaigns (Back-in-Stock, Price Drop, Low Inventory) saw triple-digit growth in sends and revenue, with many brands activating these messages for the first time.

- Back-in-Stock messages drove strong engagement, with CTR up 2.1X YOY.

- SMS continues to gain revenue share, with nearly every campaign growing YOY; recurring automated SMS campaigns were the only exception.

- Replenishment and Shopping Cart Abandonment campaigns remain the highest CVR messages, critical to any F&B program.

17%
SMS Revenue YOY Growth

2.1X
Back-in-Stock CTR YOY Increase

155%+
Alerts Campaign Sends & Revenue Growth

listrak

Health & Wellness

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.5%	0.1% - 7.6%	$0.01 - $0.03
Recurring Automated Campaigns[1]	0.3% - 1.5%	4.2% - 9.5%	$0.01 - $0.07
Welcome Series	1.9% - 12.6%	1.0% - 18.4%	$0.01 - $2.51
Browse Abandonment	4.0% - 9.9%	5.7% - 14.1%	$0.21 - $1.41
Shopping Cart Abandonment	6.4% - 12.5%	16.3% - 32.3%	**$1.28 - $4.90**
Back-In-Stock Alerts	7.8% - 13.0%	10.2% - 30.0%	**$1.54 - $3.93**
Low Inventory Alerts	3.3% - 6.2%	4.5% - 15.0%	$0.13 - $0.75
Price Drop Alerts	3.6% - 6.8%	7.1% - 12.0%	$0.24 - $1.72
Post-Purchase	2.7% - 7.0%	9.5% - 19.0%	$0.17 - $1.15
Re-engagement	0.7% - 1.1%	4.6% - 9.4%	$0.07 - $0.26
Loyalty	1.6% - 1.9%	11.0% - 18.4%	$0.28 - $0.57
Transactional	7.6% - 40.4%	12.0% - 24.8%	**$1.36 - $12.85**
Replenishment	3.0% - 4.5%	30.6% - 36.9%	$0.90 - $2.56
ReActivate	3.4% - 6.2%	16.0% - 39.2%	$0.52 - $3.31
TOTAL OVERALL AVERAGE	**0.3% - 4.5%**	**0.1% - 9.4%**	**$0.04 - $0.26**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.4% - 9.9%	0.1% - 5.3%	$0.01 - $0.14
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	4.4% - 21.1%	3.0% - 17.4%	**$0.01 - $3.03**
Browse Abandonment	11.0% - 15.6%	4.2% - 7.4%	$0.33 - $0.88
Shopping Cart Abandonment	8.4% - 12.8%	8.4% - 18.8%	**$0.67 - $2.57**
Back-In-Stock Alerts	12.5% - 16.6%	9.5% - 15.1%	$0.85 - $1.25
Low Inventory Alerts	1.6% - 1.9%	11.0% - 18.4%	$0.28 - $0.57
Price Drop Alerts	12.9% - 15.3%	6.1% - 8.6%	$0.48 - $1.83
Post-Purchase	4.3% - 7.5%	2.8% - 7.1%	$0.15 - $0.80
Re-engagement	1.5% - 2.3%	5.2% - 7.3%	$0.07 - $0.14
Loyalty	NA	NA	NA
Transactional	0.1% - 13.9%	2.3% - 4.2%	$0.55 - $0.97
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**2.0% - 13.9%**	**0.3% - 10.5%**	**$0.12 - $0.61**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Health & Wellness

SMS Growth and Funnel-Focused Campaigns Drive Results

- Email revenue was mostly flat (+2.4% YOY), while SMS grew faster with sends +18% and revenue +9%.

- Shopping Cart Abandonment and Back-in-Stock campaigns doubled CTR and $/message, reflecting strong lower-funnel performance.
  - Both campaigns also saw 50–70% increases in send volume, showing increased adoption alongside efficiency gains.

- SMS Broadcast/Marketing messages experienced a 10% YOY lift in CTR.

- SMS Post-Purchase campaigns improved across all KPIs as brands expand their post-purchase journeys
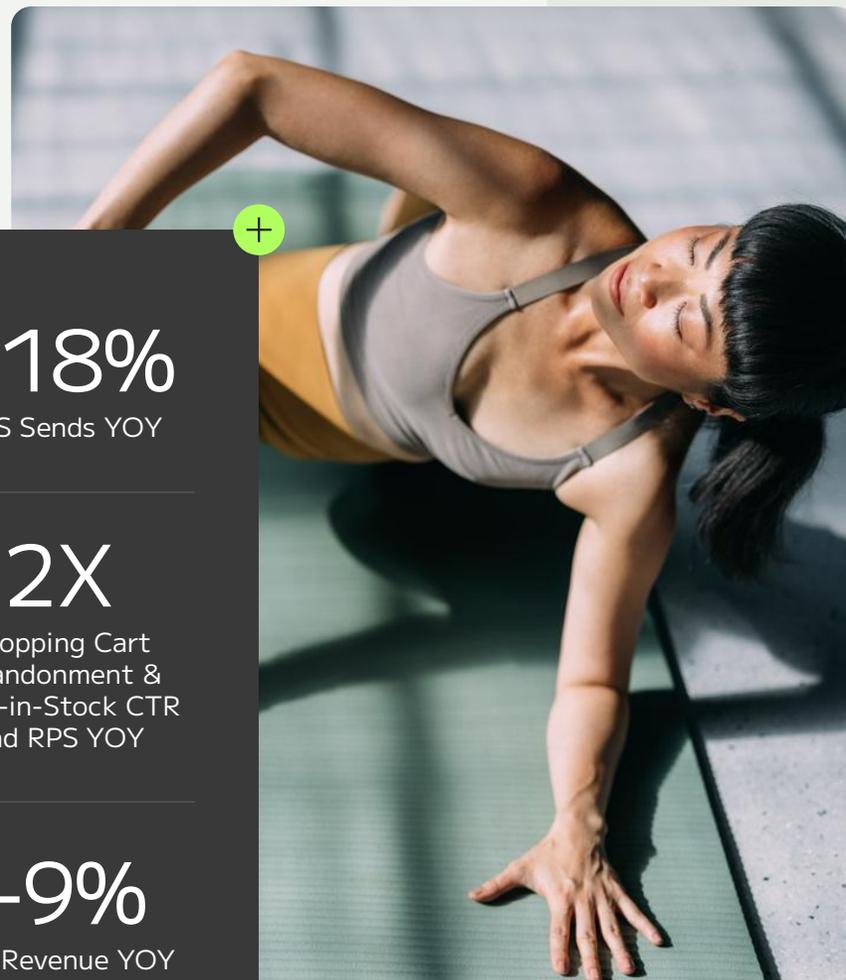
+18%
SMS Sends YOY

2X
Shopping Cart Abandonment & Back-in-Stock CTR and RPS YOY

+9%
SMS Revenue YOY

listrak

Home

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.0%	0.3% - 3.2%	$0.01 - $0.04
Recurring Automated Campaigns[1]	0.5% - 1.8%	1.7% - 3.9%	$0.02 - $0.13
Welcome Series	4.3% - 14.8%	2.0% - 12.9%	$0.20 - $3.42
Browse Abandonment	5.4% - 11.1%	3.0% - 7.0%	$0.29 - $1.52
Shopping Cart Abandonment	7.2% - 14.8%	13.2% - 25.1%	**$2.19 - $10.91**
Back-In-Stock Alerts	9.8% - 30.6%	4.8% - 10.2%	**$0.93 - $6.92**
Low Inventory Alerts	7.3% - 15.0%	3.9% - 5.6%	$0.51 - $1.32
Price Drop Alerts	9.5% - 23.6%	4.1% - 7.3%	$0.79 - $2.40
Post-Purchase	3.3% - 10.1%	3.3% - 8.7%	$0.21 - $1.69
Re-engagement	0.2% - 1.1%	2.3% - 6.7%	$0.01 - $0.12
Loyalty	2.8% - 9.7%	5.7% - 16.3%	$0.03 - $1.00
Transactional	7.0% - 43.5%	2.3% - 11.2%	**$0.01 - $12.86**
Replenishment	3.1% - 8.1%	3.0% - 25.9%	$0.22 - $1.97
ReActivate	0.8% - 3.3%	0.4% - 2.5%	$0.01 - $0.31
TOTAL OVERALL AVERAGE	**0.4% - 6.0%**	**0.4% - 5.3%**	**$0.04 - $0.21**

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.0% - 9.9%	0.1% - 1.9%	$0.01 - $0.11
Recurring Automated Campaigns[1]	2.5% - 7.5%	0.1% - 0.8%	$0.01 - $0.05
Welcome Series	2.8% - 20.3%	0.1% - 12.5%	**$0.01 - $2.83**
Browse Abandonment	13.3% - 17.0%	1.5% - 3.6%	$0.44 - $1.02
Shopping Cart Abandonment	10.1% - 14.6%	4.5% - 10.0%	**$1.19 - $3.25**
Back-In-Stock Alerts	15.7% - 23.8%	1.2% - 5.1%	$0.14 - $1.88
Low Inventory Alerts	2.8% - 9.7%	5.7% - 16.3%	$0.03 - $1.00
Price Drop Alerts	21.5% - 27.0%	2.0% - 5.1%	**$0.57 - $1.74**
Post-Purchase	3.8% - 6.1%	0.8% - 4.9%	$0.04 - $0.39
Re-engagement	0.1% - 9.8%	0.1% - 7.5%	$0.24 - $0.72
Loyalty	NA	NA	NA
Transactional	0.1% - 22.4%	0.8% - 3.6%	$0.01 - $0.67
Replenishment	0.1% - 0.1%	3.6% - 3.6%	$0.01 - $0.01
Info Campaign	22.9% - 29.8%	0.1% - 0.1%	$0.01 - $0.01
TOTAL OVERALL AVERAGE	**1.6% - 16.7%**	**0.1% - 4.4%**	**$0.19 - $0.62**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Home

Recurring Automations and SMS Drive Revenue Growth

- SMS revenue grew 50% YOY, the largest increase across all industries.

- Email revenue was flat, though Loyalty and Recurring Automated campaigns saw +30–40% growth in sends and revenue.

- Recurring automated campaigns provide personalized engagement across Home's wide category range; KPIs stayed mostly flat, but volume increased in 2025.

- SMS Recurring Automated campaigns saw +102% revenue YoY, mirroring cross-channel trends.

- Welcome campaigns improved Email CTR +50%, contributing to efficiency gains while other KPIs remained steady.

- Price Drop was the highest CTR SMS campaign (24.3%) with high volume, reflecting elevated price sensitivity in the Home category.
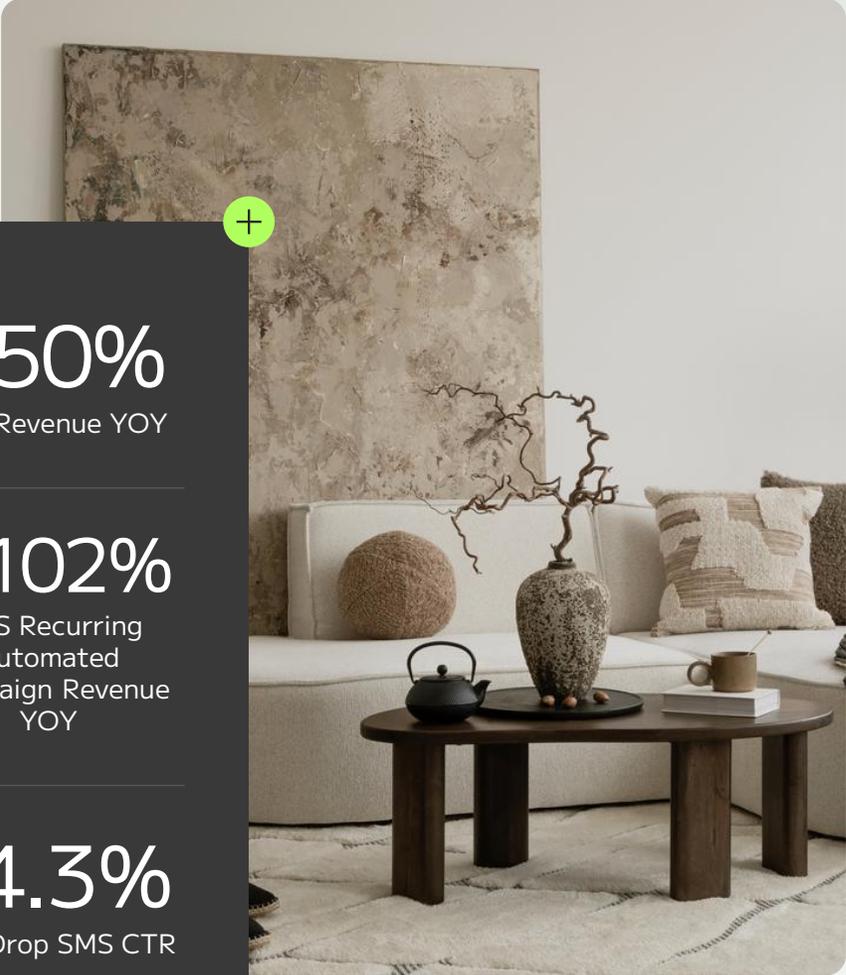
+50%
SMS Revenue YOY

+102%
SMS Recurring Automated Campaign Revenue YOY

24.3%
Price Drop SMS CTR

listrak

Pets & Animals

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 0.7%	4.9% - 11.5%	$0.03 - $0.08
Recurring Automated Campaigns[1]	0.2% - 0.8%	9.9% - 25.6%	$0.02 - $0.14
Welcome Series	6.1% - 17.1%	7.2% - 28.6%	**$0.77 - $7.10**
Browse Abandonment	4.0% - 11.2%	11.8% - 23.7%	$0.96 - $3.46
Shopping Cart Abandonment	8.4% - 19.6%	32.8% - 44.9%	**$5.36 - $13.92**
Back-In-Stock Alerts	4.6% - 17.1%	14.3% - 32.9%	$0.67 - $2.08
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	NA	NA	NA
Post-Purchase	2.7% - 3.8%	17.3% - 21.7%	$0.67 - $0.97
Re-engagement	1.9% - 10.5%	1.1% - 1.4%	$0.02 - $0.07
Loyalty	NA	NA	NA
Transactional	37.4% - 90.5%	4.3% - 20.2%	**$0.01 - $24.93**
Replenishment	3.9% - 33.0%	26.5% - 34.1%	$0.90 - $2.33
ReActivate	NA	NA	NA
TOTAL OVERALL AVERAGE	**0.4% - 4.0%**	**6.3% - 17.7%**	**$0.11 - $0.21**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.0% - 8.4%	4.4% - 10.6%	$0.01 - $0.57
Recurring Automated Campaigns[1]	0.1% - 20.0%	0.1% - 25.8%	$0.01 - $0.01
Welcome Series	3.1% - 21.9%	8.3% - 35.7%	**$0.01 - $6.82**
Browse Abandonment	6.5% - 9.2%	0.1% - 17.0%	$0.01 - $1.16
Shopping Cart Abandonment	7.3% - 9.4%	19.0% - 34.0%	**$1.23 - $2.82**
Back-In-Stock Alerts	NA	NA	NA
Low Inventory Alerts	NA	NA	NA
Price Drop Alerts	6.6% - 25.2%	4.5% - 30.0%	**$0.05 - $5.63**
Post-Purchase	NA	NA	NA
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	NA	NA	NA
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**1.1% - 14.0%**	**2.1% - 22.4%**	**$0.67 - $1.27**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Pets & Animals

SMS Growth and Triggered Emails Drive Engagement

- SMS continues to dominate, with revenue up 262% YOY, building on the first year of benchmarks for this vertical.

- SMS Broadcast/Marketing messages achieve 10X higher CTR than Email Broadcast/Marketing messages, making SMS the go-to channel for connecting with consumers.

- Email sends pulled back slightly, but revenue still increased (+20.1%), showing improved efficiency in Email campaigns.

- Price Drop alerts and Transactional Emails saw increased sends, reflecting growth in triggered messaging adoption.

262%
SMS Revenue YOY Growth

10X
SMS vs Email Broadcast/ Marketing CTR

+20.1%
Email Revenue Growth

listrak

Specialty Retail

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 1.8%	0.1% - 3.7%	$0.01 - $0.03
Recurring Automated Campaigns[1]	0.6% - 1.7%	3.1% - 7.8%	$0.03 - $0.08
Welcome Series	3.7% - 13.8%	4.1% - 16.3%	$0.07 - $2.51
Browse Abandonment	3.7% - 9.3%	4.8% - 10.3%	$0.33 - $1.09
Shopping Cart Abandonment	6.1% - 12.8%	16.2% - 29.7%	**$1.28 - $5.15**
Back-In-Stock Alerts	6.0% - 16.0%	7.6% - 13.8%	**$1.07 - $3.11**
Low Inventory Alerts	5.0% - 9.9%	5.9% - 11.0%	$0.94 - $2.53
Price Drop Alerts	9.3% - 16.6%	4.6% - 10.7%	$0.76 - $2.73
Post-Purchase	3.1% - 10.7%	4.7% - 12.9%	$0.16 - $1.09
Re-engagement	1.0% - 3.3%	0.1% - 4.9%	$0.01 - $0.07
Loyalty	0.8% - 2.7%	0.1% - 14.4%	$0.01 - $0.26
Transactional	3.5% - 27.3%	8.6% - 18.5%	**$0.18 - $9.27**
Replenishment	1.6% - 3.4%	22.0% - 22.5%	$1.17 - $2.03
ReActivate	0.2% - 0.4%	0.7% - 4.6%	$0.01 - $0.01
TOTAL OVERALL AVERAGE	**0.3% - 3.8%**	**0.1% - 5.2%**	**$0.02 - $0.16**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	1.5% - 15.0%	0.1% - 3.7%	$0.01 - $0.11
Recurring Automated Campaigns[1]	3.3% - 5.2%	2.5% - 4.8%	$0.09 - $0.17
Welcome Series	1.6% - 21.0%	0.1% - 3.7%	**$0.01 - $2.62**
Browse Abandonment	10.0% - 16.0%	1.4% - 5.4%	$0.07 - $0.50
Shopping Cart Abandonment	8.7% - 15.7%	1.8% - 3.3%	$0.49 - $1.44
Back-In-Stock Alerts	14.4% - 19.7%	4.0% - 6.5%	$0.39 - $1.32
Low Inventory Alerts	0.8% - 2.7%	0.1% - 14.4%	$0.01 - $0.26
Price Drop Alerts	19.0% - 26.5%	2.2% - 5.3%	$0.40 - $0.81
Post-Purchase	NA	NA	NA
Re-engagement	NA	NA	NA
Loyalty	NA	NA	NA
Transactional	0.1% - 1.7%	5.2% - 13.2%	$0.01 - $0.52
Replenishment	NA	NA	NA
Info Campaign	NA	NA	NA
TOTAL OVERALL AVERAGE	**1.8% - 17.3%**	**0.1% - 6.3%**	**$0.13 - $0.57**

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Specialty Retail

Triggered Campaigns and Price Drops Drive Revenue

- Email and SMS revenue grew modestly, with single-digit YOY increases. Email saw efficiency wins with RPS +31%.

- Recurring Automated and Low Inventory campaigns saw growth as more brands adopted these strategies.

- Price Drop campaigns sent less but achieved 2X Email CTR, driving a 50% revenue increase; Price Drop SMS also saw 12% fewer sends but 200% higher revenue.

  - Price Drop remains a stable, high-performing campaign across the vertical (YOY)

- SMS triggered campaigns expanded in 2025, with nearly every campaign seeing 20%+ send growth YOY.
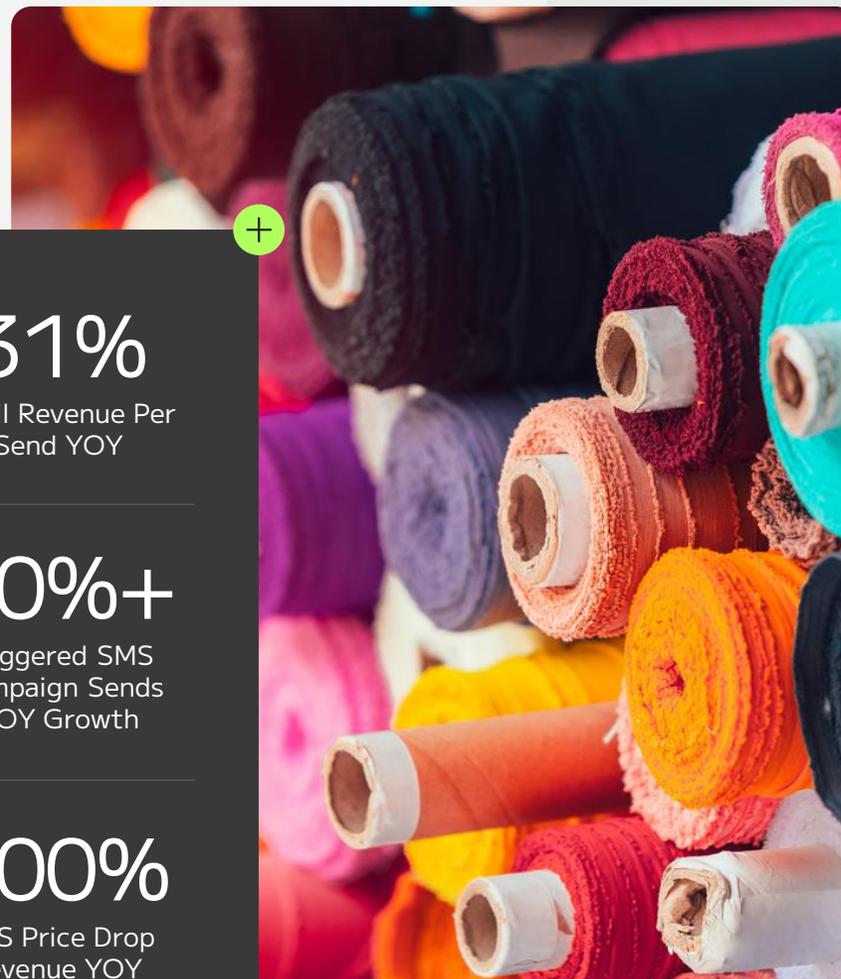
31%
Email Revenue Per Send YOY

20%+
Triggered SMS Campaign Sends YOY Growth

200%
SMS Price Drop Revenue YOY

listrak

Sports & Outdoor

Email

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.3% - 0.8%	0.7% - 3.0%	$0.01 - $0.04
Recurring Automated Campaigns[1]	0.9% - 2.3%	4.1% - 5.7%	$0.02 - $0.08
Welcome Series	3.5% - 14.8%	2.7% - 16.0%	$0.09 - $4.22
Browse Abandonment	5.2% - 11.5%	3.1% - 6.6%	$0.31 - $1.14
Shopping Cart Abandonment	6.4% - 16.0%	14.8% - 24.0%	$1.68 - $7.32
Back-In-Stock Alerts	9.4% - 38.0%	3.8% - 8.1%	$0.72 - $5.37
Low Inventory Alerts	5.6% - 18.5%	3.5% - 5.7%	$0.44 - $1.19
Price Drop Alerts	7.4% - 16.8%	6.4% - 8.2%	$1.32 - $4.31
Post-Purchase	4.6% - 12.2%	4.3% - 9.2%	$0.30 - $1.79
Re-engagement	0.4% - 2.1%	4.1% - 8.0%	$0.04 - $0.24
Loyalty	3.6% - 9.2%	0.1% - 14.7%	$0.01 - $0.55
Transactional	8.0% - 40.6%	4.3% - 17.5%	$0.63 - $7.32
Replenishment	3.0% - 3.8%	5.3% - 6.4%	$0.09 - $0.32
ReActivate	0.7% - 1.6%	4.8% - 4.8%	$0.05 - $0.10
TOTAL OVERALL AVERAGE	**0.4% - 3.8%**	**0.8% - 5.3%**	**$0.05 - $0.14**

SMS

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.9% - 10.9%	0.6% - 3.1%	$0.01 - $0.17
Recurring Automated Campaigns[1]	NA	NA	NA
Welcome Series	3.4% - 20.4%	2.9% - 4.8%	**$0.01 - $6.63**
Browse Abandonment	11.5% - 15.2%	0.1% - 2.8%	$0.41 - $0.99
Shopping Cart Abandonment	NA	NA	NA
Back-In-Stock Alerts	9.5% - 20.5%	0.1% - 16.1%	$0.28 - $0.83
Low Inventory Alerts	3.6% - 9.2%	0.1% - 14.7%	$0.01 - $0.55
Price Drop Alerts	17.8% - 24.2%	0.1% - 4.2%	**$0.63 - $1.61**
Post-Purchase	3.4% - 6.0%	0.1% - 0.1%	$0.01 - $0.45
Re-engagement	NA	NA	NA
Loyalty	0.1% - 7.7%	1.2% - 2.8%	$0.01 - $0.01
Transactional	10.1% - 16.1%	5.3% - 11.7%	$0.31 - $0.86
Replenishment	0.1% - 0.1%	0.5% - 1.5%	NA
Info Campaign	20.4% - 26.1%	2.1% - 3.2%	$0.01 - $0.17
TOTAL OVERALL AVERAGE	**2.0% - 14.4%**	**0.3% - 6.2%**	**$0.26 - $0.68**

Bolded = Across both email and SMS, high-intent automated programs dominate revenue performance.

[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.

listrak

Sports & Outdoor

SMS Growth and Loyalty Campaigns Drive Conversions

- Email sends and revenue were flat YOY, while SMS revenue grew 40%, reflecting stronger adoption and efficiency.

- Every SMS campaign saw revenue growth, supported by a 50% increase in CVR, showing faster consumer conversions on mobile.

- Loyalty campaigns were a standout: Email sends flat, revenue +32% YOY, highlighting the value Sports & Outdoor consumers place on loyalty programs.

- Browse Abandonment Emails saw +10% growth in sends and revenue as brands personalize based on Page Browse behavior.

+40%
SMS Revenue YOY

50%
SMS CVR YOY Increase

+32%
Email Loyalty Revenue YOY

listrak

Take your Digital Marketing to the next level.

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.

Learn more at listrak.com

Listrak Clients: Connect with your Account Manager

or reach out to support.listrak.com

Mia Wade

Email

SMS

Push

Web

Skincare

Moisturizers

listrak