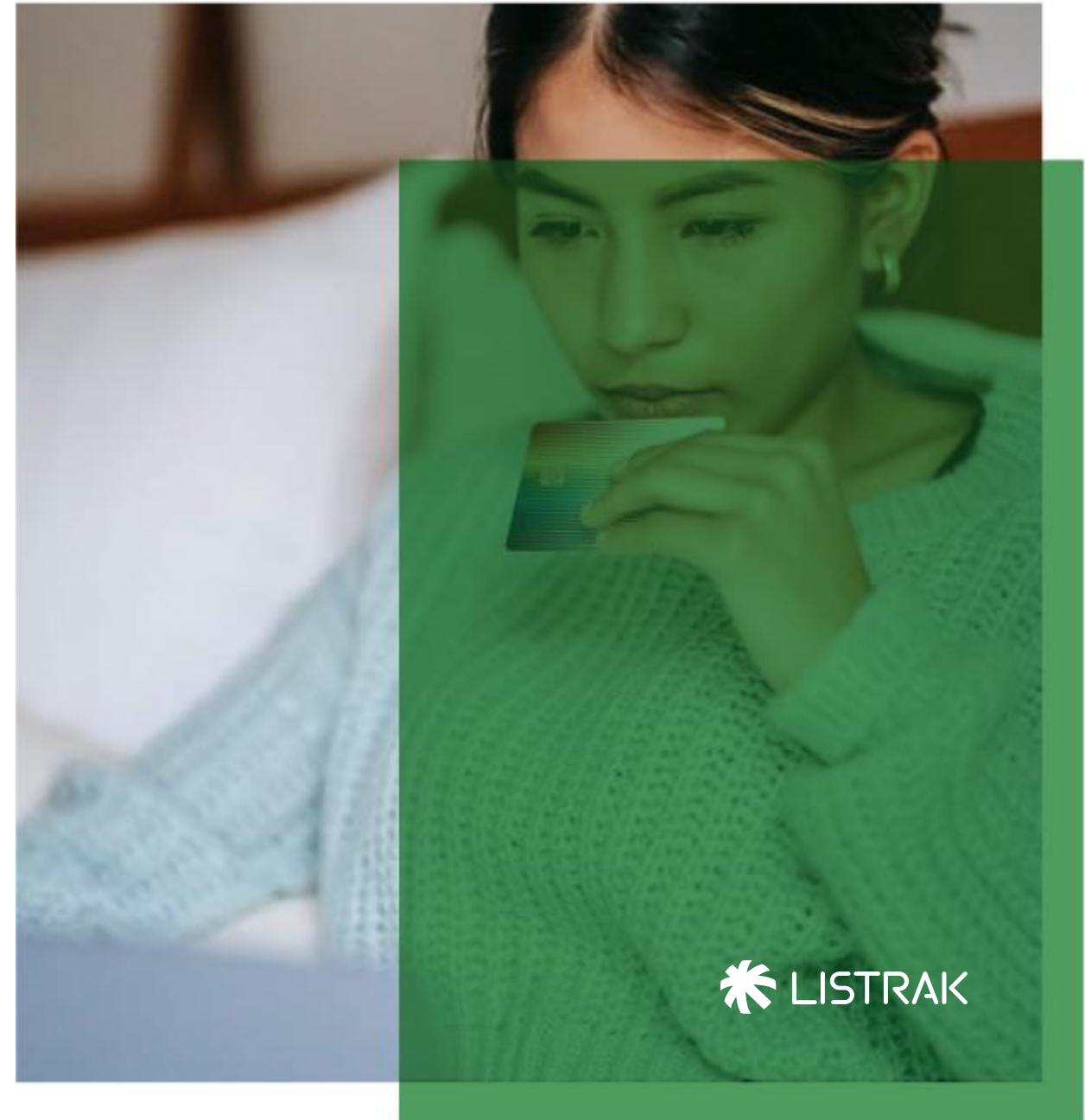




# A New Era: **2022 Email Trends and Observations**


Including Jan-Dec 2021 Listrak Email Data





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While Listrak has many competitive advantages, one significant differentiator heard often from current clients is that **Listrak delivers results.**



# About Listrak

1000+ retailers & brands  
Exclusively ecommerce  
Industry-leading NPS  
Continuous innovation  
Extension of your team



bluemercury



Soft Surroundings

TULA  
SKINCARE

WOOLRICH



ALEX AND ANI

Kate  
Somerville

BOSTON  
PROPER

uncommon goods

JONATHAN  
ADLER

ASHLEY STEWART

BLICK  
art materials

Shark NINJA

SOLE Janeiro

Kirkland's

MVMT

PERRY ELLIS

Splendid

Academy  
SPORTS+OUTDOORS

PAIGE

m|travisMathew

WHITE+WARREN

MINNETONKA

HUM

Robert Graham

SOKO GLAM

john varvatos

Miele

REBECCA TAYLOR

MOVADO

LAURA  
GELLER

BRAHMIN

ELEMIS

Y LIGHTING

DTLR VILLA

NORMAKAMALI

Theory

PARTYLITE

journelle

poppin.

J. McLaughlin

drybar

LE CREUSET

NINE WEST

Deco de la Rente

Crayola



**Karen DiClemente**  
Head of Retail Practice

## Foreword: An Evolving Retail Landscape

Listrak is obsessed with providing retailers and brands the tools and guidance needed for long-term success. Our annual email benchmark report reviews the previous year metrics from 1,000+ clients with baselines for campaign types.

As we analyzed the 2021 data, we quickly understood that we were treading new water. Ecommerce has been dramatically affected by a host of uncontrolled issues including supply-chain disruption, labor shortages as well as ongoing privacy changes affecting ecommerce results - everything is different.

Reports show that open rates have been inflated by as much as 35-40%. Keeping this in perspective, these skewed metrics only affect open rates for iOS devices. Open rates are still an important measurement along with additional metrics to measure total email performance.

With full transparency, we struggled to provide an apples-to-apples comparison to previous reports. With that in mind, we decided to do something a bit different this year and outline the reasons as to why you may see some data fluctuations and how to get better control of your ecommerce strategy in the coming months.

# 2021 State of Retail





# Disruption is Everywhere



## Supply Chain Bottlenecks and Labor Shortages

Many retail sectors have been heavily impacted by a double whammy: a shortage of product *and* a shortage of labor. This translates to fluctuations in the results of your email marketing campaigns. The lack of employees decreases momentum and delays campaign launches. Supply chain disruptions affect everything from inventory used in email product recommendations to the timeline of back in stock alerts.



## Privacy Dictates a Strategy Reboot

With the demise of third-party cookies, retailers and brands have been left to rethink their marketing strategies, having been burned by outside channels that are not in their control.

Privacy changes are constant and will continue to be made by technology companies. The more retailers and brands can double down with their owned channels, the less disruption to the business.



## Metrics Turned Upside Down

Apple iOS changes occurred in the fourth quarter of 2021, which resulted in skewed Open and Read metrics due to an artificially higher percent of opens among Apple Mail app users.

In addition, retailers and brands are looking to additional metrics to gauge performance, such as click thru rate (CTR), click to open rate (CTOR) and conversion rate.

# Ecommerce Findings







## “Lean In” to What’s Owned

We know that the cost of social media and advertising has continued to increase. And so, you’re continually spending more money. Unfortunately, you’re not getting the same results as you once experienced. Pre-iOS updates, we were around a 2.1 ROAS. We’re now down to a 1.4. What do we do when we’re not getting the same value out of these channels anymore?

We used to spend a lot of time on display and paid search and traditional social media. Now marketers really need to focus on the channels they can control, or owned channels. Email, SMS, direct mail, web push, ad push, and even emergent social media - channels like TikTok, Snapchat, and live selling. These are all areas marketers can invest in to help bridge the gap from what was lost with the iOS updates.

## Focus Has Transitioned to Owned Channels

### Zero- and First-Party Data

- Email
- SMS / MMS
- App Push / Web Push
- Onsite Personalization
- Direct Mail
- Emergent Social Media



# 75%

of consumers tried a new shopping behavior during the pandemic

---

# 71%

of consumers expect personalization

---

# 76%

of consumers get frustrated when they don't find it

## Zero-and First-party Data Fuels Personalization

The changing nature of third-party cookies and IDFA is going to continue to complicate our world, not to mention that it's going to make it difficult to gain identity, which is really at the core of personalization. The challenges that we have with data privacy are making personalization more difficult. Our playbook really boils down to this: marketers need to take advantage of every opportunity to capture zero-party and first-party data at every customer touchpoint.

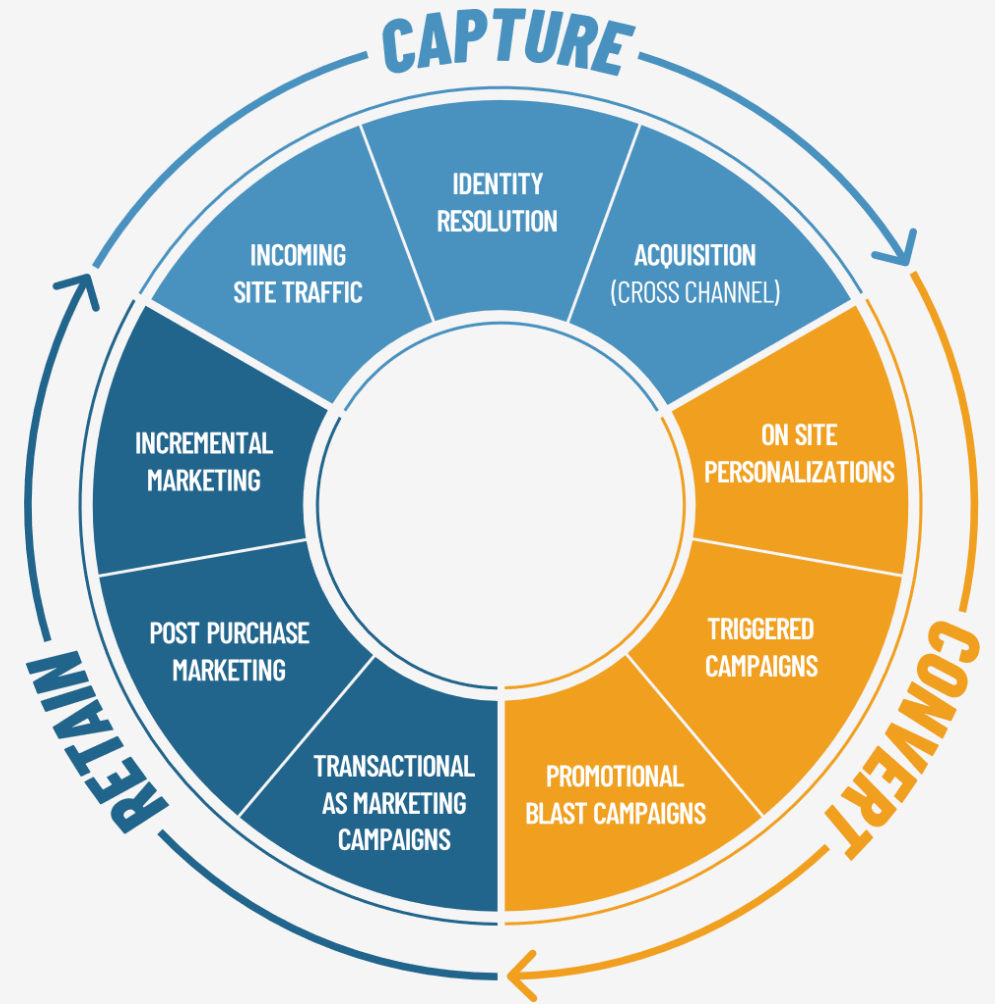
Personalization is now table stakes. It's not an option. And customers are providing this information more than they have before because they want and, more importantly, *expect* you to know them.

# Unification: The Flywheel Effect

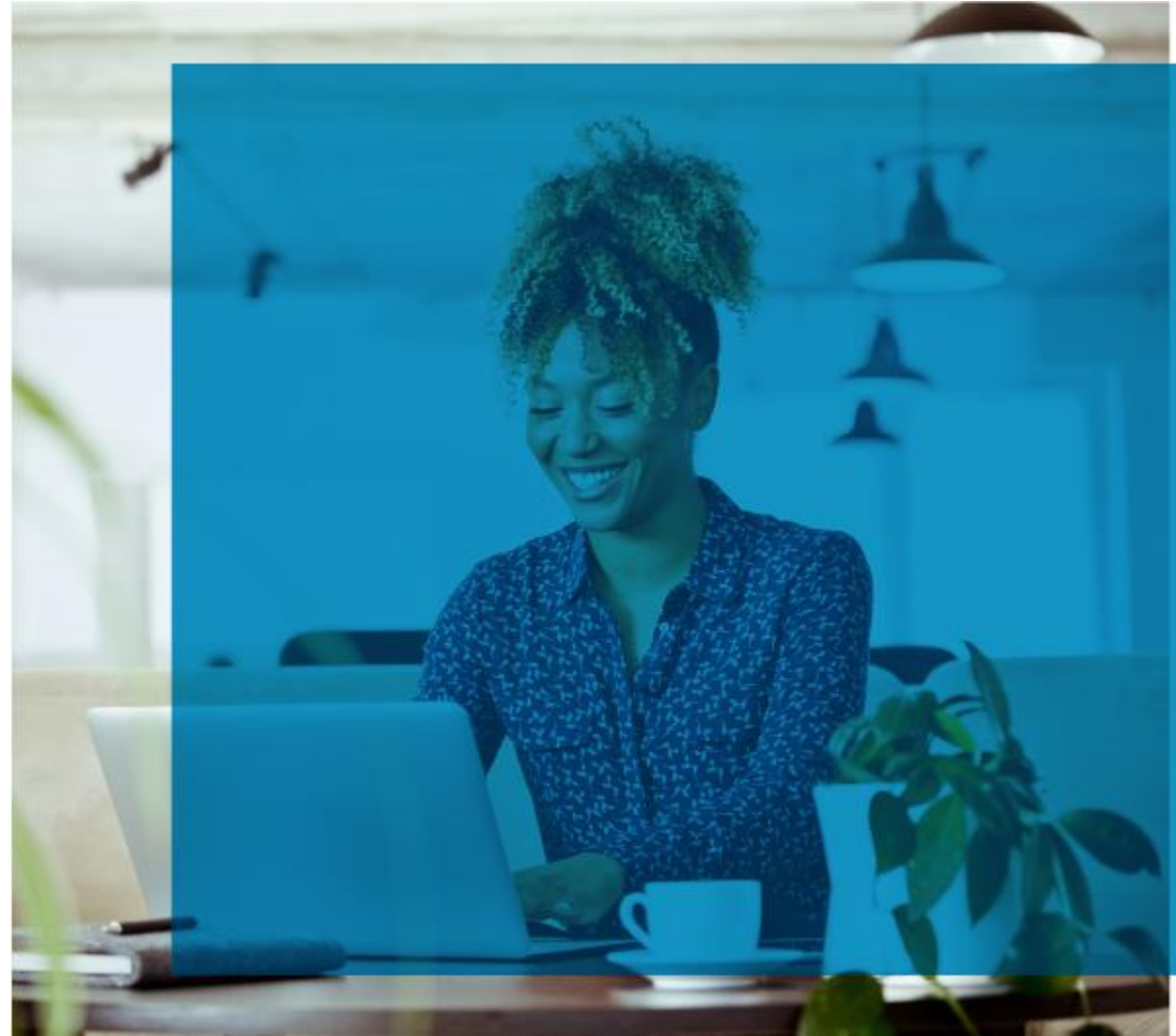
Many marketers try to optimize each individual step in the journey, but they fail to look at the process holistically. They view their marketing strategy as using one solution or channel for data capture, another for conversion campaigns, and yet another to retain customers.

Next level marketers understand how an integrated platform enables the individual elements of the customer lifecycle to build on each other. However, when data gets siloed into disparate systems, it breaks the flow of the flywheel.

These cracks in your flywheel result in lost data and ultimately lost revenue. In order to prevent these losses, you must ensure all your channels can benefit from data gathered at every stage of the journey. This is most effective with one integrated platform.



# 2021 Listrak Email Data by Campaign Type



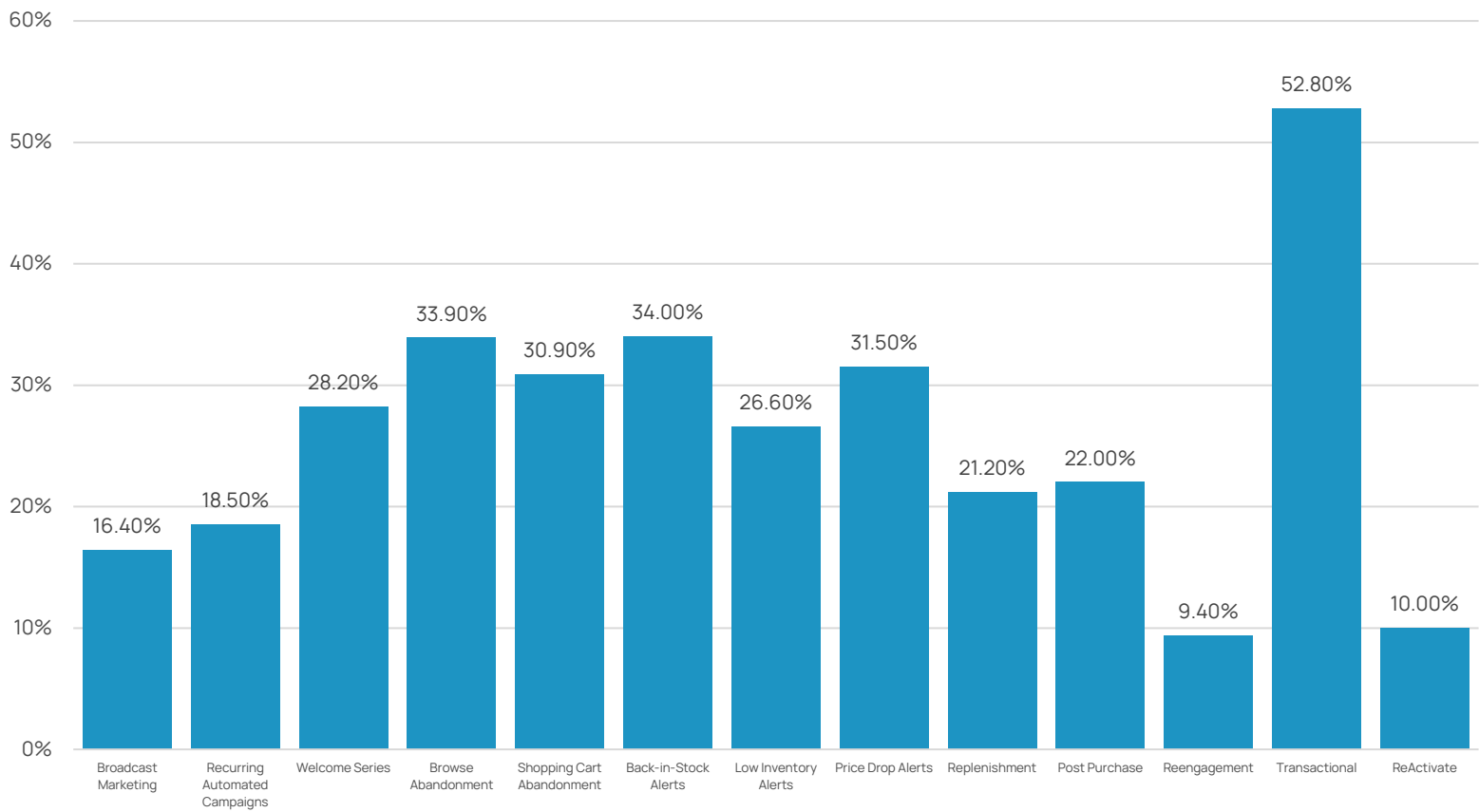
# Overall Email Campaign Results

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	16.40%	5.00%	0.80%	4.60%	\$0.05
Recurring Automated Campaigns <sup>1</sup>	18.50%	6.80%	1.30%	4.00%	\$0.08
Welcome Series	28.20%	16.40%	4.60%	15.70%	\$1.13
Browse Abandonment	33.90%	11.90%	4.00%	8.10%	\$0.56
Shopping Cart Abandonment	30.90%	18.00%	5.60%	23.00%	\$1.93
Back-in-Stock Alerts	34.00%	16.50%	5.60%	12.80%	\$0.95
Low Inventory Alerts	26.60%	10.20%	2.70%	9.60%	\$0.35
Price Drop Alerts	31.50%	13.40%	4.20%	9.50%	\$0.70
Replenishment	21.20%	6.90%	1.50%	27.00%	\$0.39
Post Purchase	22.00%	9.20%	2.00%	10.10%	\$0.29
Reengagement	9.40%	8.20%	0.80%	3.30%	\$0.05
Transactional	52.80%	25.80%	13.60%	15.30%	\$2.11
ReActivate	10.00%	6.00%	0.60%	4.40%	\$0.04
<b>TOTAL OVERALL AVERAGE</b>	<b>16.60%</b>	<b>5.30%</b>	<b>0.90%</b>	<b>5.30%</b>	<b>\$0.07</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis



# Open Rates by Campaign Type



**Transactional messages continue to perform** with an average 52.80 % open rate. If you are not taking advantage of transactional messages like purchase or shipping confirmations with personalized product recommendations, you are missing out on a huge opportunity to encourage additional purchases and potential significant revenue.

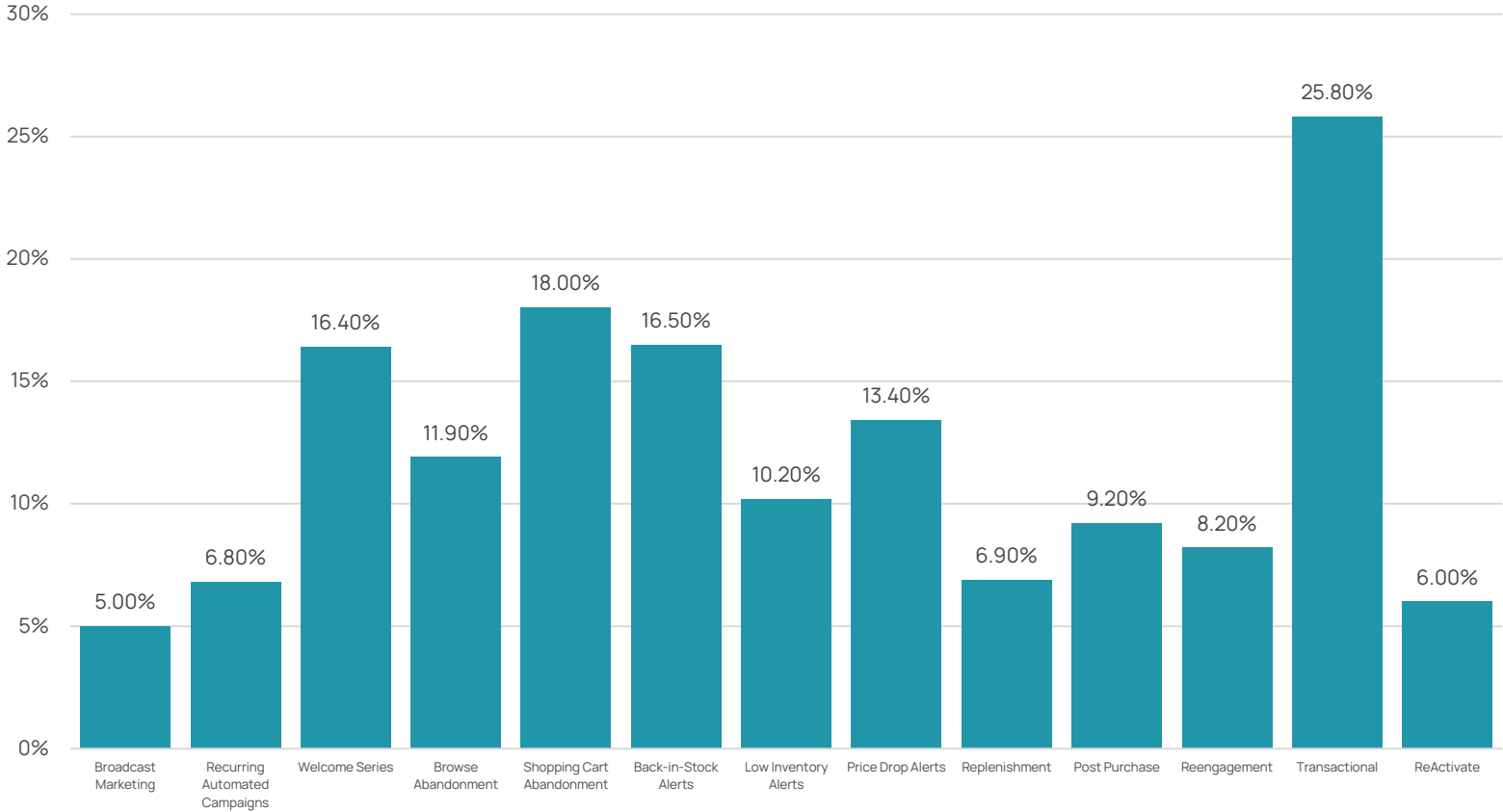
**Some open rates have increased most likely due to the iOS changes.** How Apple is downloading images registers the email as “open” before an actual, true open resulting in Open and Read metrics being skewed due to an artificially higher percent of opens among Apple Mail app users.

**New for 2022: Reengagement and ReActivate.**

Listrak has included two new metrics based on clients using new engagement campaigns to “wake up” silent customers.



# Click To Open Rates by Campaign Type

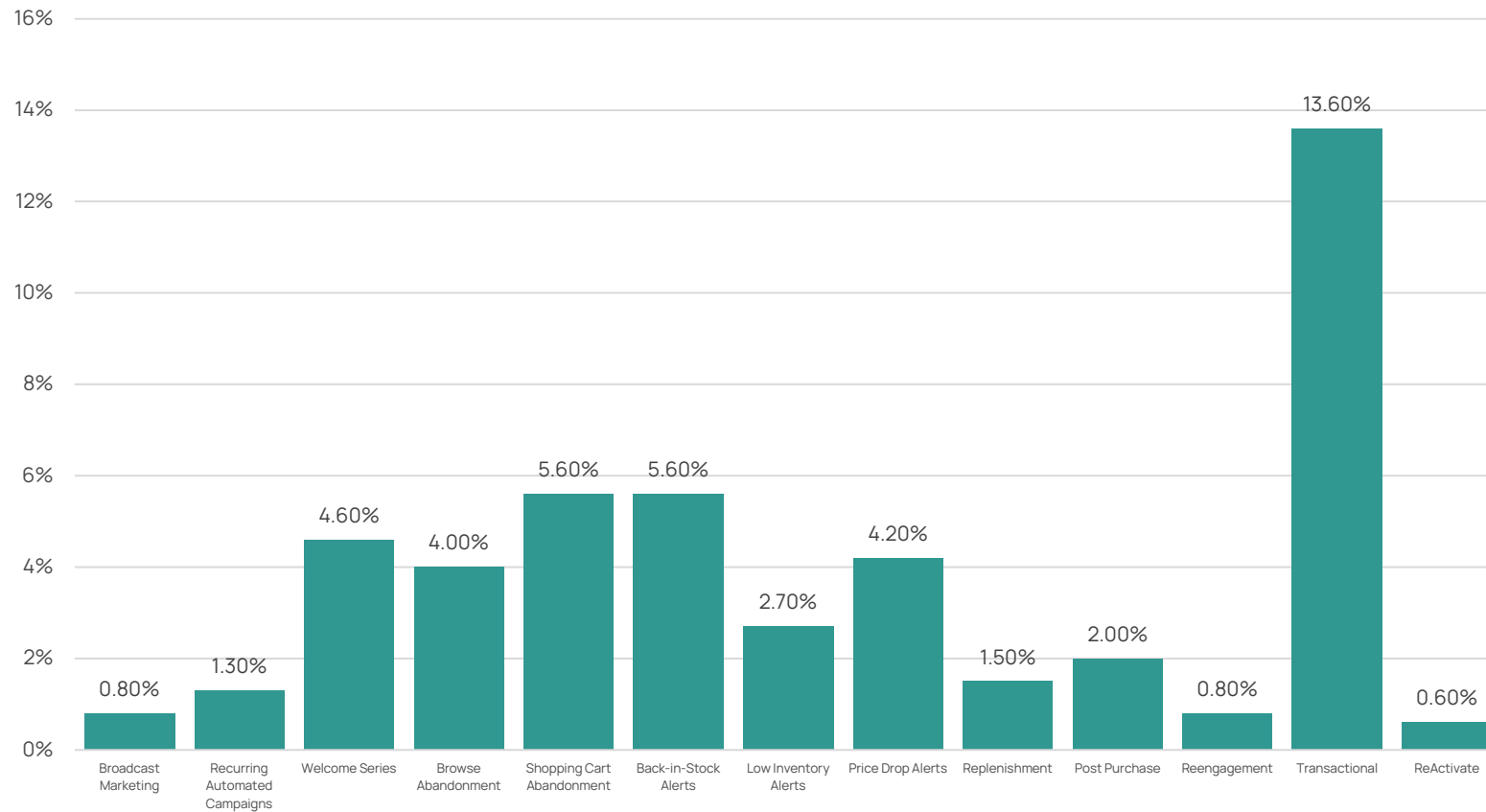


Click to open rates, show the percentage of subscribers that click out of the number of opened emails. This has remained strong but have decreased slightly across the board YOY. **CTOR can be heavily influenced by using active personalization**, including targeted offers and fully integrated automated merchandise recommendations leading to incredible engagement and revenue gains.

**New for 2022: Reengagement and ReActivate.**

Listrak has included two new metrics based on clients using new engagement campaigns to “wake up” silent customers.

## Click Thru Rates by Campaign Type



Slightly different than Click To Open Rates, Click Thru Rates refer to the number of people taking action by clicking on the links on all delivered emails.

Click thru rates vary across campaigns and industries but average between 2-4%. As you can see, **transactional offers the highest click thru rates by far of all campaign types.**

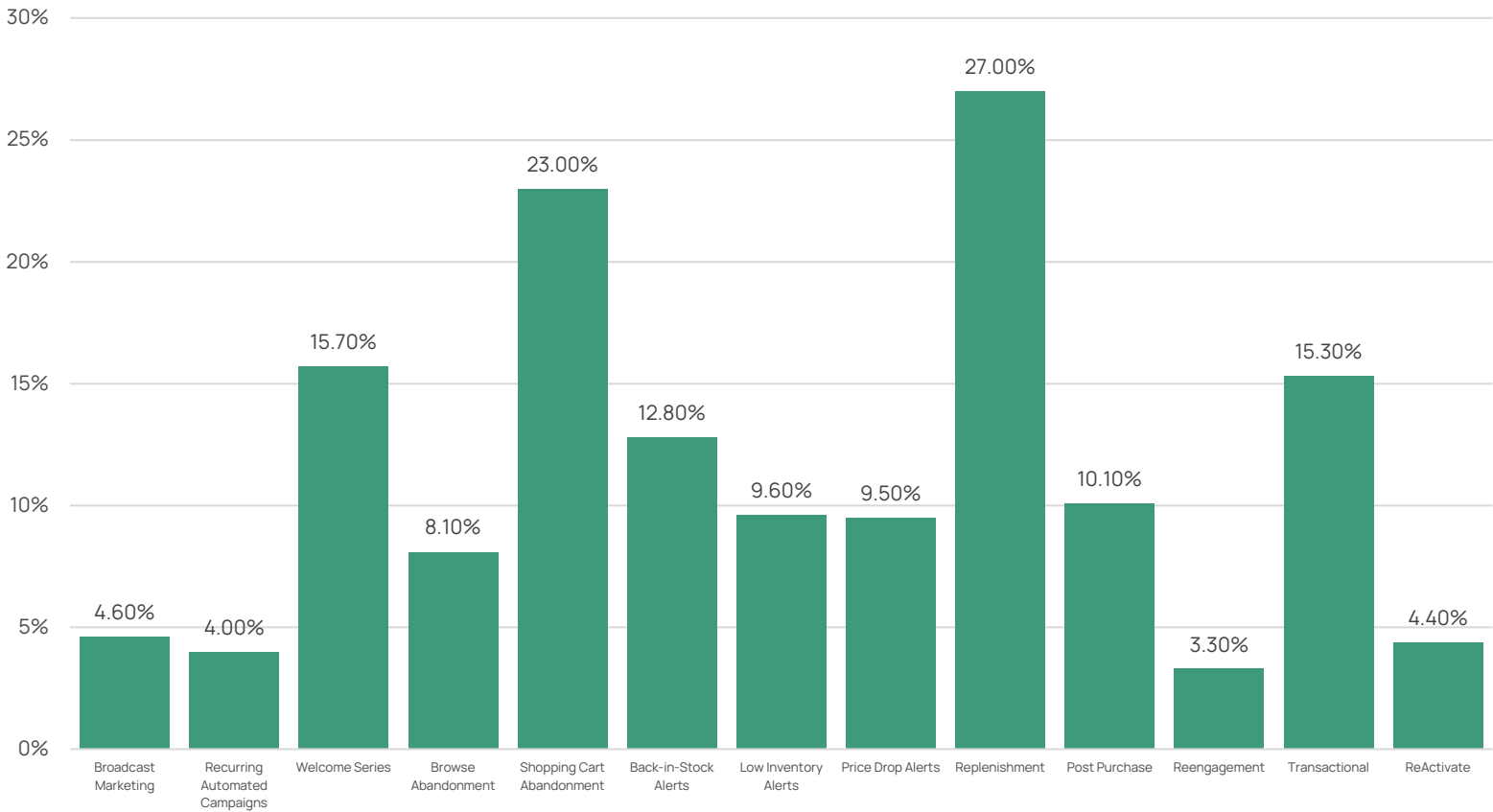
### **New for 2022: Reengagement and ReActivate.**

Listrak has included two new metrics based on clients using new engagement campaigns to “wake up” silent customers.





# Conversion Rates by Campaign Type



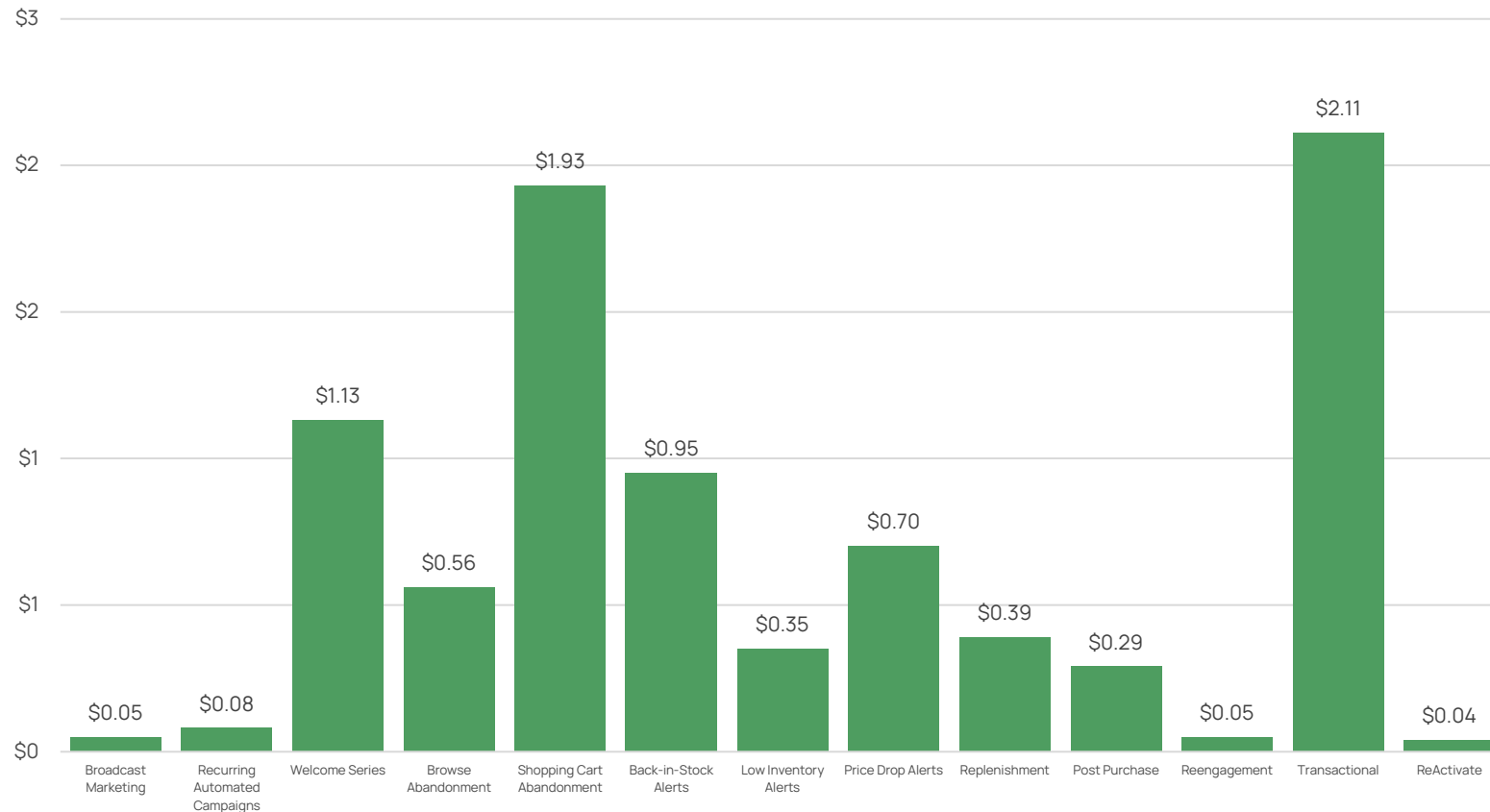
Conversion rates have increased overall YOY. Conversion rates show the percentage of customers who have clicked through to visit your site from an email and ultimately completed the purchase. These percentages can be affected by many variables outside of email content, specifically the website itself. **It is essential to streamline the checkout process** in order to ensure a click-through to the final purchase.

Replenishment campaigns stand out when comparing the conversion rate results. Using predictive behavioral analysis, **replenishment campaigns increase customer lifetime value and loyalty** by engaging shoppers at the exact moment it is time to reorder. If you have replenishable items typically bought within a specific cadence of time, you should consider adding a replenishment campaign.

**New for 2022: Reengagement and ReActivate.**

Listrak has included two new metrics based on clients using new engagement campaigns to “wake up” silent customers.

## Revenue Per Email by Campaign Type



Transactional and shopping cart abandonment provide the highest return of Revenue Per Email (RPE). Transactional campaigns give you added opportunity for conversion as you are communicating through a client's latest purchase.

Shopping cart abandonment has always provided a high RPE as it's a highly engaged, down-funnel opportunity.

Conversely, welcome series emails, at the front end of the client experience perform just as well because this is when the client is most engaged and is why we recommend a welcome series immediately.

### New for 2022: Reengagement and ReActivate.

Listrak has included two new metrics based on clients using new engagement campaigns to "wake up" silent customers.



# Create Your Own Baseline

Understanding average retail metrics is important, but it is crucial to monitor your own analytics as a baseline and measure success against your own benchmarks.

Listrak's Strategy Services team is available to help you define benchmarks specifically for your business and build a strategy to ensure every message you send exceeds those benchmarks. Our team will help you implement cross-channel strategies so you can reach customers through the right channel with personalized and relevant messages every time, resulting in higher engagement and increased revenue.

## Methodology

Listrak's 2022 Ecommerce Email Observations are based on 94 billion messages sent from 1000+ ecommerce clients between Jan. 1, 2021 to Dec. 31, 2021.



# Predictions for 4th Quarter and Beyond

## Uncertain Economy

As we continue to fight the headwinds of a disrupted economy, for now it looks to be more of the same. Brands and retailers will continue to invest in owned channels with deeper insights.

## Rethink Media

Advertising budget allocation will continue to shift away from channels that are subject to new privacy rules and regulations.

## Embrace Loyalty

Technology changes affecting privacy will continue to evolve. Data capture through owned channels such as email campaigns and two-way text marketing will create customer affinity.

## A New Baseline

Normally, Listrak would provide benchmarks for Black Friday and Cyber Monday, but privacy changes have altered our benchmarks. Look for a new baseline of benchmarks in 2023.



### Up Next:

Stay tuned for Listrak's NEW 2021 Text Marketing Benchmark Report being released in the coming weeks .



# Appendix: Email Benchmarks by Ecommerce Vertical



# Apparel/Shoes/Accessories/Jewelry

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	16.40%	4.50%	0.70%	4.70%	\$0.05
Recurring Automated Campaigns <sup>1</sup>	19.80%	4.30%	0.80%	5.80%	\$0.05
Welcome Series	24.30%	16.10%	3.90%	15.50%	\$0.88
Browse Abandonment	32.40%	11.90%	3.90%	7.70%	\$0.42
Shopping Cart Abandonment	27.40%	17.50%	4.80%	22.70%	\$1.55
Back-in-Stock Alerts	35.90%	21.10%	7.60%	16.50%	\$1.35
Low Inventory Alerts	26.30%	10.90%	2.90%	13.50%	\$0.57
Price Drop Alerts	29.30%	10.60%	3.10%	11.20%	\$0.92
Replenishment	20.00%	14.30%	2.90%	0.00%	\$0.00
Post Purchase	19.20%	8.80%	1.70%	8.50%	\$0.16
Reengagement	7.30%	7.70%	0.60%	3.10%	\$0.02
Transactional	57.20%	26.60%	15.20%	11.90%	\$1.60
ReActivate	11.10%	8.00%	0.90%	9.80%	\$0.25
TOTAL OVERALL AVERAGE	16.70%	4.80%	0.80%	5.40%	\$0.06

<sup>1</sup>Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Art/Art Supplies/Crafts

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	14.80%	5.50%	0.80%	5.90%	\$0.05
Recurring Automated Campaigns <sup>1</sup>	18.10%	6.00%	1.10%	5.00%	\$0.05
Welcome Series	41.80%	16.80%	7.00%	19.60%	\$1.42
Browse Abandonment	37.50%	14.40%	5.40%	12.50%	\$0.57
Shopping Cart Abandonment	35.20%	20.20%	7.10%	31.10%	\$2.29
Back-in-Stock Alerts	47.40%	22.30%	10.50%	28.10%	\$3.71
Low Inventory Alerts	43.80%	12.30%	5.40%	17.60%	\$1.21
Price Drop Alerts	46.30%	29.30%	13.60%	12.20%	\$3.68
Replenishment	32.10%	9.60%	3.10%	16.40%	\$0.88
Post Purchase	24.80%	10.80%	2.70%	9.90%	\$0.26
Reengagement	4.70%	11.20%	0.50%	11.40%	\$0.02
Transactional	64.10%	22.40%	14.40%	15.30%	\$2.83
<b>TOTAL OVERALL AVERAGE</b>	<b>15.10%</b>	<b>5.80%</b>	<b>0.90%</b>	<b>6.50%</b>	<b>\$0.06</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis



# Auto/Boat/Motorcycle

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	14.20%	4.40%	0.60%	3.90%	\$0.08
Recurring Automated Campaigns <sup>1</sup>	14.70%	5.50%	0.80%	3.80%	\$0.09
Welcome Series	31.40%	18.00%	5.70%	11.20%	\$3.08
Browse Abandonment	28.70%	12.80%	3.70%	8.00%	\$1.08
Shopping Cart Abandonment	30.60%	18.20%	5.60%	21.00%	\$4.75
Back-in-Stock Alerts	33.30%	17.90%	6.00%	10.90%	\$2.18
Low Inventory Alerts	29.40%	13.50%	4.00%	4.90%	\$0.67
Price Drop Alerts	36.80%	21.80%	8.00%	6.50%	\$1.65
Replenishment	21.80%	8.00%	1.80%	6.80%	\$0.69
Post Purchase	26.70%	13.70%	3.70%	5.40%	\$0.63
Reengagement	14.00%	5.30%	0.70%	3.80%	\$0.12
Transactional	54.20%	37.50%	20.30%	6.30%	\$2.24
ReActivate	2.20%	6.70%	0.10%	2.40%	\$0.01
<b>TOTAL OVERALL AVERAGE</b>	<b>14.50%</b>	<b>5.00%</b>	<b>0.70%</b>	<b>4.60%</b>	<b>\$0.11</b>

<sup>1</sup>Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Baby Gear

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	16.30%	5.20%	0.90%	3.90%	\$0.09
Recurring Automated Campaigns <sup>1</sup>	14.40%	4.10%	0.60%	0.70%	\$0.01
Welcome Series	25.70%	9.00%	2.30%	9.70%	\$0.64
Browse Abandonment	42.50%	14.10%	6.00%	5.30%	\$0.72
Shopping Cart Abandonment	38.90%	12.50%	4.90%	22.80%	\$2.74
Back-in-Stock Alerts	54.50%	19.40%	10.50%	17.30%	\$4.98
Low Inventory Alerts	46.50%	10.40%	4.80%	10.60%	\$1.16
Price Drop Alerts	42.80%	16.70%	7.10%	16.00%	\$1.98
Post Purchase	36.30%	9.00%	3.30%	3.40%	\$0.13
Transactional	72.40%	40.60%	29.40%	1.70%	\$0.95
<b>TOTAL OVERALL AVERAGE</b>	<b>16.90%</b>	<b>5.70%</b>	<b>1.00%</b>	<b>4.60%</b>	<b>\$0.11</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Beauty/Grooming/Cosmetics

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	15.80%	3.60%	0.60%	7.80%	\$0.04
Recurring Automated Campaigns <sup>1</sup>	8.50%	3.50%	0.30%	6.50%	\$0.02
Welcome Series	30.20%	13.40%	4.00%	16.80%	\$0.64
Browse Abandonment	32.40%	10.50%	3.40%	9.60%	\$0.30
Shopping Cart Abandonment	30.20%	13.70%	4.10%	25.30%	\$1.02
Back-in-Stock Alerts	31.00%	14.20%	4.40%	24.70%	\$0.57
Low Inventory Alerts	37.50%	8.90%	3.30%	21.10%	\$0.67
Price Drop Alerts	30.40%	15.20%	4.60%	10.50%	\$0.30
Replenishment	22.70%	6.20%	1.40%	20.80%	\$0.31
Post Purchase	26.70%	8.80%	2.40%	10.40%	\$0.20
Reengagement	10.60%	5.20%	0.50%	5.70%	\$0.02
Transactional	56.10%	26.90%	15.10%	8.90%	\$0.92
ReActivate	5.50%	2.50%	0.10%	1.60%	\$0.00
<b>TOTAL OVERALL AVERAGE</b>	<b>15.90%</b>	<b>3.80%</b>	<b>0.60%</b>	<b>8.30%</b>	<b>\$0.05</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

## Books/Film/Music (Content)

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	16.00%	2.80%	0.40%	6.80%	\$0.01
Welcome Series	22.00%	12.60%	2.80%	15.30%	\$0.15
Browse Abandonment	27.20%	10.20%	2.80%	12.10%	\$0.11
Shopping Cart Abandonment	25.10%	16.40%	4.10%	20.20%	\$0.29
Low Inventory Alerts	11.40%	4.10%	0.50%	9.00%	\$0.01
Post Purchase	33.30%	9.40%	3.10%	24.50%	\$0.25
Transactional	59.00%	0.00%	0.00%	0.00%	\$0.00
<b>TOTAL OVERALL AVERAGE</b>	<b>16.10%</b>	<b>2.90%</b>	<b>0.50%</b>	<b>7.30%</b>	<b>\$0.01</b>

# Computers/Electronics (Hardware)

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	26.80%	3.20%	0.90%	1.20%	\$0.01
Recurring Automated Campaigns <sup>1</sup>	17.80%	4.00%	0.70%	3.50%	\$0.04
Welcome Series	45.10%	10.10%	4.60%	11.60%	\$0.63
Browse Abandonment	44.70%	9.10%	4.10%	5.80%	\$0.45
Shopping Cart Abandonment	45.30%	14.60%	6.60%	22.90%	\$3.27
Back-in-Stock Alerts	55.90%	30.80%	17.20%	2.70%	\$1.45
Low Inventory Alerts	44.50%	17.20%	7.70%	7.00%	\$1.10
Price Drop Alerts	48.40%	24.30%	11.70%	12.00%	\$2.27
Replenishment	29.10%	9.60%	2.80%	6.30%	\$0.19
Post Purchase	31.80%	11.70%	3.70%	3.90%	\$0.46
Transactional	55.60%	23.30%	13.00%	23.40%	\$16.22
ReActivate	12.40%	9.00%	1.10%	0.20%	\$0.00
<b>TOTAL OVERALL AVERAGE</b>	<b>26.70%</b>	<b>3.30%</b>	<b>0.90%</b>	<b>1.40%</b>	<b>\$0.02</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Eye Care

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	18.30%	6.30%	1.20%	6.50%	\$0.08
Recurring Automated Campaigns <sup>1</sup>	12.70%	4.90%	0.60%	10.10%	\$0.08
Welcome Series	21.70%	10.90%	2.40%	11.40%	\$0.32
Browse Abandonment	28.80%	13.40%	3.90%	13.20%	\$0.58
Shopping Cart Abandonment	31.00%	16.80%	5.20%	28.80%	\$1.67
Back-in-Stock Alerts	34.80%	22.00%	7.70%	16.40%	\$1.12
Low Inventory Alerts	32.70%	13.80%	4.50%	8.30%	\$0.41
Price Drop Alerts	30.90%	16.50%	5.10%	6.10%	\$0.33
Post Purchase	20.20%	7.00%	1.40%	4.10%	\$0.08
Transactional	43.40%	42.90%	18.60%	40.90%	\$7.36
ReActivate	22.10%	12.40%	2.70%	13.00%	\$0.42
TOTAL OVERALL AVERAGE	18.50%	7.00%	1.30%	9.70%	\$0.13

<sup>1</sup>Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Flowers/Gifts

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	15.10%	2.80%	0.40%	10.10%	\$0.03
Recurring Automated Campaigns <sup>1</sup>	18.10%	2.00%	0.40%	15.60%	\$0.04
Welcome Series	30.60%	11.80%	3.60%	20.70%	\$0.58
Browse Abandonment	32.30%	9.50%	3.10%	11.10%	\$0.34
Shopping Cart Abandonment	30.60%	17.60%	5.40%	29.40%	\$1.16
Back-in-Stock Alerts	52.50%	15.50%	8.10%	21.70%	\$2.30
Low Inventory Alerts	46.80%	12.40%	5.80%	6.30%	\$0.45
Post Purchase	21.60%	5.30%	1.20%	23.50%	\$0.17
Reengagement	7.90%	5.10%	0.40%	2.70%	\$0.01
Transactional	71.30%	50.40%	35.90%	41.40%	\$9.83
<b>TOTAL OVERALL AVERAGE</b>	<b>15.20%</b>	<b>2.90%</b>	<b>0.40%</b>	<b>11.10%</b>	<b>\$0.04</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Food/Beverage/Alcohol

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	20.70%	6.60%	1.40%	5.70%	\$0.08
Recurring Automated Campaigns <sup>1</sup>	26.30%	8.30%	2.20%	4.00%	\$0.06
Welcome Series	18.40%	10.10%	1.90%	11.80%	\$0.21
Browse Abandonment	45.10%	10.40%	4.70%	13.10%	\$0.66
Shopping Cart Abandonment	38.90%	18.70%	7.30%	26.70%	\$1.82
Back-in-Stock Alerts	49.80%	27.10%	13.50%	11.80%	\$2.05
Low Inventory Alerts	44.60%	19.00%	8.50%	14.00%	\$3.24
Price Drop Alerts	41.30%	29.20%	12.10%	11.30%	\$1.54
Replenishment	28.90%	8.90%	2.60%	27.40%	\$0.74
Post Purchase	28.40%	10.20%	2.90%	23.70%	\$0.58
Reengagement	14.10%	16.90%	2.40%	1.40%	\$0.10
Transactional	67.10%	21.50%	14.40%	8.80%	\$1.16
<b>TOTAL OVERALL AVERAGE</b>	<b>20.90%</b>	<b>6.90%</b>	<b>1.40%</b>	<b>6.30%</b>	<b>\$0.09</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis



# Health/Drug

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	16.80%	4.00%	0.70%	9.60%	\$0.08
Recurring Automated Campaigns <sup>1</sup>	14.50%	5.40%	0.80%	12.70%	\$0.08
Welcome Series	30.80%	13.40%	4.10%	16.80%	\$1.35
Browse Abandonment	30.40%	11.70%	3.60%	12.90%	\$0.75
Shopping Cart Abandonment	29.50%	17.50%	5.10%	31.50%	\$2.93
Back-in-Stock Alerts	21.10%	12.10%	2.50%	25.20%	\$1.18
Low Inventory Alerts	28.20%	8.40%	2.40%	20.50%	\$1.28
Price Drop Alerts	27.40%	13.00%	3.60%	12.40%	\$0.72
Replenishment	20.20%	5.80%	1.20%	37.40%	\$0.45
Post Purchase	24.10%	7.00%	1.70%	16.00%	\$0.38
Reengagement	6.30%	13.10%	0.80%	1.10%	\$0.01
Transactional	32.80%	16.70%	5.50%	7.70%	\$0.33
ReActivate	25.40%	2.80%	0.70%	13.00%	\$0.10
<b>TOTAL OVERALL AVERAGE</b>	<b>17.00%</b>	<b>4.20%</b>	<b>0.70%</b>	<b>10.10%</b>	<b>\$0.09</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Housewares/Home/Hardware

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	17.60%	5.50%	1.00%	4.90%	\$0.06
Recurring Automated Campaigns <sup>1</sup>	18.30%	5.60%	1.00%	4.60%	\$0.13
Welcome Series	34.20%	18.40%	6.30%	13.00%	\$1.62
Browse Abandonment	35.20%	12.10%	4.20%	7.20%	\$0.49
Shopping Cart Abandonment	33.30%	19.40%	6.40%	22.70%	\$2.04
Back-in-Stock Alerts	31.60%	12.90%	4.10%	10.60%	\$0.49
Low Inventory Alerts	29.70%	11.00%	3.30%	7.90%	\$0.24
Price Drop Alerts	36.30%	14.50%	5.20%	10.30%	\$0.42
Replenishment	16.00%	3.20%	0.50%	8.40%	\$0.04
Post Purchase	32.00%	10.80%	3.50%	6.80%	\$0.37
Reengagement	14.70%	9.90%	1.50%	0.90%	\$0.01
Transactional	54.30%	29.30%	15.90%	19.10%	\$2.58
ReActivate	16.90%	6.60%	1.10%	2.50%	\$0.11
TOTAL OVERALL AVERAGE	17.90%	5.90%	1.00%	5.60%	\$0.08

<sup>1</sup>Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Industrial

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	13.60%	4.20%	0.60%	4.60%	\$0.07
Welcome Series	24.80%	15.00%	3.70%	16.30%	\$2.23
Browse Abandonment	34.90%	16.30%	5.70%	7.10%	\$2.66
Shopping Cart Abandonment	33.70%	14.80%	5.00%	21.40%	\$7.62
Price Drop Alerts	22.20%	5.50%	1.20%	0.00%	\$0.00
Replenishment	18.90%	8.70%	1.60%	25.80%	\$0.69
Post Purchase	27.90%	8.50%	2.40%	16.10%	\$2.29
Reengagement	2.50%	8.10%	0.20%	6.30%	\$0.01
Transactional	35.00%	6.00%	2.10%	21.60%	\$6.80
TOTAL OVERALL AVERAGE	13.80%	4.40%	0.60%	5.30%	\$0.11

# Mass Merchant

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	17.40%	6.20%	1.10%	2.30%	\$0.04
Recurring Automated Campaigns <sup>1</sup>	18.20%	8.10%	1.50%	2.10%	\$0.03
Welcome Series	42.30%	18.20%	7.70%	20.70%	\$1.26
Browse Abandonment	38.30%	10.30%	4.00%	5.50%	\$0.54
Shopping Cart Abandonment	36.70%	17.40%	6.40%	23.10%	\$1.57
Back-in-Stock Alerts	41.60%	10.70%	4.50%	3.50%	\$0.12
Low Inventory Alerts	41.80%	6.00%	2.50%	6.60%	\$0.19
Price Drop Alerts	37.70%	26.80%	10.10%	10.50%	\$1.22
Replenishment	26.90%	10.70%	2.90%	31.30%	\$0.69
Post Purchase	29.90%	12.20%	3.60%	9.70%	\$0.78
Reengagement	2.90%	13.00%	0.40%	2.70%	\$0.03
Transactional	55.10%	14.10%	7.80%	10.80%	\$0.93
ReActivate	5.20%	5.30%	0.30%	1.90%	\$0.01
<b>TOTAL OVERALL AVERAGE</b>	<b>17.50%</b>	<b>6.30%</b>	<b>1.10%</b>	<b>2.70%</b>	<b>\$0.05</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Office/School Supplies

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	14.60%	2.90%	0.40%	5.70%	\$0.03
Recurring Automated Campaigns <sup>1</sup>	15.40%	3.00%	0.50%	12.80%	\$0.09
Welcome Series	35.30%	16.70%	5.90%	12.80%	\$1.11
Browse Abandonment	30.10%	19.70%	5.90%	10.50%	\$1.01
Shopping Cart Abandonment	27.20%	20.10%	5.50%	28.00%	\$2.55
Back-in-Stock Alerts	16.00%	5.30%	0.80%	2.20%	\$0.02
Replenishment	16.70%	5.50%	0.90%	26.10%	\$0.31
Post Purchase	14.70%	7.00%	1.00%	7.40%	\$0.11
Reengagement	4.00%	6.00%	0.20%	4.50%	\$0.02
Transactional	54.40%	15.30%	8.30%	33.90%	\$5.69
<b>TOTAL OVERALL AVERAGE</b>	<b>14.80%</b>	<b>3.20%</b>	<b>0.50%</b>	<b>7.10%</b>	<b>\$0.05</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Pet Supplies

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	17.10%	4.60%	0.80%	8.40%	\$0.08
Recurring Automated Campaigns <sup>1</sup>	10.00%	4.10%	0.40%	6.20%	\$0.02
Welcome Series	30.30%	17.80%	5.40%	24.50%	\$1.67
Browse Abandonment	33.00%	13.50%	4.50%	14.90%	\$0.79
Shopping Cart Abandonment	30.60%	21.50%	6.60%	38.50%	\$3.51
Back-in-Stock Alerts	39.20%	20.90%	8.20%	28.70%	\$1.78
Price Drop Alerts	36.50%	18.10%	6.60%	14.30%	\$0.67
Post Purchase	34.00%	17.20%	5.90%	5.60%	\$0.26
Reengagement	2.60%	15.90%	0.40%	12.60%	\$0.09
Transactional	57.80%	21.40%	12.40%	28.30%	\$5.36
<b>TOTAL OVERALL AVERAGE</b>	<b>17.40%</b>	<b>5.50%</b>	<b>1.00%</b>	<b>12.00%</b>	<b>\$0.15</b>

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis

# Religion/Spirituality

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	29.60%	4.30%	1.30%	2.30%	\$0.02
Welcome Series	30.80%	15.80%	4.90%	15.40%	\$0.57
Browse Abandonment	39.70%	8.70%	3.40%	10.40%	\$0.23
Shopping Cart Abandonment	36.30%	20.90%	7.60%	27.60%	\$1.57
Back-in-Stock Alerts	50.50%	28.10%	14.20%	19.20%	\$1.57
Low Inventory Alerts	48.60%	11.20%	5.40%	6.40%	\$0.23
Price Drop Alerts	46.20%	14.20%	6.50%	4.50%	\$0.19
Post Purchase	40.10%	8.60%	3.50%	7.70%	\$0.18
Transactional	66.30%	31.60%	20.90%	10.30%	\$1.53
TOTAL OVERALL AVERAGE	29.80%	4.50%	1.30%	3.00%	\$0.02

# Tobacco/E-Cigarettes

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	9.80%	3.50%	0.30%	9.40%	\$0.04
Welcome Series	23.70%	18.30%	4.30%	14.60%	\$0.67
Browse Abandonment	25.70%	14.20%	3.70%	11.00%	\$0.45
Shopping Cart Abandonment	25.30%	19.10%	4.80%	21.80%	\$1.20
Back-in-Stock Alerts	34.40%	41.20%	14.20%	14.70%	\$2.52
Replenishment	23.20%	14.20%	3.30%	22.70%	\$1.07
Post Purchase	20.80%	10.10%	2.10%	22.10%	\$0.52
Reengagement	1.40%	4.30%	0.10%	0.00%	\$0.00
Transactional	67.60%	20.90%	14.10%	50.10%	\$11.14
<b>TOTAL OVERALL AVERAGE</b>	<b>9.90%</b>	<b>3.70%</b>	<b>0.40%</b>	<b>10.70%</b>	<b>\$0.05</b>



# Toys/Hobbies/Sporting Goods/Camping

Message Type	Open Rate	Click To Open Rate	Clickthrough Rate	Conversion Rate	Revenue Per Email
Broadcast Marketing	15.20%	5.30%	0.80%	5.90%	\$0.06
Recurring Automated Campaigns <sup>1</sup>	17.90%	4.50%	0.80%	7.00%	\$0.06
Welcome Series	29.00%	18.90%	5.50%	23.20%	\$1.43
Browse Abandonment	32.30%	12.20%	3.90%	9.80%	\$0.78
Shopping Cart Abandonment	31.20%	17.70%	5.50%	24.00%	\$2.02
Back-in-Stock Alerts	36.40%	25.80%	9.40%	16.70%	\$2.09
Low Inventory Alerts	32.30%	8.00%	2.60%	10.80%	\$0.30
Price Drop Alerts	21.30%	13.00%	2.80%	8.80%	\$0.29
Replenishment	28.90%	9.30%	2.70%	10.40%	\$0.46
Post Purchase	23.60%	11.10%	2.60%	14.20%	\$0.93
Reengagement	4.80%	9.20%	0.40%	7.30%	\$0.05
Transactional	46.90%	22.30%	10.50%	14.80%	\$1.72
TOTAL OVERALL AVERAGE	15.40%	5.70%	0.90%	6.90%	\$0.08

<sup>1</sup>Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis