



The cross-channel
personalization platform

Vertical Insights:

Apparel

We know Apparel retail.

At Listrak, we help apparel brands create personalized shopping experiences that connect with customers across every touchpoint.

From acquisition to loyalty, our solutions help retailers drive engagement, increase repeat purchases, and maximize customer lifetime value.

We know your space.


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for all mankind

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Robert Graham

JOHNNY WAS

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How Apparel Retail is Evolving

Key shifts shaping growth, engagement,
and customer expectations.



Apparel Focus Areas and Trends

01

GLP-1 adoption is reshaping apparel purchasing behavior.

Consumers experiencing rapid body-size changes are refreshing wardrobes more frequently and shopping across new categories and sizes.

02

Resale and secondhand apparel continue to gain market share.

Secondhand apparel sales are expected to grow significantly faster than overall fashion retail, creating new lifecycle marketing opportunities.

03

Occasion-based apparel demand is rising.

Consumers are prioritizing experiences, travel, weddings, and events, increasing demand for occasion-specific wardrobes.

04

Work and lifestyle wardrobes continue to blend.

Consumers increasingly seek versatile apparel that works across office, travel, and casual settings.

05

Tariffs and sourcing uncertainty are pressuring margins.

Brands are balancing promotional activity with rising costs and inventory planning challenges.

06

AI-powered personalization is becoming table stakes.

Consumers expect highly relevant recommendations based on size, style, brand affinity, and browsing behavior.

07

Social commerce continues to accelerate.

TikTok Shop and creator-driven commerce are becoming critical discovery and conversion channels.

08

Loyalty programs are expanding beyond transactions.

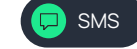
Brands are rewarding engagement, referrals, reviews, and community participation.



Benchmark Data



Email



SMS

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% - 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

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

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

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.

Fashion

Benchmark Insights

SMS Efficiency and Triggered Messages Drive Growth

- SMS outperforms Email generating **3.75X higher RPS** and **2.9X higher CTR**, with every SMS campaign type seeing growth in both sends and revenue.
- Nearly half (49%) of Email revenue now comes from **triggers and transactional messages**, reflecting smarter, more personalized communications.
- Post-Purchase programs emerged as a key growth driver, with Email send increasing **29% YOY** and revenue **36% YOY** as brands focus on customer retention and repeat purchases.
- Product Alert programs generated stronger engagement and revenue despite lower send volume, reflecting improved inventory stability and higher consumer intent.
- Recurring automated SMS campaigns (e.g., Back-in-Stock, clearance, new arrivals) were among the fastest-growing SMS programs, delivering performance on par with standard broadcasts when copy is updated consistently.

3.75X

SMS Revenue Per
Send vs Email

36%

Post-Purchase Email
Revenue YOY Growth

49%

Email Revenue from
Triggered &
Transactional
Messages





Strategies to Drive Growth in Apparel

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



Recommended Strategies and Tactics

The following opportunities align with the consumer behaviors and market shifts shaping the apparel retail today.



Category-Based Acquisition



Size Refresh Journeys



Occasion-Based Shopping



Wardrobe Building



Resale & Trade-In Programs



Buy Another Pair



Category-Based Acquisition

Apparel shoppers often have strong preferences around gender, category, fit, and brand affinity. Capturing these preferences early allow retailers to personalize efforts, improve recommendations, and create more relevant experiences throughout the customer lifecycle.

Ways to level-up this strategy:

- Ask subscribers about their interest in Mens, Womens, Kids, and key product category preferences during acquisition.
- Personalize Welcome Series messaging and content based on those selections.
- Use dynamic content to showcase preferred categories, brands, and products.
- Re-engage subscribers with category-specific recommendations and content rather than generic promotions.



You're all set. Look for our emails soon.

Tell us a bit more so we can personalize them! Which styles do you usually shop?

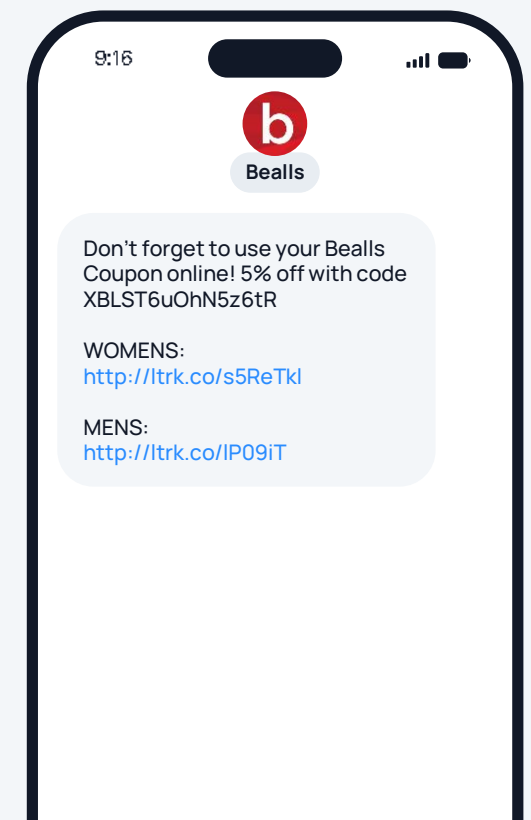
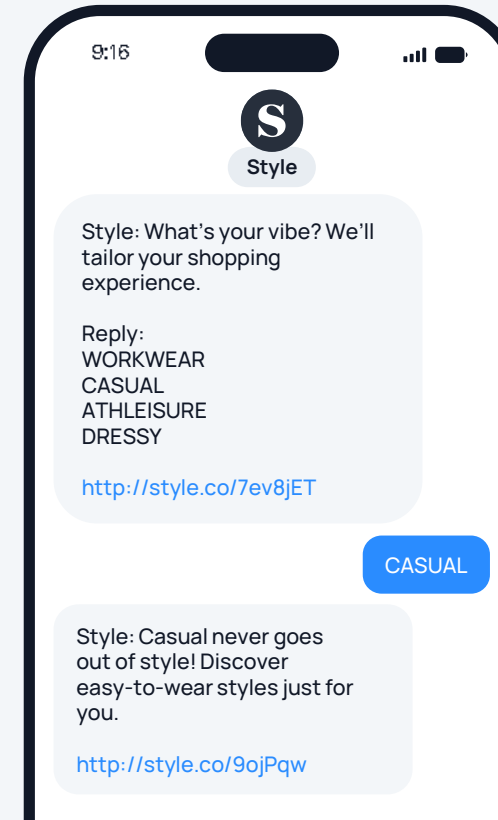
Optional

Zip Code

Women's Men's

Submit

Offer valid for new email subscribers only. Any information you provide will be held in accordance with our [Privacy Notice](#) and [Terms of Use](#). [Contact Us](#)



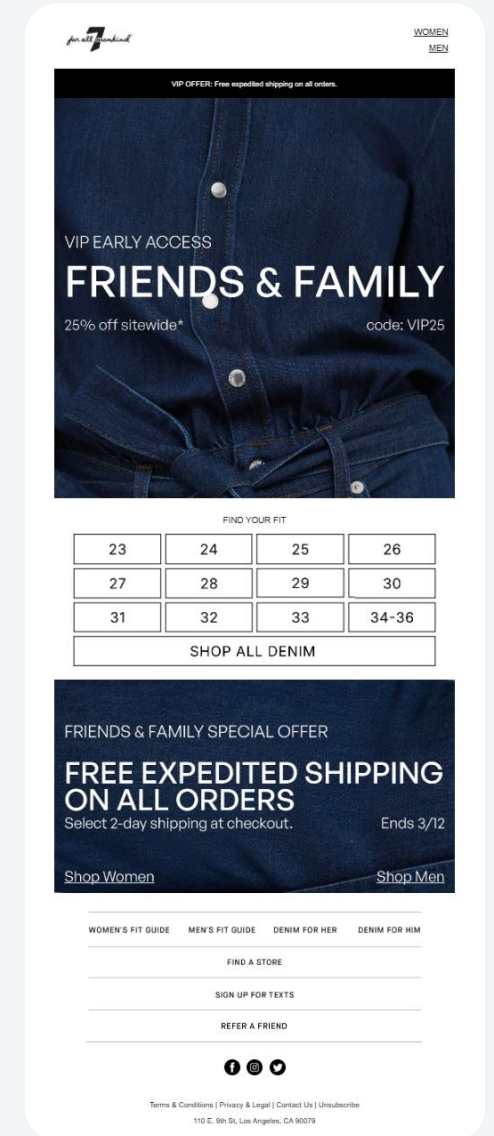
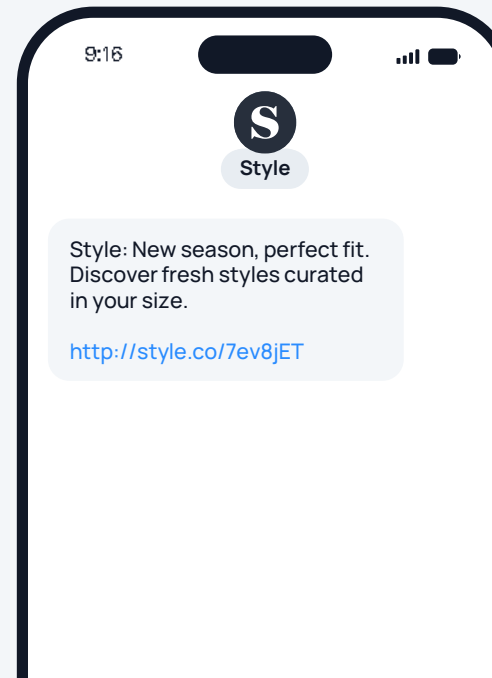
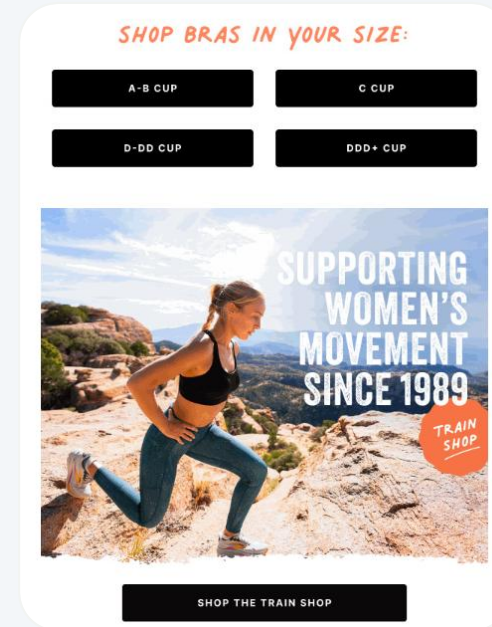
Growth Strategies

Size Refresh Journeys

As shoppers update their wardrobes due to lifestyle changes, evolving fit preferences, or changing sizing needs, apparel retailers can proactively recommend products in the right size and fit.

Ways to level-up this strategy:

- Capture size preferences during welcome series flows and preference center updates.
- Trigger personalized post purchase messages that help shoppers discover additional products in the size they just bought.
- Recommend similar styles, new arrivals, and best sellers in their updated size.
- Create seasonal wardrobe refresh campaigns tied to fit, size, and category preferences.
- Pair messaging with fit guides, sizing tools, and personalized product recommendations.



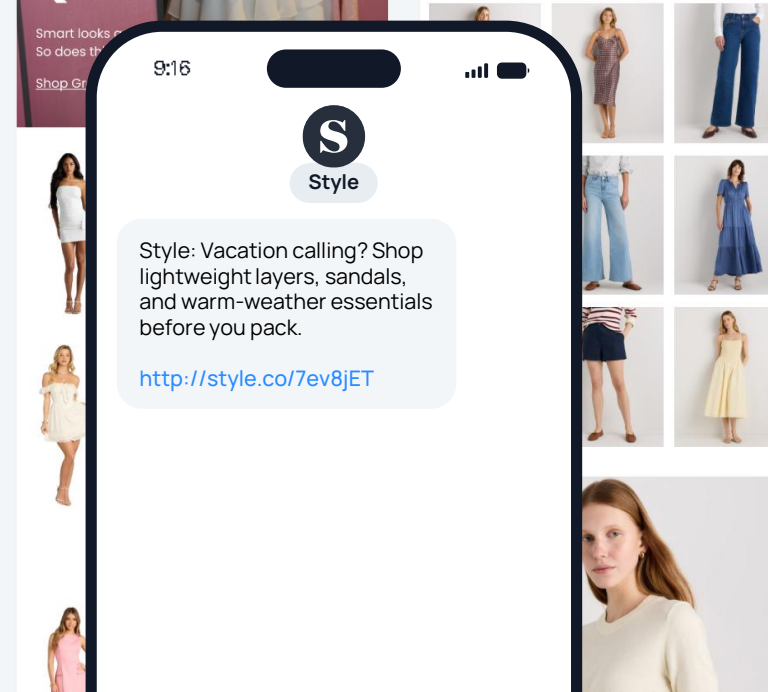
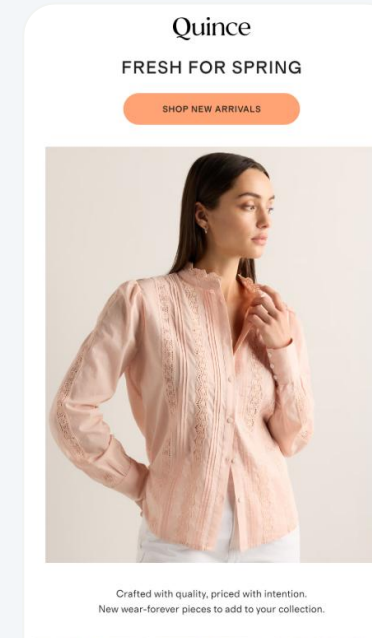
Growth Strategies

Occasion-Based Shopping

Consumers increasingly purchase apparel around specific events, seasons, and experiences. Occasion-based marketing allows brands to deliver more relevant recommendations, inspire larger purchases, and increase engagement throughout the customer journey.

Ways to level-up this strategy:

- Segment based on occasions such as weddings, vacations, workwear needs, and seasonal events.
- Leverage AI-powered next-order-date predictions to engage shoppers around their expected purchase cadence.
- Build curated collections tailored to specific occasions and lifestyle moments.
- Create recurring automated campaigns tied to upcoming events.
- Showcase new arrivals and trending products relevant to the occasion.
- Pair occasion messaging with outfit recommendations.



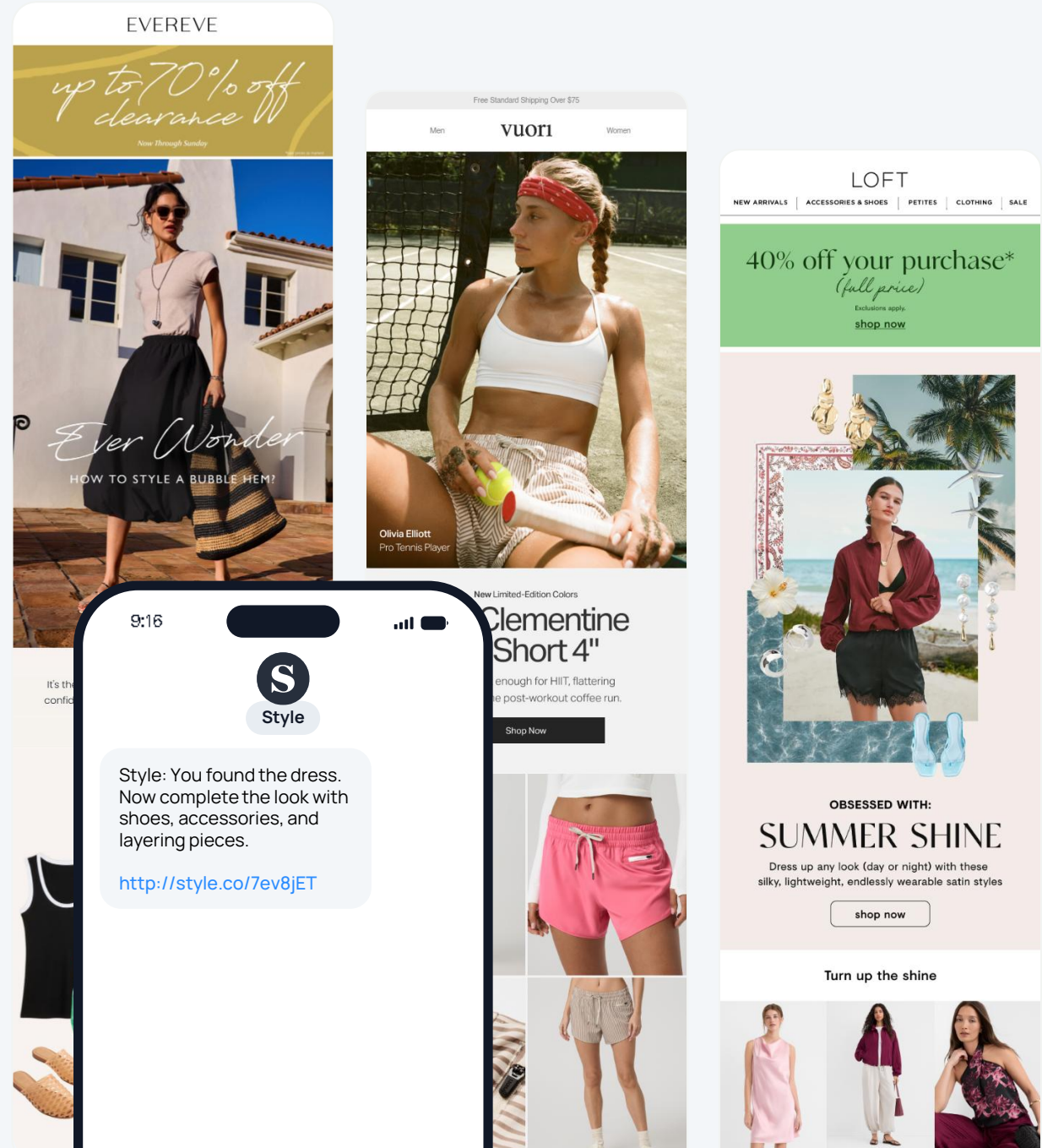
Growth Strategies

Wardrobe Building

Apparel shoppers rarely purchase an entire wardrobe in a single transaction. By helping customers build complete outfits over time, brands can increase AOV, drive repeat purchases, and create more personalized shopping experiences.

Ways to level-up this strategy:

- Recommend complementary products based on browsing behavior, purchase history, and style preferences.
- Create Complete-the-Look experiences across Email, SMS, and onsite product recommendations.
- Build capsule wardrobe, seasonal, and occasion-based collections that encourage multiple purchases over time.
- Incentivize outfit-building purchases with bundles, exclusive offers, or tiered discounts.
- Showcase coordinating accessories, footwear, and complementary styles to increase basket size.
- Use post-purchase and replenishment journeys to introduce the next best products that complete a shopper's wardrobe.

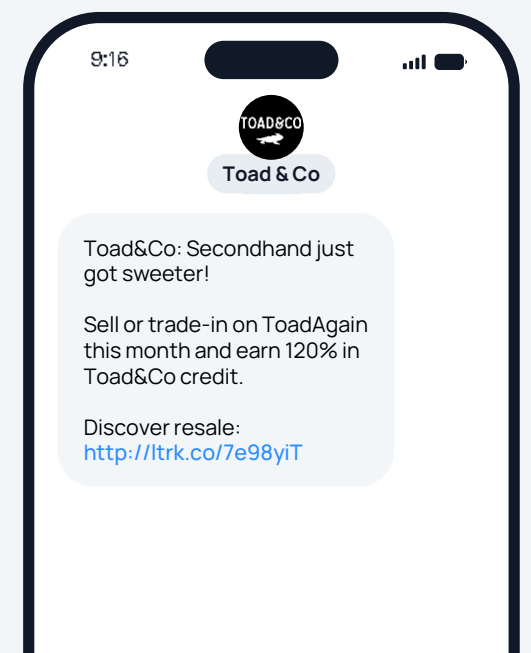
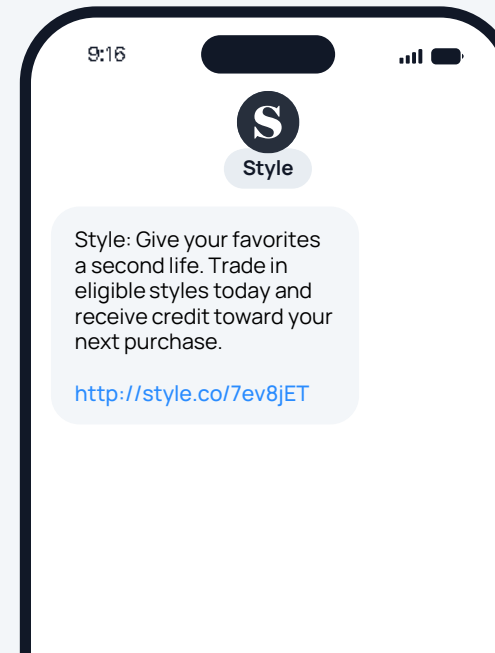
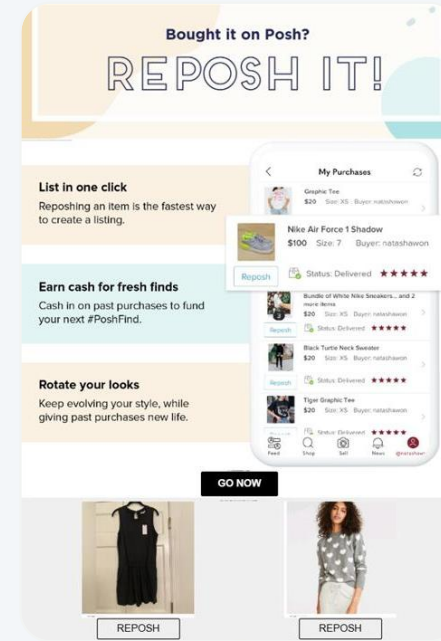


Resale & Trade-In Programs

As secondhand apparel continues to gain popularity, resale and trade-in programs create new opportunities to drive customer retention, encourage repeat purchases, and support sustainability initiatives.

Ways to level-up this strategy:

- Trigger post-purchase trade-in reminders based on typical product lifespan and expected replacement cycles.
- Offer loyalty points, store credit, or exclusive discounts for qualifying trade-in items.
- Recommend replacement products, updated styles, and new arrivals when customers trade in older merchandise.
- Promote sustainability, circular commerce, and brand values throughout the customer journey.
- Segment resale and trade-in participants separately to personalize future retention and loyalty campaigns.
- Highlight resale and pre-owned inventory as an alternative conversion path for shoppers who do not engage with traditional browse, cart, or abandonment campaigns.



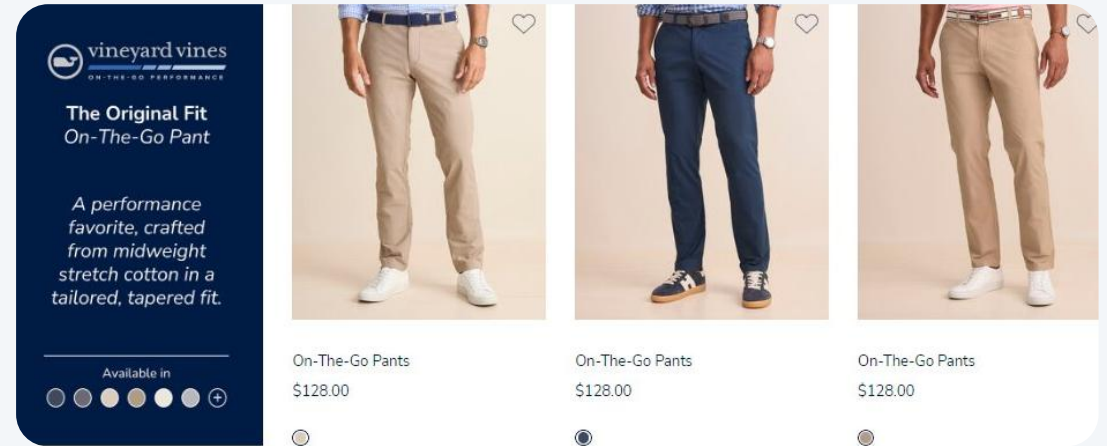
Growth Strategies

Buy Another Pair

Many apparel purchases have natural replacement cycles. Whether it's denim, leggings, bras, shoes, basics, or swimwear, brands can use purchase history and predictive timing to drive repeat purchases before customers begin shopping elsewhere.

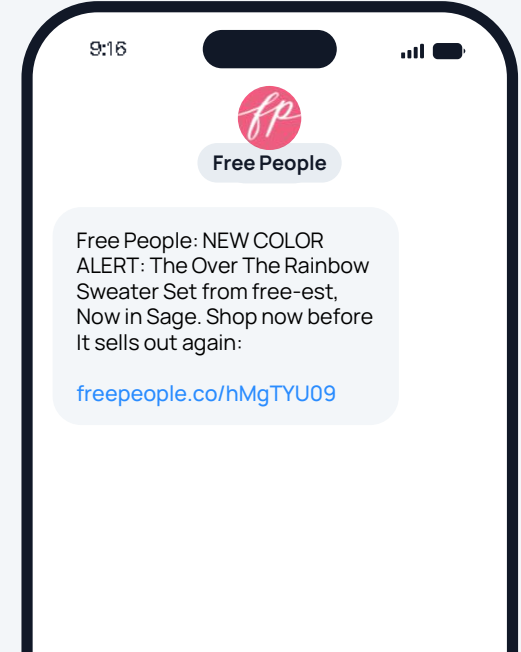
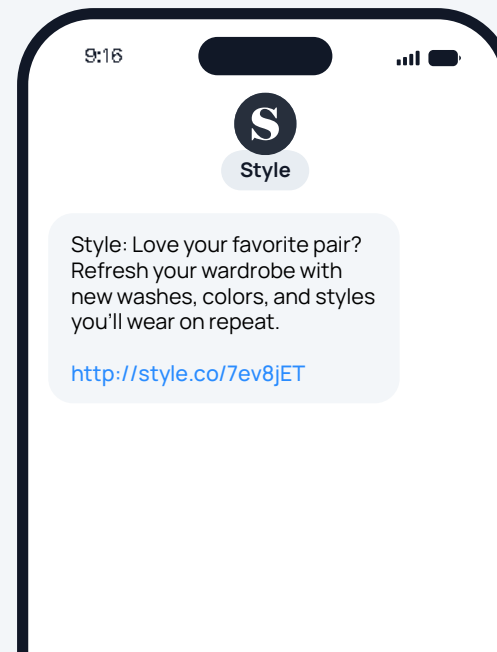
Ways to level-up this strategy:

- Identify products with natural replacement cycles and use those moments to promote new styles, collections, and product innovations within the same category.
- Leverage predictive next-order dates models to trigger personalized outreach aligned with each customer's unique purchase cadence .
- Recommend updated colors, seasonal variations, and complementary styles based on previous purchases. For men's apparel, highlight additional colors and washes of proven favorites to encourage repeat purchases.
- Segment high-frequency purchasers into dedicated replenishment and loyalty journeys.
- Pair replacement messaging with loyalty rewards, exclusive offers, or early access incentives to encourage repeat purchase.



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