



Vertical Insights:
Sports & Outdoors



We know your space.

We know Sports & Outdoor retail.

At Listrak, we help brands deliver tailored, data-driven experiences that connect with customers across every touchpoint.

Our solutions drive engagement and build lasting loyalty – turning first-time buyers into lifelong customers.



How Sports & Outdoor Retail is Evolving

Key shifts shaping growth, engagement,
and customer expectations.

Focus Areas and Trends

1

The sporting goods industry is experiencing moderating but resilient growth, with continued gains driven by premium and performance segments.

2

As physical inactivity continues to rise globally, demand for athleisure and lifestyle performance apparel remains strong, reflecting a shift toward comfort, versatility, and wellness-driven identity.

3

Challenger brands like Hoka, On, and Vuori are gaining market share through innovation, community, and premium positioning.

4

Apparel brands are transforming stores into experiential “third places,” where consumers can engage, train, and connect beyond the transaction.

5

Loyalty programs are evolving to reward engagement, activity, and community – not just transactions.

6

Seamless omnichannel experiences are now table stakes, connecting digital discovery with in-store fulfillment like BOPIS and curbside pickup.

7

Consumers now expect predictive, AI-driven personalization across every stage of the shopping journey.

Benchmark Data

Email

SMS

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	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

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.

Benchmark Insights

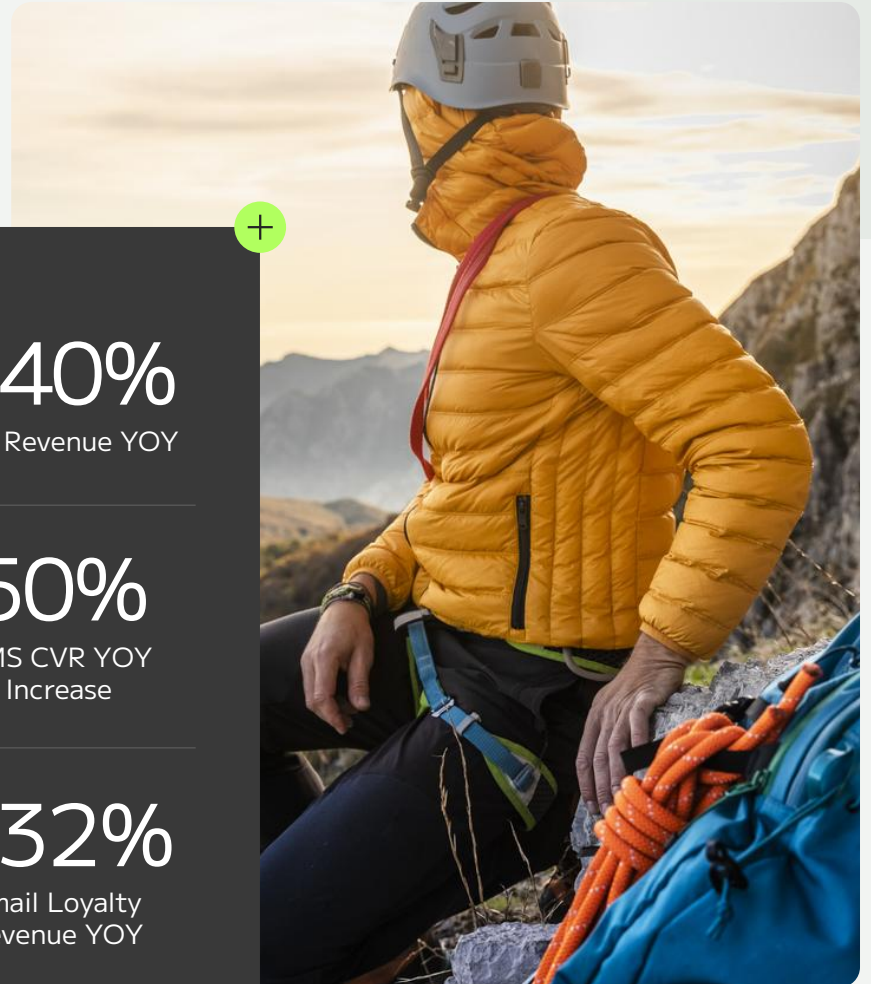
SMS Growth and Loyalty Campaigns Drive Conversions

- 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



Strategies to Drive Growth in Sports & Outdoor Retail

How leading brands are maximizing engagement, conversion, and revenue.

Recommended Strategies and Tactics



Include sport/gender/team preference in popup or SMS info campaign



Seasonal segmentation is key to sports with particular climates/times of year



Youth gear lifecycling and upsell opportunities



Complete the kit or set — drive cross-sell by recommending curated product groupings



Incentivize getting active with loyalty or milestones



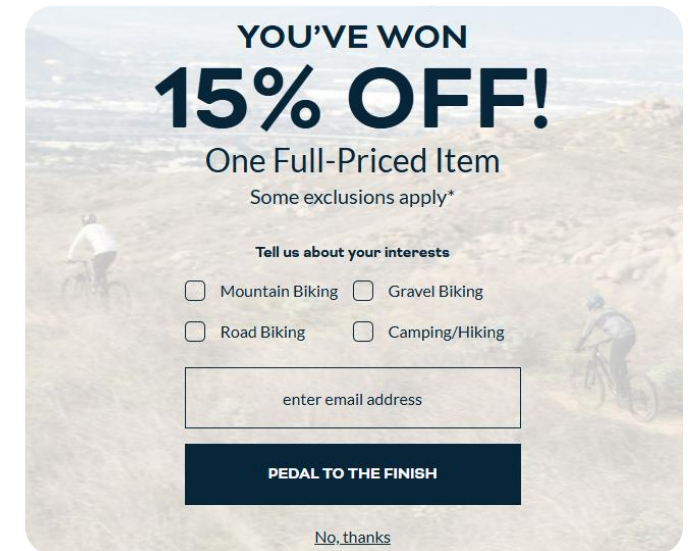
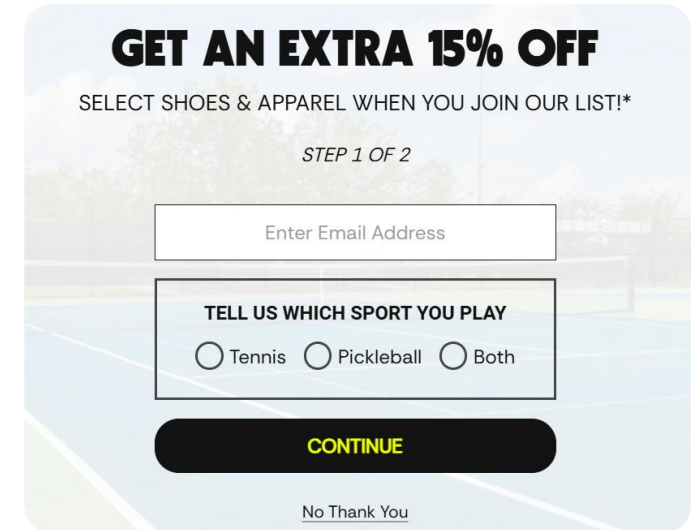
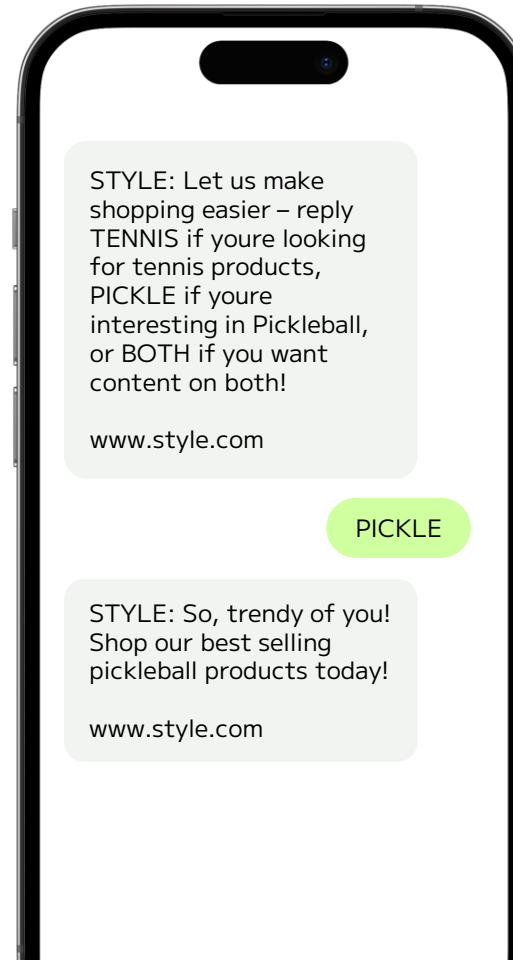
Brand preference-based personalization

Collect Sport Preference at Opt-In

Sporting goods retailers can boost engagement by personalizing acquisition and leveraging both digital and in-store touchpoints.

Up-level this strategy:

- ✓ Within the popup or follow-up Email/SMS, ask what sport(s) the customer is most interested in to tailor future messaging and product recommendations.
- ✓ Many sporting goods vendors carry multiple brands with strict pricing rules, focus on value-add offers rather than discounts to stay compliant.
- ✓ Incorporate proven offers such as sweepstakes, gift with purchase, or free shipping to drive initial engagement.
- ✓ For retail locations, leverage QR codes that link to a landing page for easy opt-in and data capture.

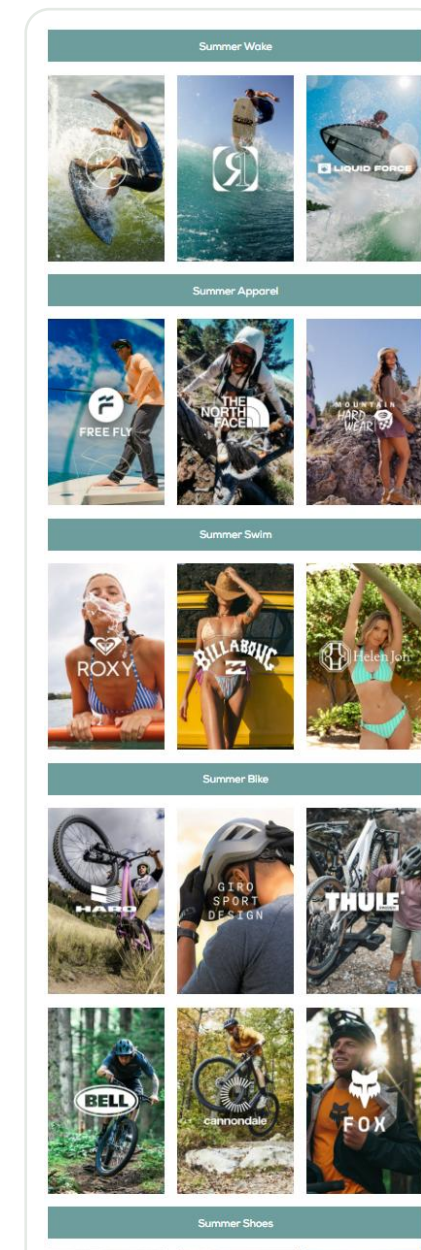
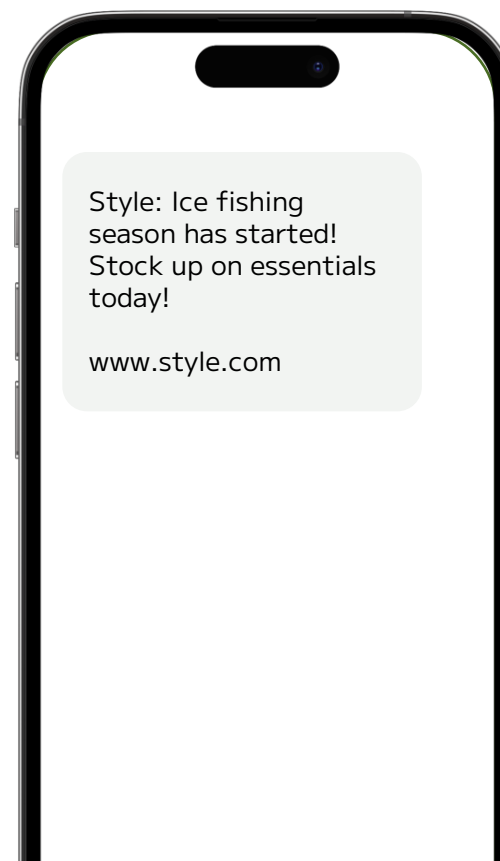


Seasonal Shoppers/Segmentation

For sporting goods brands with seasonal products, retailers and brands should be leveraging timing and location to maximize relevance and repeat purchases.

Up-level this strategy:

- ✓ Use predictive next order date fields to trigger segment entry events for timely outreach.
- ✓ Include customers who purchased during this season in the past two years in your segmentation criteria.
- ✓ Tailor campaigns for region-specific activities, such as ice fishing in the Midwest, to ensure relevance.
- ✓ For seasonal brands, adjust alert lookback windows to one year since customers often shop annually for these items.



Children Equipment/Gear Life-cycling

Sporting goods brands serving youth athletes have a unique opportunity to drive repeat purchases as kids size up in gear every year.

Up-level this strategy:

- ✓ Set up campaigns that check back in annually to upsell the next size for clothing, uniforms, pads, shoes, cleats, skates, and even gear like gloves, bats, and helmets.
- ✓ Send a post-purchase campaign this year reminding customers to rebuy next year at the same time.
- ✓ If buying youth sizes, ask what sport they're purchasing for and offer a bundling discount to increase basket size.

NEED A NEW SIZE OF YOUR: CCM TACKS XF PRO ICE HOCKEY SKATE - YOUTH



BUY THE NEXT SIZE

NOT YET - REMIND ME NEXT YEAR

Style: Parenting is hard – we are making it easier with reminding you its time to buy new skates!

www.style.com

Complete the Kit/Set

Sporting goods retailers can increase basket size and loyalty by recommending complementary products and offering bundling incentives.

Up-level this strategy:

- ✓ If purchases align to a broader sport or hobby, show customers what else they might need.
 - Example: Bought cleats? Suggest shin guards and socks.
 - Example: Purchased a swimsuit? Recommend swim caps.
- ✓ Offer discounts for buying in bundles or bulk, especially for team purchases.
- ✓ Integrate with vendors like Stylitics or use recommendation blocks (related products or algorithm-driven) based on the reference product to enhance personalization.

The screenshot displays a retail interface with a 'Complete The Set' section at the top, featuring three bundles of sports equipment. Below this is a grid of six product images. At the bottom, a 'STYLE IT WITH' section shows a carousel of five recommended items with their prices.

Complete The Set

Shop This Set

Shop This Set

Shop This Set

STYLE IT WITH

LOOK 1 OF 6

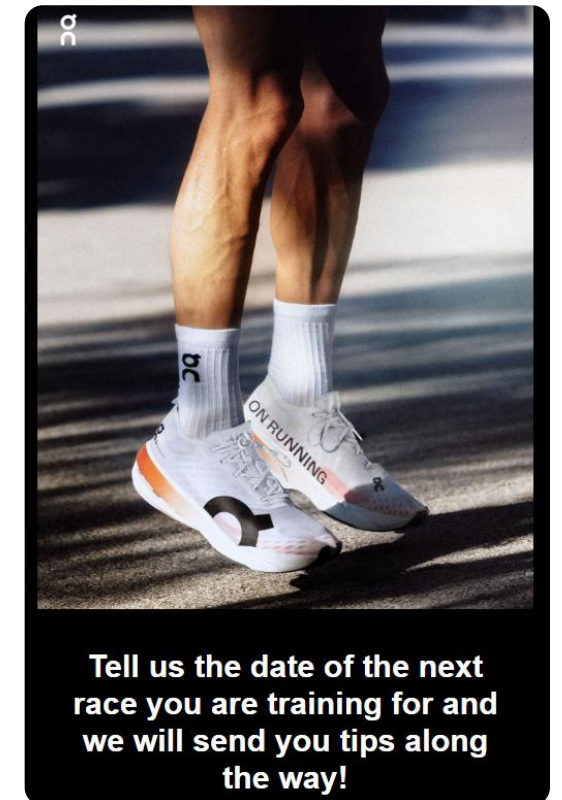
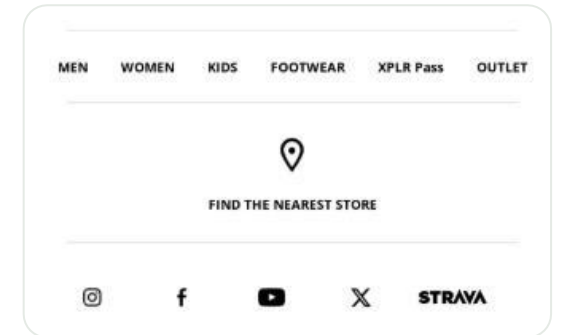
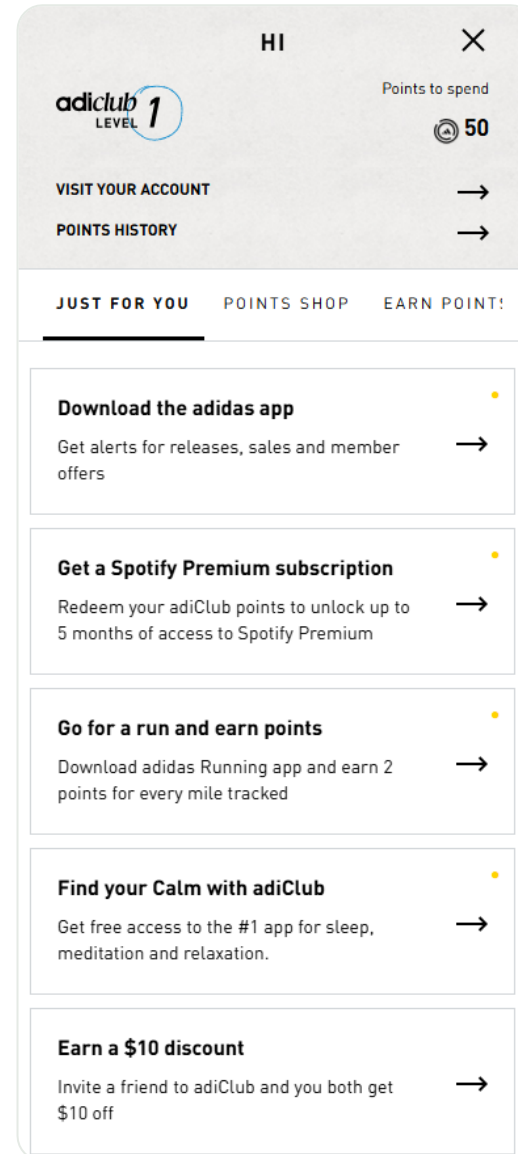
Nike Nike Women's Court Legacy Lift Platform Shoes \$89.99 \$69.99	Nike Nike Women's Club Fleece 1/4-Zip Pullover Sweatshirt \$65.00	Nike Nike Women's Sportswear Chill Terry T-shirt \$60.00	Nike Nike Women's Sportswear Classic Woven UV Mid-Rise... \$65.00 \$49.97	Nike Nike Women's Indy V-Neck Low Support Sports Bra \$38.00

Incentivize Getting Active

Sporting goods brands can strengthen loyalty and keep customers engaged by incentivizing activity and connecting with their fitness goals.

Up-level this strategy:

- ✓ Add achievement-based milestones to your loyalty program to reward ongoing participation .
- ✓ Encourage users to follow your brand on platforms like Strava to build community and visibility.
- ✓ Let customers share their next race or event and create countdown campaigns to stay top of mind leading up to the big day.

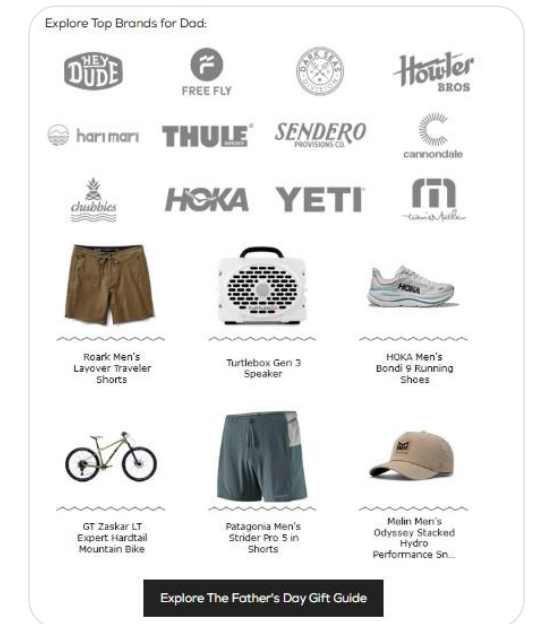


Brand Preference

Sporting goods brands can drive loyalty and repeat purchases by personalizing experiences based on brand affinity and product lifecycle needs.

How to up-level this strategy:

- ✓ For sports like cycling, customers often stick to one brand, recommend complementary parts and accessories from the same brand.
- ✓ If a customer prefers a specific brand for shoes or apparel, showcase other products within that brand to increase basket size.
- ✓ Use brand interest to trigger personalized campaigns when showcasing sale brands or new arrivals.
- ✓ For Co-Op Opportunities, leverage segmentation to avoid full message sends and add tailored recommendations by brand for those who prefer it.



Replenishment Campaigns

In the sporting goods industry, replenishment campaigns are a smart way to drive repeat purchases for consumable or frequently used products.

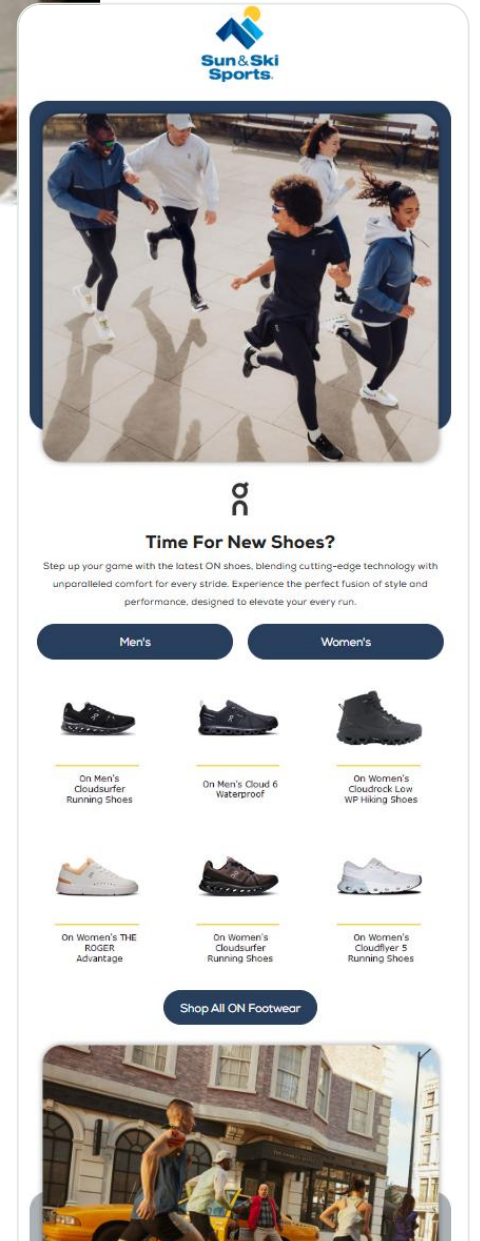
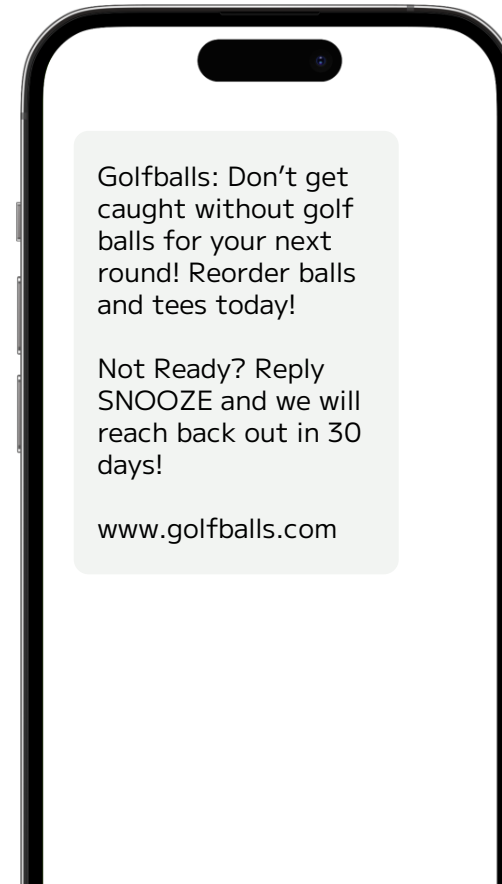
How to up-level this strategy:

- ✓ Target high-use items like tennis balls, golf balls, protein powders, electrolyte drinks, and fishing gear
- ✓ Include products with natural wear cycles, such as running shoes, to prompt timely repurchases.
- ✓ Segment by subscription status—send replenishment reminders to non-subscribers.
- ✓ If no subscription service exists, leverage replenishment campaigns for specific categories to maintain customer loyalty

How Long Do Running Shoes Last?

Several factors determine a healthy mileage for your shoes because of varying characteristics of different runners.

[Learn More](#)




Expert Advice

Sporting goods retailers have a unique opportunity to turn educational content into a powerful engagement tool. This approach builds trust, guides purchases, and reinforces brand authority.

How to up-level this strategy:

- ✓ Highlight content that aligns with specific sports or equipment to position your brand as an industry expert.
- ✓ Surface this content in abandonment and post-purchase journeys to add value and reduce friction.
- ✓ Create post-purchase campaigns focused on product care and maintenance to build trust and loyalty
- ✓ Offer exclusive access to industry experts through loyalty programs to enhance perceived value

ELEVATE YOUR GAME WITH EXPERT ADVICE



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How to Buy Running Shoes
Hit your stride on your next run with this helpful guide
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Best Soccer Cleats
Explore our picks for this year's best soccer cleats
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Preferred Shot Type
What type of shot do you usually take?
Please choose one



Quicker Release
I want a quicker shot release

More Power
I want more power from my shots

Equal Mix of Both
I don't have a preference

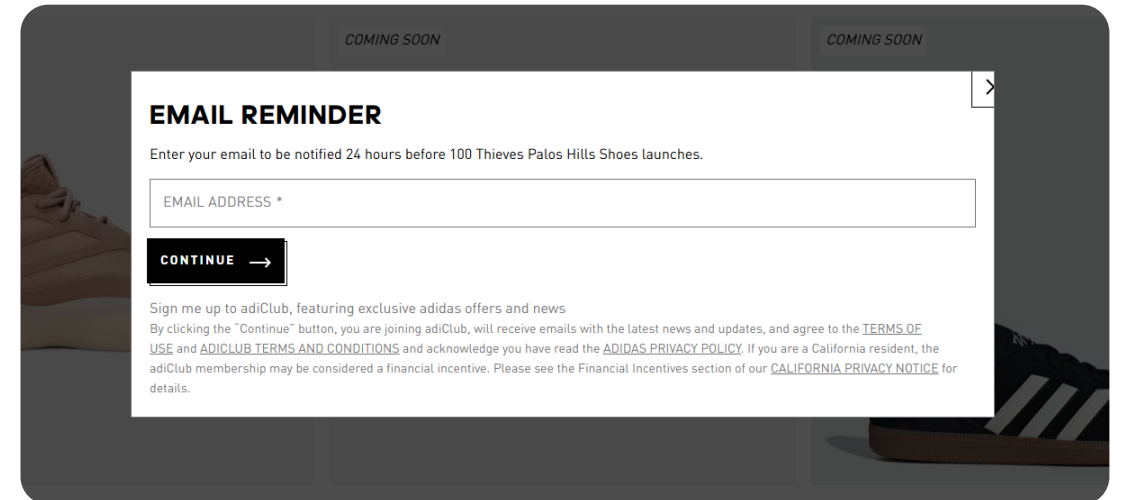
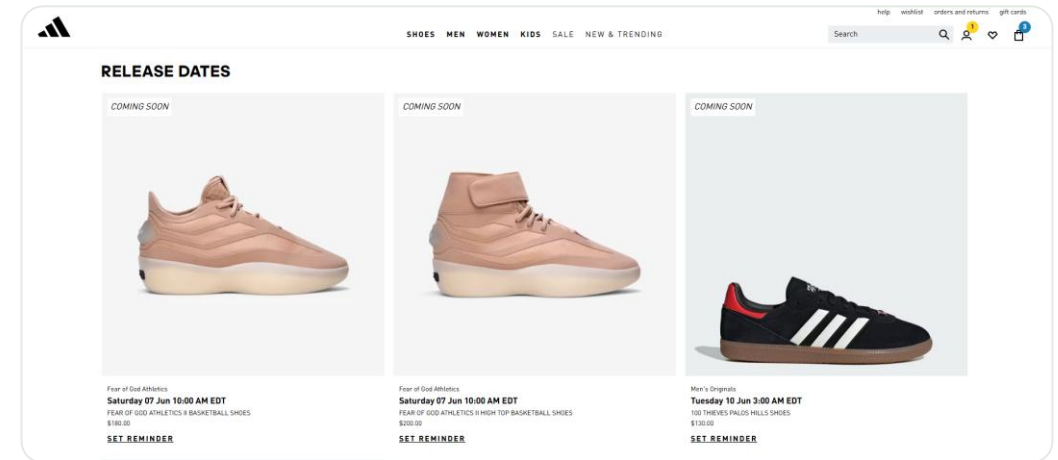
I Don't Know
I don't know what shot I usually take

Shop the Pros Products

For brands that frequently launch new products—especially in the sneaker space—creating anticipation and exclusivity is key. A “sign up for drop alerts” strategy not only drives opt-ins but also builds a highly engaged audience eager for timely updates.

How to up-level this strategy:

- ✓ Use Back-in-stock or automated alerts for product drops to drive urgency.
- ✓ Go cross-channel—email, SMS, and push for real-time engagement.
- ✓ Personalize opt-ins by letting users choose product lines or styles.
- ✓ Add exclusivity with early access or VIP perks.

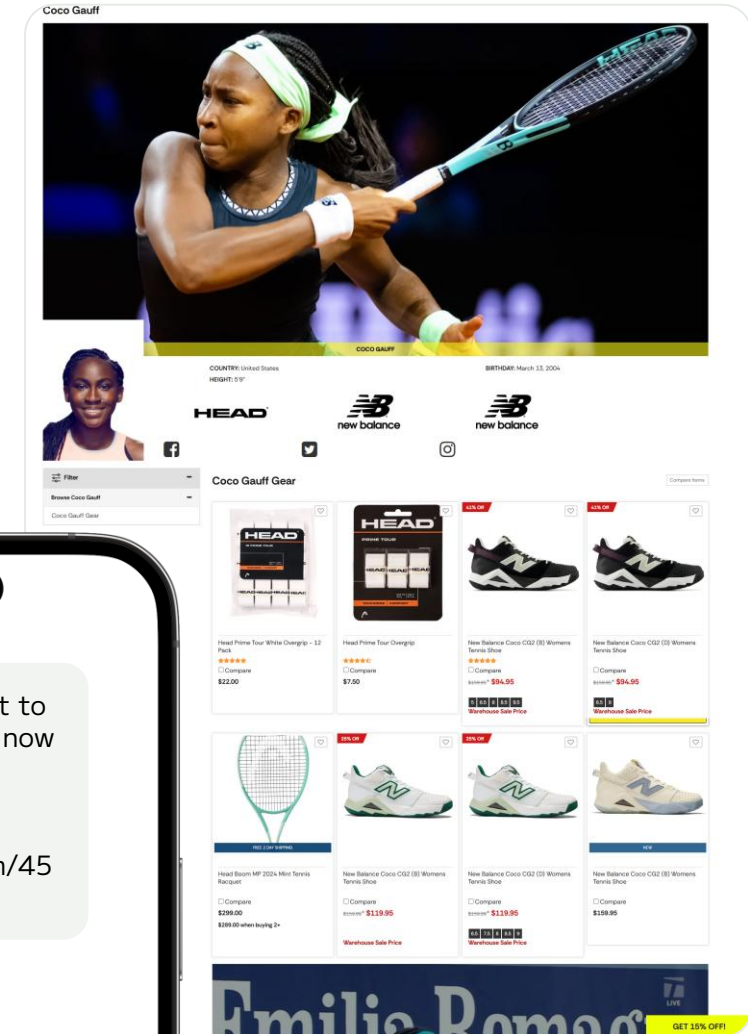
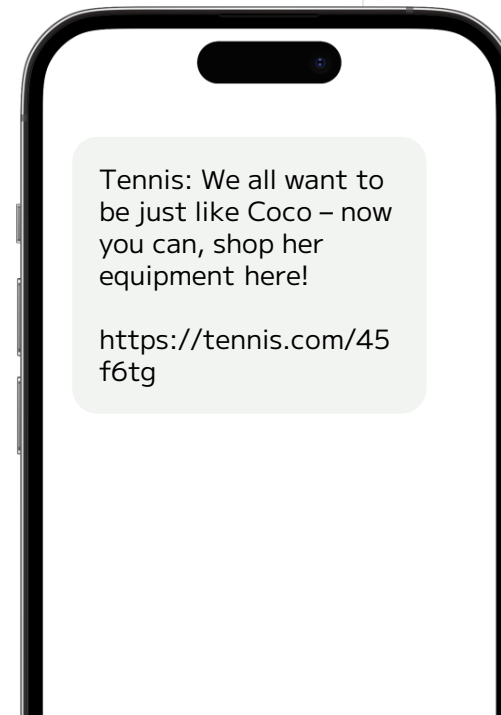


New Product Launch Hype

Brands tied to pro athletes have a unique opportunity to leverage star power for product discovery. Highlighting athlete-sponsored items creates a strong emotional connection and drives purchase intent among fans.

How to up-level this strategy:

- ✓ Highlight athlete-sponsored products on site pages and in marketing content.
- ✓ Tag products by athlete for personalized recommendations.
- ✓ Notify fans of new launches tied to their favorite pros.
- ✓ Create exclusive athlete content to boost engagement.

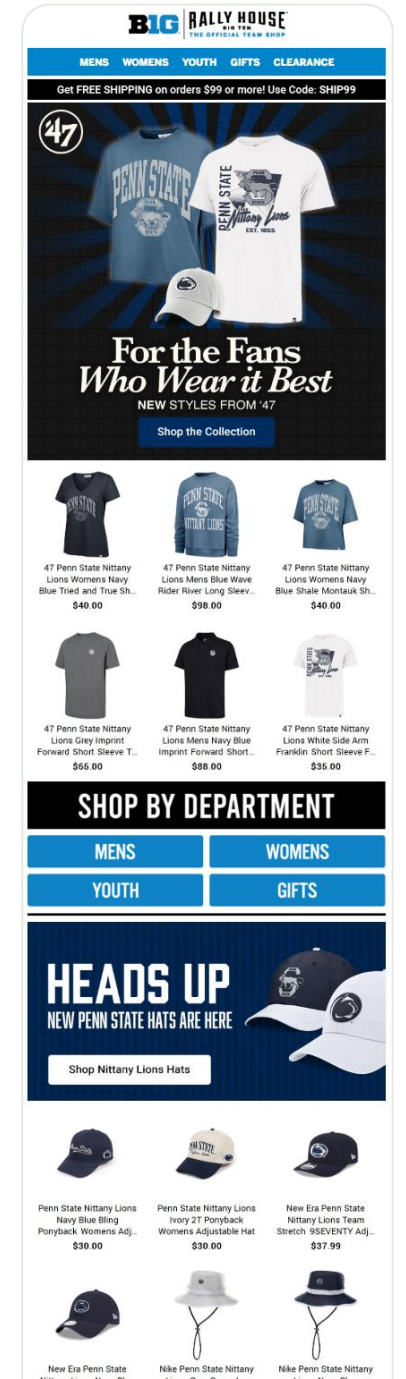
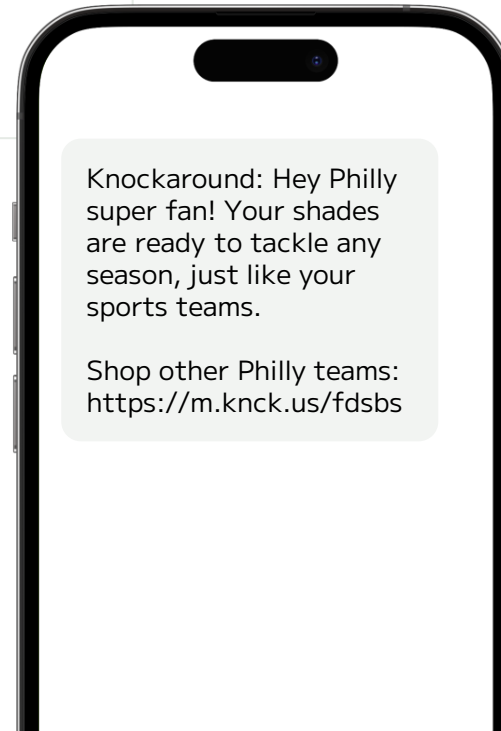
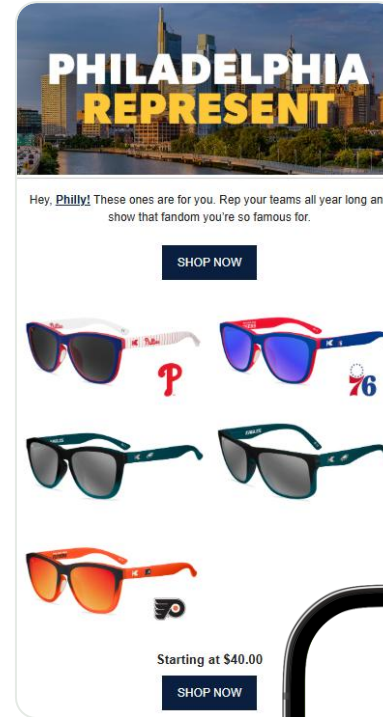


City Sports Personalization

Personalization based on location or past purchases can deepen loyalty and increase basket size. By tailoring recommendations to city-specific teams, fans feel a stronger connection to their local sports culture.

How to up-level this strategy:

- ✓ Use geolocation or purchase history to recommend team-specific products.
- ✓ Suggest related items from the same team for easy add-ons.
- ✓ Cross-promote other city teams to expand interest across sports
- ✓ Apply this across leagues and levels for broader personalization.

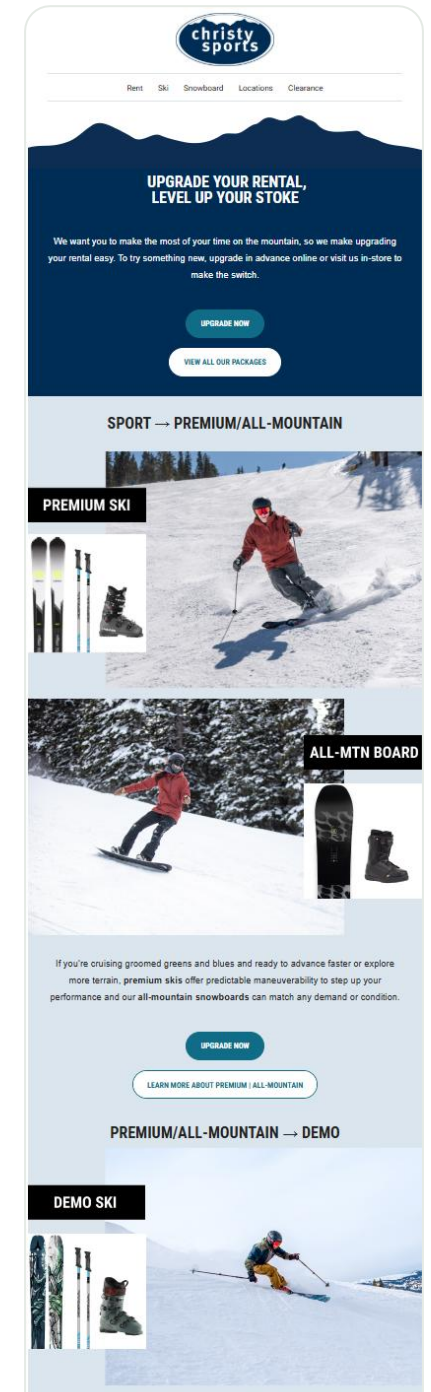
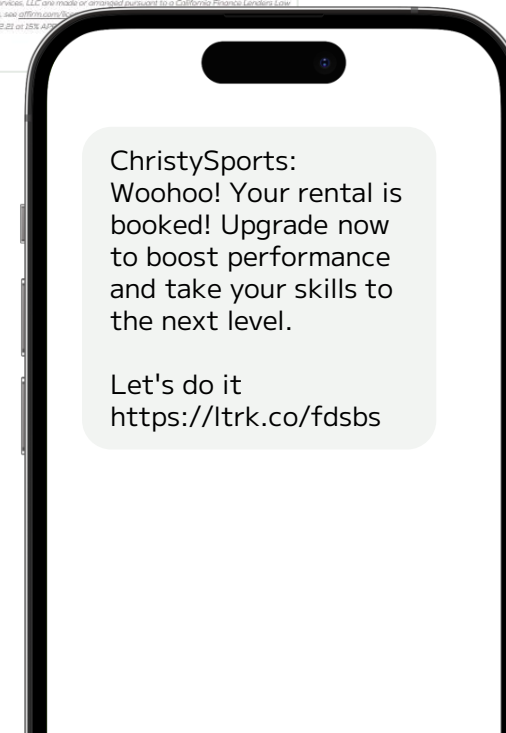
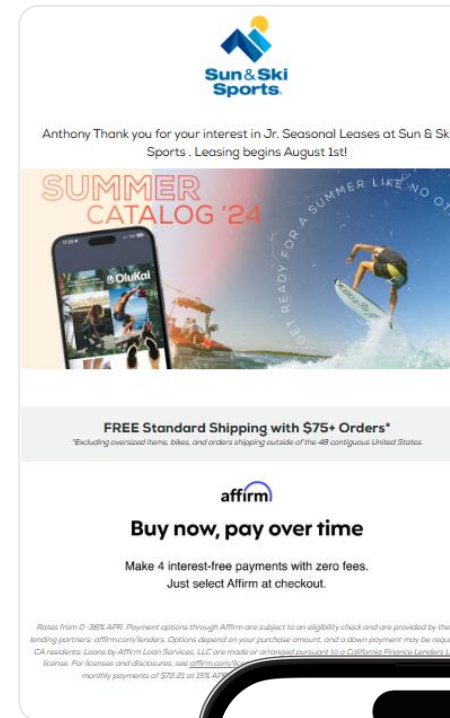


Rental Programs / Used Equipment

Rental programs, season passes and buy-back initiatives offer unique touchpoints for engagement and upsell. These programs create opportunities to keep customers in the loop and drive incremental revenue through personalized messaging.

How to up-level this strategy:

- ✓ Engage rental or pass holders with sign-up prompts and current sales.
- ✓ Incentivize tier upgrades for rental or pass programs.
- ✓ Leverage buy-back programs post-purchase (e.g., after 100 days) to encourage repeat buys.
- ✓ Showcase used gear options in abandonment flows to capture lower-AOV shoppers.



Ready to Elevate Your 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.

