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2026 Beauty & Fashion Benchmarks

Evidence and Actionable Insights

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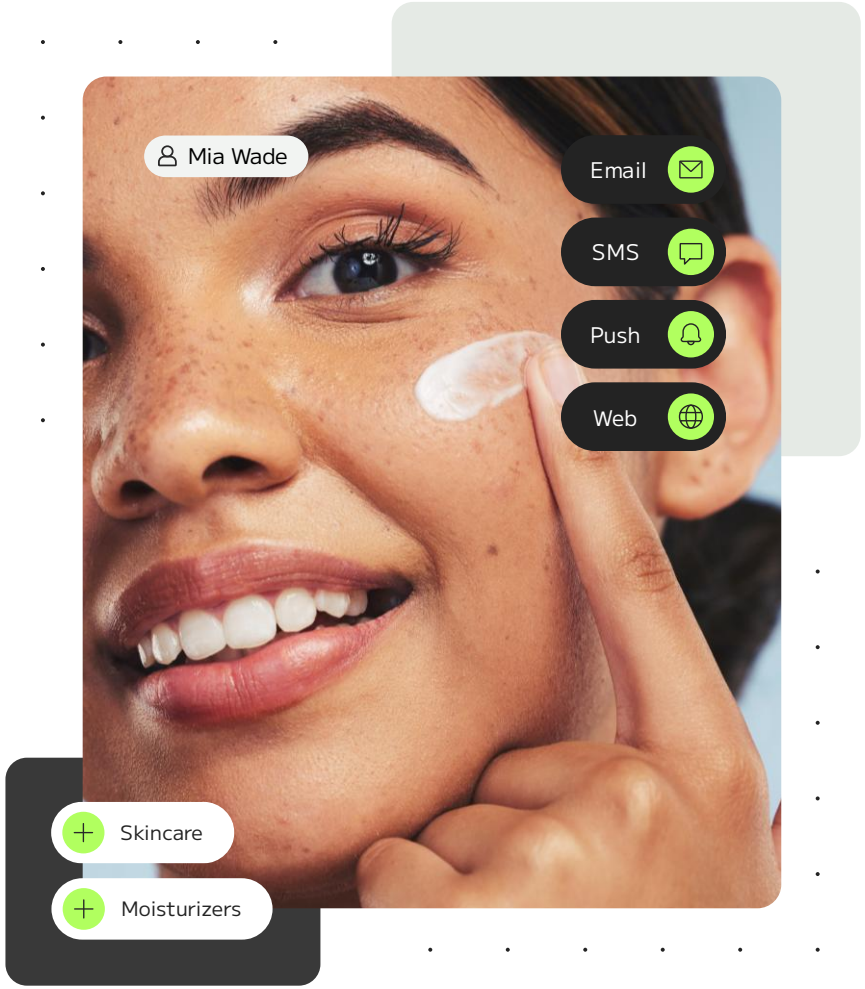
Listrak Intelligence

The **Person-First** Marketing Automation Platform

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



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Trusted by Leading Retailers and Brands

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

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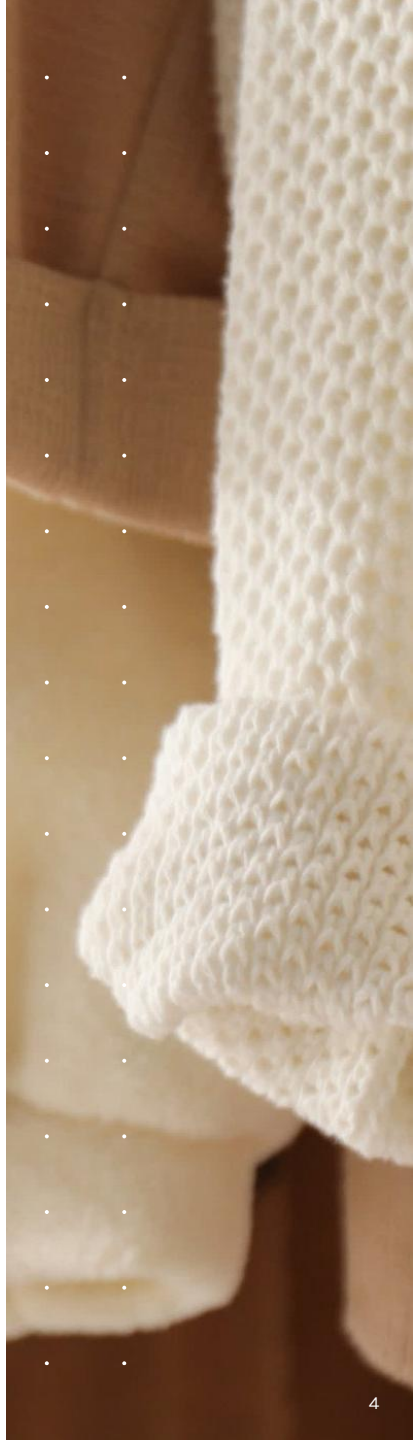
Proven Results

Beauty	Fashion
30%+ Average Brand Growth	1B+ Revenue Driven
80%+ Acquisition Rate Growth YOY	+40% Revenue Growth YOY
+70% SMS Revenue Growth YOY	6%+ Acquisition Rate



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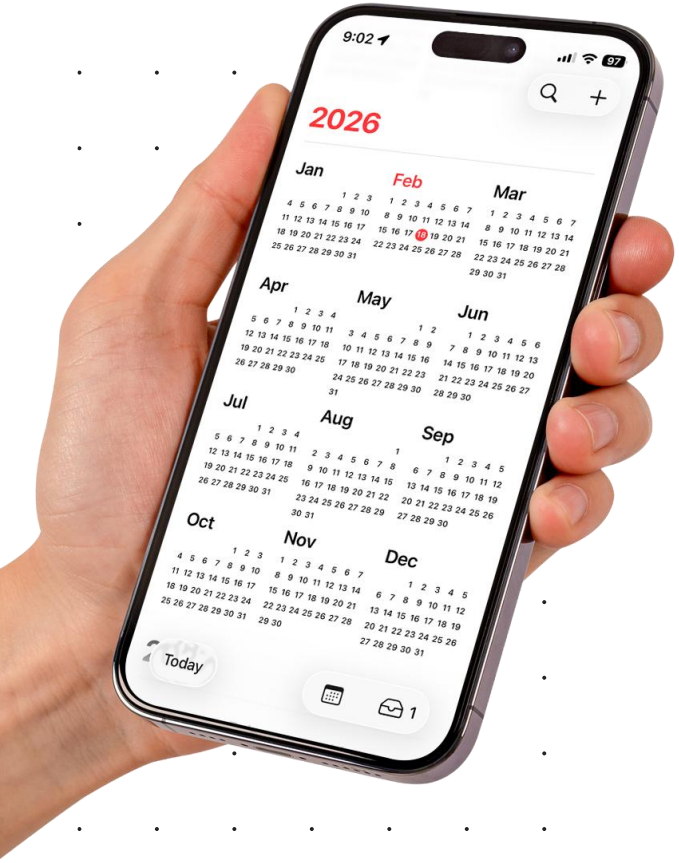


2026 Predictions

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.

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.

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)

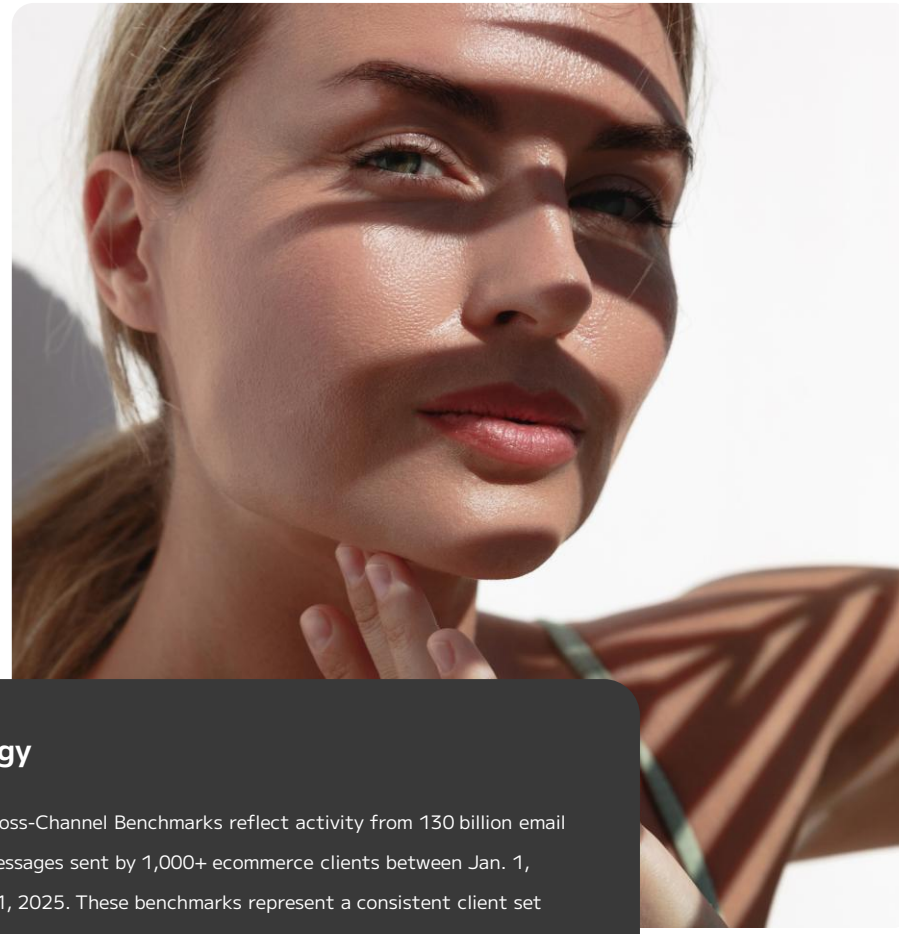
Measures the percentage of website visits that result in a completed order. It is calculated as: CVR = (Total Orders / Total Visits) × 100

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's Beauty Industry includes the subcategories of Cosmetics & Skincare, Fragrance, and Haircare.

Listrak's Fashion Industry includes the subcategories of Accessories, Apparel, Bags, Denim & Leather & Fur, Eyewear, Footwear, Jewelry, Luxury, Underwear & Lingerie, and Watches.

Beauty

Beauty Industry Trends

Wellness & Beauty Merge

Beauty is being focused on from the inside-out, with large beauty players investing in wellness that become part of the beauty routine.

Gen Z & Gen Alpha Influence

Younger consumers are driving demand for sustainable, clean, and inclusive products, reshaping brand priorities.

AI – Making Beauty Personal

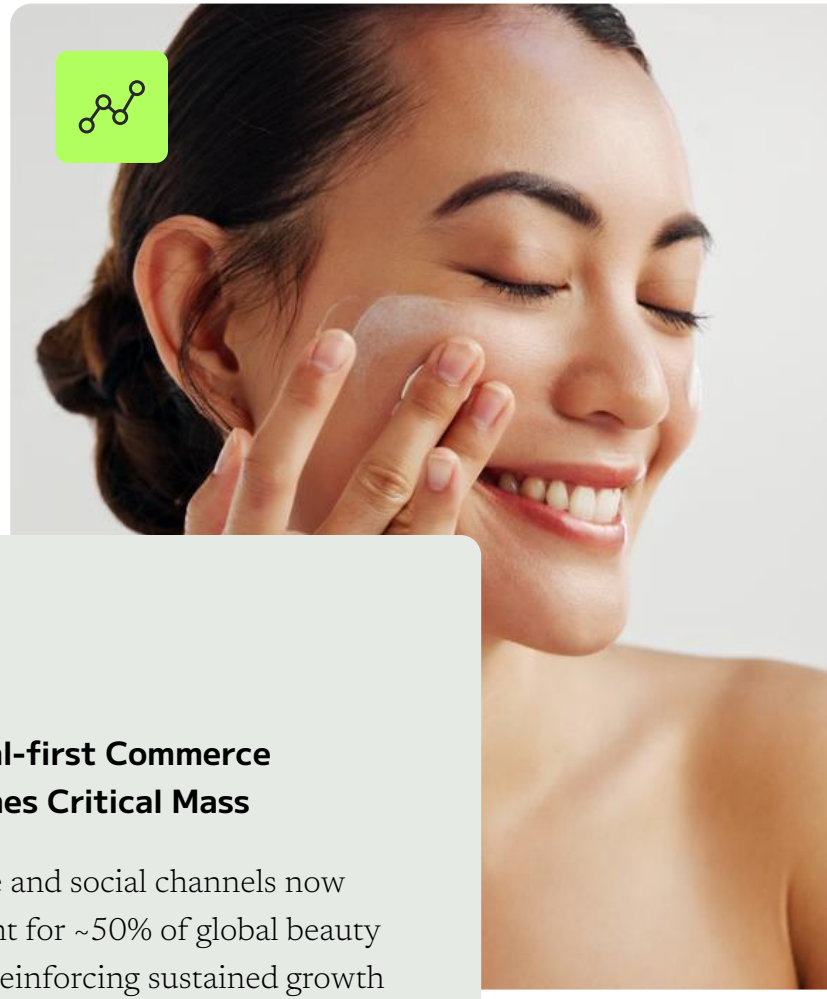
AI and data are reshaping beauty discovery through tailored recommendations, virtual try-ons, and real-time diagnostics, making experiences more personal and relevant than ever.

Non-Traditional Beauty Brands Enter The Scene

With large retailers seeing the benefits of Beauty, companies like Gap/Old Navy are launching their own beauty brands to capitalize on the growth.

Men's Beauty Evolves

Large beauty brands are starting to focus on offering Men's beauty products – mainly focusing on maintenance/hygiene products as men start adopting true routines.



Digital-first Commerce Reaches Critical Mass

Online and social channels now account for ~50% of global beauty sales, reinforcing sustained growth and digital-first buying behaviors.

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.

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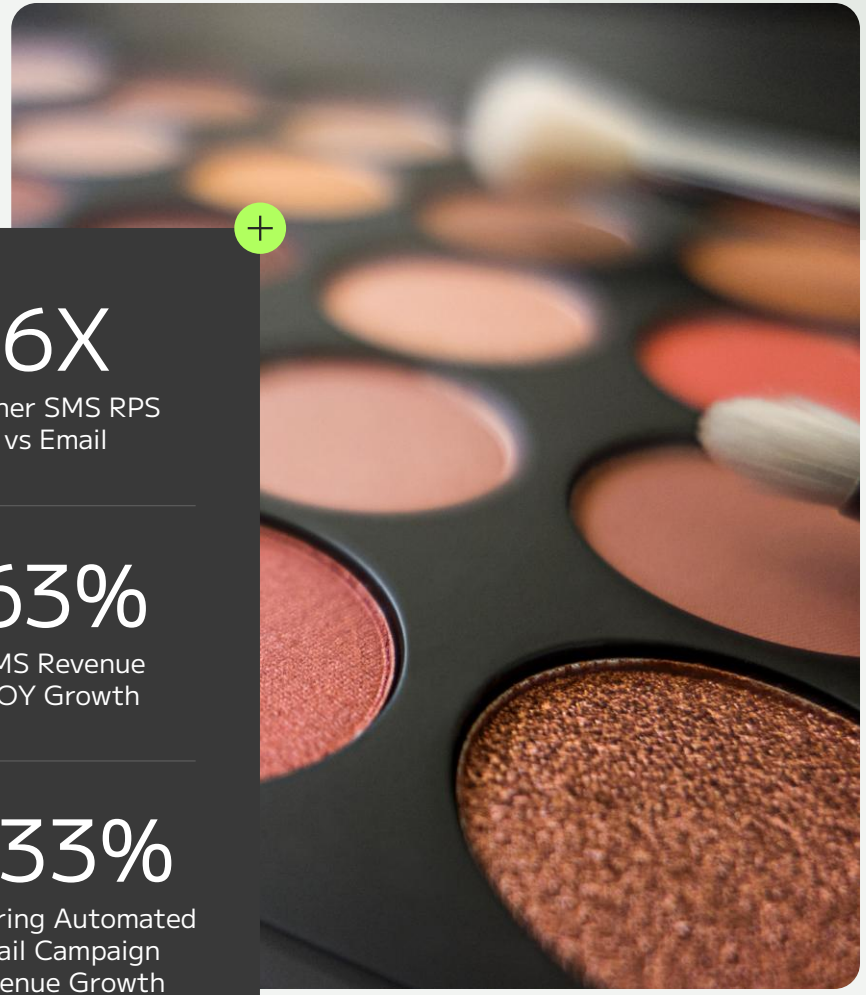
Key Findings

Beauty

SMS Surges and Personalized Automations Drive Growth

- SMS continues to outperform Email in efficiency, with 3X CTR and 6X RPS; 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

63%
SMS Revenue YOY Growth

633%
Recurring Automated Email Campaign Revenue Growth

Beauty

Campaign Optimizations

- Optimize **Welcome Series and Cart Abandonment programs** across Email and SMS by collecting 1st-party data (e.g., product preferences, hair/skin/body type) to personalize recommendations and showcase your category expertise.
- Layer **personalized post-purchase journeys** with mini/sample upsells, routine recommendations, product-based messaging, and targeted win-back strategies to drive repeat engagement, aligned with the industry-wide shift toward post-purchase personalization.
- Activate **Replenishment campaigns**, using brand and customer data to predict repeat purchases, and leverage Listrak's SMS Replenishment in Journey Hub to drive engagement and revenue.
- Launch and optimize **Recurring Automated Email Campaigns** (RAC) with AI-driven product recommendations to deepen product discovery and maximize revenue, reflecting cross-vertical automated success.
- Leverage **Transactional Emails**, the highest-engaged messages, to drive upsells, cross-sells, and subscription acquisition. This aligns with benchmarks showing superior performance vs. promotional sends.

Fashion

Fashion Industry Trends

Chasm Widens Between Luxury And Discount Fashion

With the top 10% of earners driving the majority of spend growth, brands are expanding luxury assortments while increasing promotional intensity to retain value-focused shoppers.

Large Brands Invest In Own Creator Platforms

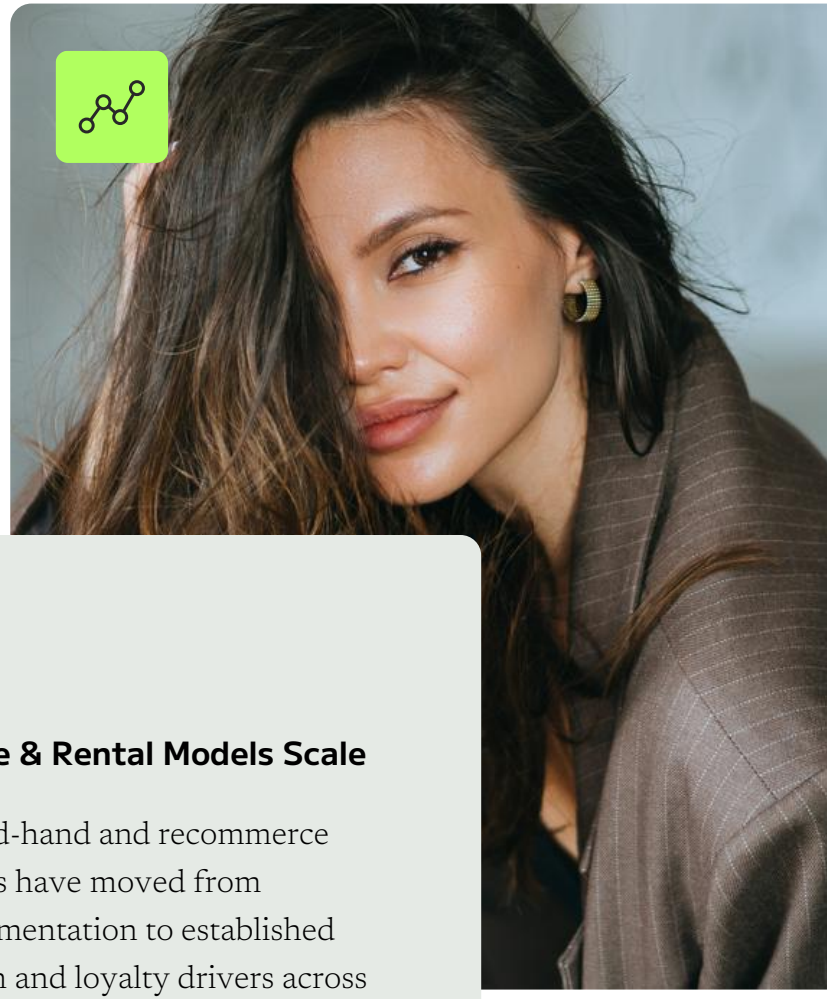
Major brands (Conde Nast, Gap, & Sephora) are launching proprietary creator platforms, recognizing that Gen Z increasingly discovers, evaluates, and purchases fashion through creator-driven ecosystems.

GLP-1s Reshaping Inventory

With 12.4% of Americans using GLP-1 medications and obesity rate declining, apparel retailers are adjusting size curves and inventory allocation towards smaller sizes.

Luxury Re-centering On Craftmanship

Amid slowing luxury sales and rising dupe culture, brands are refocusing on creativity, newness, and craftsmanship to rebuild consumer trust and justify premium pricing.



Resale & Rental Models Scale

Second-hand and recommerce models have moved from experimentation to established growth and loyalty drivers across the industry.

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.

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Key Findings

Fashion

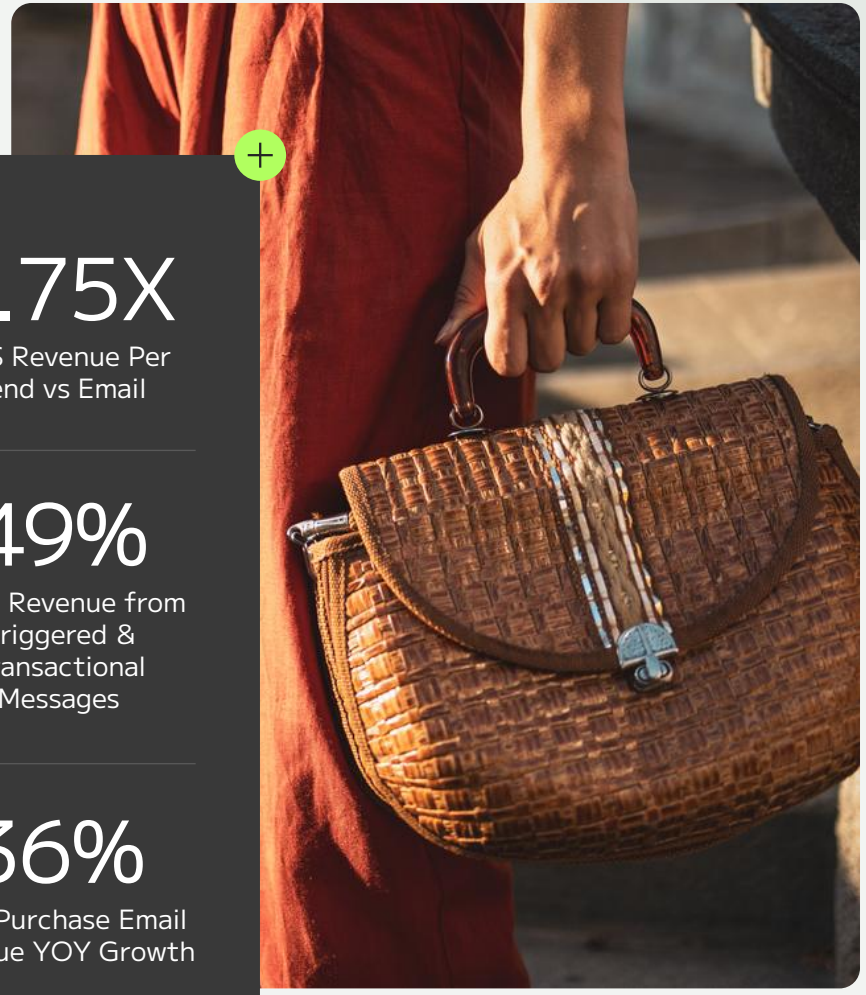
SMS Efficiency and Triggered Emails Drive Channel Growth

- SMS outperforms Email with 3.75X RPS 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 (RAC) (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



Fashion

Campaign Optimizations

- **Leverage Post-Purchase Emails to drive repeat orders** (+29% send growth, +36% YOY revenue), incorporating complete-the-look recommendations and buy-back programs within the post-purchase journey to encourage new-season purchases.

- **Optimize Triggered SMS campaigns as a core growth lever** (19% YOY revenue), by refining send timing and personalizing based on category engagement (e.g., Men's Women's, Kids) to increase relevance and conversion.

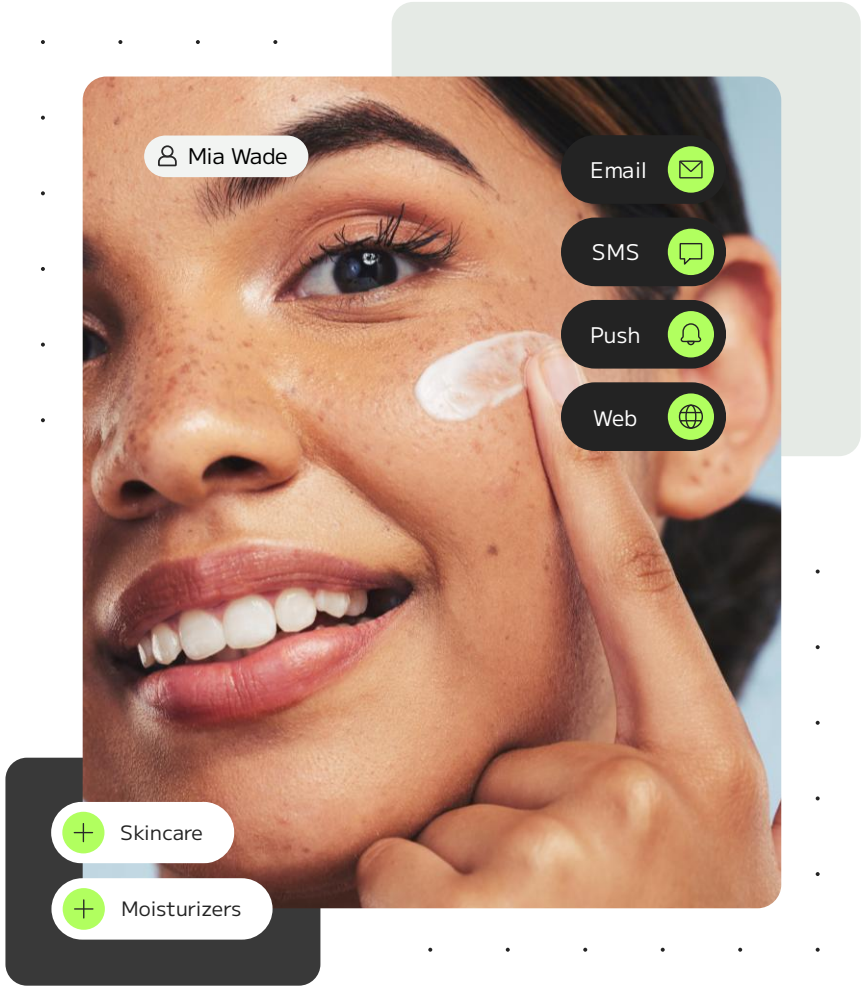
- **Recalibrate Alert trigger thresholds to align with longer buying cycles**, extending product-drop and inventory windows to balance reduced send volume with sustained purchase intent.

- **Target VIPs (top 10%) with Recurring Automated campaigns**, highlighting new product drops and trending items in their preferred categories and directing them to personalized landing pages to drive high-value conversions.

- **Activate full-funnel Triggered and Transactional messaging across Email and SMS** to capture high-intent shoppers. These messages now drive 49% of Email revenue and reflect the broader trend of transactional sends outperforming promotional messages in the tabbed inbox.

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

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