

2018 Email Benchmarks

Table of Contents

Introduction • Methodology • Metric Definitions.....	3
Key Findings	4
Overall Email Benchmarks.....	5
Vertical Email Benchmarks	6
Apparel • Shoes • Accessories • Jewelry	7
Art • Art Supplies • Crafts	8
Auto • Boat • Motorcycle	9
Baby Gear	10
Beauty • Grooming • Cosmetics	11
Books • Film • Music (Content)	12
Computers • Electronics (Hardware).....	13
Education • Training	14
Firearms • Tactical Supplies • Survival	15
Flowers • Gifts.....	16
Food • Beverage • Alcohol.....	17
Health • Drug	18
Housewares • Home • Hardware	19
Industrial	20
Mass Merchant	21
Musical Instruments • Equipment.....	22
Office • School Supplies	23
Pet Supplies.....	24
Tobacco • E-Cigarettes.....	25
Toys • Hobbies • Sporting Goods • Camping.....	26

Introduction

As more platforms emerge, email continues to reign as a key marketing channel for retailers. For nearly two decades Listrak has partnered with thousands of clients to analyze, establish, and drive results.

This report details overall and vertical-specific email benchmarks by campaign type to help marketers gauge and track program performance.

Methodology

Data is based on approximately 32 billion emails sent by Listrak clients during 2017, with all clients based in the US and functioning as either omnichannel or pure play online retailers. Open rate, click to open rate (CTOR), conversion rate, and revenue per email sent were tracked across campaign types. The results in this report are calculated based on overall averages; in many cases, our clients are seeing results higher than what is reported.

Metric Definitions

Open Rate

The percentage of email recipients who opened a given email.

Click To Open Rate (CTOR)

The percentage of email recipients who opened an email and then clicked through the email via a link.

Conversion Rates

The percentage of email recipients who clicked through an email and completed a desired action, such as purchasing a product, entering a sweepstakes, or filling out a form.

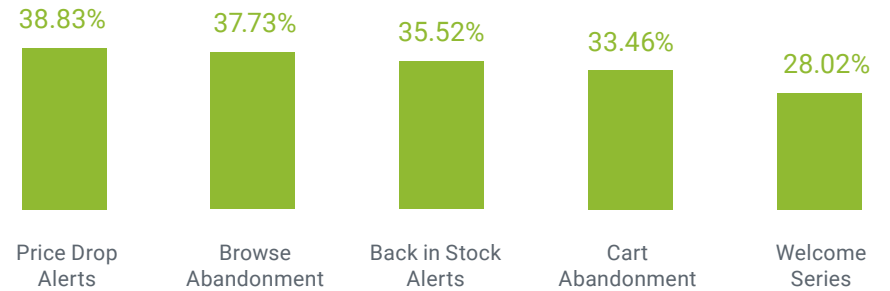
Revenue Per Email Sent

The average amount earned for each email sent.

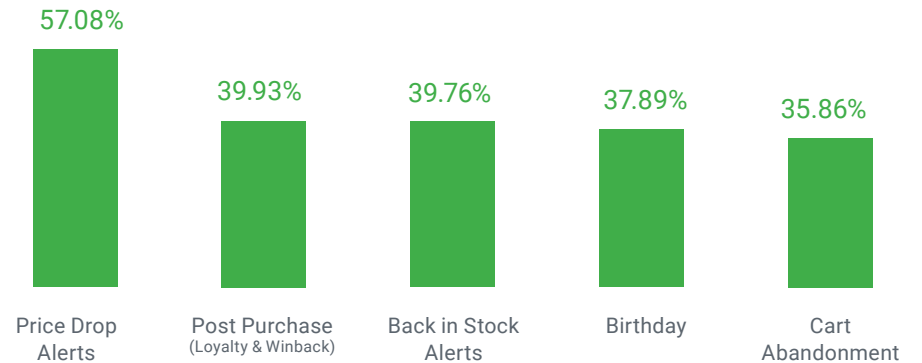
Key Findings

- Top-performing campaigns having some of the highest open, click and conversion rates were Alerts (Price Drop and Back in Stock) and Replenishment
- Cart Abandonment continues to deliver strong results across all engagement metrics
- Post Purchase campaigns averaged YOY increases in open rate (17%), CTOR (43%), conversion rate (25%), and revenue per email sent (76%)
- Activity and lifecycle-based campaigns consistently generate higher engagement than marketing messages (sometimes more than triple...without the ongoing work!)

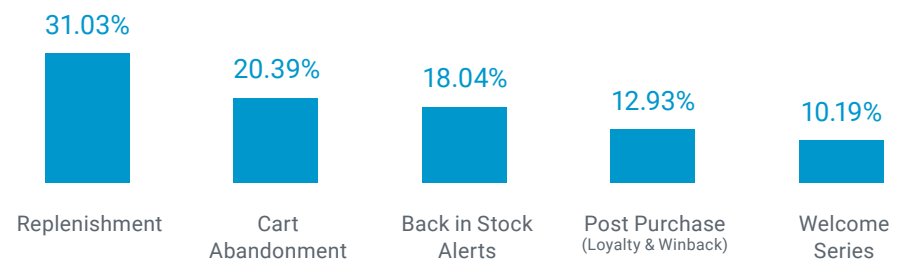
Highest Open Rate



Highest CTOR



Highest Conversion Rate



Overall Email Benchmarks

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	13.24%	10.93%	4.48%	\$0.05
Recurring Automated Campaigns	13.43%	10.41%	3.45%	\$0.12
Welcome Series	28.02%	31.90%	10.19%	\$0.74
Cart Abandonment	33.46%	35.86%	20.39%	\$2.18
Browse Abandonment	37.73%	28.75%	5.99%	\$0.57
Back in Stock Alerts	35.52%	39.76%	18.04%	\$1.43
Post Purchase	26.80%	39.93%	12.93%	\$0.57
Replenishment	24.79%	18.23%	31.03%	\$0.82
Anniversary	16.34%	10.40%	0.91%	\$0.02
Birthday	16.46%	37.89%	5.46%	\$0.14
Lifecycle Grid	16.26%	20.41%	8.48%	\$0.14
Price Drop Alerts	38.83%	57.08%	9.40%	\$1.15
Re-Engagement	4.71%	28.25%	2.86%	\$0.02
Refer-A-Friend	13.21%	13.26%	1.73%	\$0.02
Sweepstakes	18.06%	23.10%	0.55%	\$0.02

Source: Data reflects 2017 Active Listrak Clients

Vertical Email Benchmarks

Category	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Apparel • Shoes • Accessories • Jewelry	11.36%	17.30%	3.60%	\$0.06
Art • Art Supplies • Crafts	17.21%	11.95%	14.60%	\$0.05
Auto • Boat • Motorcycle	12.74%	15.02%	4.13%	\$0.08
Baby Gear	9.62%	10.80%	4.25%	\$0.06
Beauty • Grooming • Cosmetics	9.96%	12.64%	5.63%	\$0.03
Books • Film • Music (Content)	15.50%	41.38%	16.13%	\$0.04
Computers • Electronics (Hardware)	20.66%	11.20%	1.39%	\$0.04
Education • Training	16.96%	17.66%	4.45%	\$0.07
Firearms • Tactical Supplies • Survival	18.33%	17.77%	3.62%	\$0.12
Flowers • Gifts	9.80%	9.78%	9.17%	\$0.03
Food • Beverage • Alcohol	12.02%	12.47%	11.19%	\$0.09
Health • Drug	11.35%	16.51%	9.22%	\$0.06
Housewares • Home • Hardware	15.97%	15.75%	4.45%	\$0.09
Industrial	11.67%	20.23%	4.84%	\$0.16
Mass Merchant	11.03%	17.06%	4.33%	\$0.03
Musical Instruments • Equipment	11.33%	17.67%	3.00%	\$0.12
Office • School Supplies	15.09%	8.95%	7.07%	\$0.05
Pet Supplies	11.19%	13.12%	10.24%	\$0.08
Tobacco • E-Cigarettes	11.32%	15.95%	12.15%	\$0.10
Toys • Hobbies • Sporting Goods • Camping	12.76%	19.05%	3.80%	\$0.07
<small>Source: Data reflects 2017 Active Listrak Clients</small>				

Apparel • Shoes • Accessories • Jewelry

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	11.12%	16.71%	3.09%	\$0.05
Recurring Automated Campaigns	12.34%	18.85%	3.04%	\$0.31
Welcome Series	22.50%	31.07%	11.14%	\$0.65
Cart Abandonment	28.74%	38.95%	18.27%	\$1.88
Browse Abandonment	33.22%	29.42%	5.03%	\$0.47
Back in Stock Alerts	39.99%	44.27%	19.37%	\$1.27
Post Purchase	27.02%	25.53%	8.87%	\$0.51
Anniversary	12.55%	21.13%	7.07%	\$0.08
Birthday	12.96%	39.81%	3.88%	\$0.12
Price Drop Alerts	38.03%	67.44%	4.07%	\$2.07
Re-Engagement	3.51%	20.83%	4.39%	\$0.01
Refer-A-Friend	15.40%	14.01%	0.87%	\$0.01
Sweepstakes	16.31%	21.28%	1.00%	\$0.04

Source: Data reflects 2017 Active Listrak Clients

Art • Art Supplies • Crafts

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	17.15%	11.61%	15.07%	\$0.05
Recurring Automated Campaigns	14.39%	15.87%	4.65%	\$0.05
Welcome Series	35.55%	25.84%	9.64%	\$0.72
Cart Abandonment	37.64%	39.39%	22.49%	\$1.75
Browse Abandonment	38.28%	26.17%	7.00%	\$0.36
Post Purchase	30.57%	26.20%	11.17%	\$0.77
Re-Engagement	14.78%	37.17%	9.80%	\$0.09

Source: Data reflects 2017 Active Listrak Clients

Auto • Boat • Motorcycle

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	12.37%	14.37%	3.38%	\$0.06
Recurring Automated Campaigns	13.84%	17.66%	2.31%	\$0.09
Welcome Series	36.22%	31.31%	7.75%	\$1.21
Cart Abandonment	36.74%	36.85%	23.58%	\$3.93
Browse Abandonment	34.33%	24.78%	6.71%	\$0.54
Back In Stock	33.49%	52.94%	19.24%	\$2.46
Post Purchase	26.12%	19.52%	14.05%	\$0.72
Replenishment	23.11%	13.66%	38.09%	\$2.85
Anniversary	5.25%	21.15%	2.17%	\$0.02
Re-Engagement	1.59%	26.13%	2.11%	\$0.01

Source: Data reflects 2017 Active Listrak Clients

Baby Gear

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	9.22%	10.07%	3.37%	\$0.04
Recurring Automated Campaigns	12.51%	6.79%	0.97%	\$0.01
Welcome Series	20.05%	26.14%	10.51%	\$0.73
Cart Abandonment	37.60%	26.11%	20.76%	\$3.18
Browse Abandonment	30.74%	19.12%	2.56%	\$0.19
Post Purchase	21.68%	23.08%	5.96%	\$0.23
Re-Engagement	3.40%	24.36%	2.76%	\$0.01

Source: Data reflects 2017 Active Listrak Clients

Beauty • Grooming • Cosmetics

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	9.79%	10.93%	5.04%	\$0.03
Recurring Automated Campaigns	7.70%	15.38%	7.67%	\$0.03
Welcome Series	32.37%	25.64%	12.27%	\$0.41
Cart Abandonment	33.15%	31.28%	23.47%	\$1.17
Browse Abandonment	37.11%	23.50%	7.27%	\$0.22
Post Purchase	16.02%	22.63%	12.67%	\$0.25
Replenishment	21.15%	24.66%	23.29%	\$0.44
Anniversary	8.83%	10.47%	6.88%	\$0.02
Birthday	15.61%	19.31%	6.92%	\$0.10
Lifecycle Grid	4.35%	37.66%	7.24%	\$0.02
Sweepstakes	6.64%	13.21%	3.82%	\$0.01
<i>Source: Data reflects 2017 Active Listrak Clients</i>				

Books • Film • Music (Content)

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	14.97%	44.18%	10.58%	\$0.01
Recurring Automated Campaigns	13.28%	14.31%	9.83%	\$0.10
Welcome Series	36.62%	25.39%	18.96%	\$0.67
Cart Abandonment	34.70%	35.13%	34.18%	\$2.43
Browse Abandonment	39.12%	23.50%	20.77%	\$0.89
Post Purchase	30.64%	20.77%	11.35%	\$0.37

Source: Data reflects 2017 Active Listrak Clients

Computers • Electronics (Hardware)

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	19.72%	11.06%	1.22%	\$0.03
Recurring Automated Campaigns	23.02%	6.45%	1.39%	\$0.01
Welcome Series	25.81%	16.51%	3.19%	\$0.08
Cart Abandonment	41.86%	35.14%	12.27%	\$2.07
Browse Abandonment	49.31%	16.26%	0.84%	\$0.08
Back in Stock Alerts	61.15%	53.00%	18.86%	\$1.98
Post Purchase	28.78%	17.56%	7.44%	\$0.30
Re-Engagement	17.45%	7.53%	19.70%	\$1.57
<i>Source: Data reflects 2017 Active Listrak Clients</i>				

Education • Training

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	16.73%	17.48%	3.23%	\$0.04
Welcome Series	27.59%	28.87%	8.57%	\$0.44
Cart Abandonment	32.97%	23.80%	38.79%	\$3.71
Browse Abandonment	34.58%	23.40%	6.81%	\$0.23
Post Purchase	22.95%	18.08%	11.26%	\$0.22

Source: Data reflects 2017 Active Listrak Clients

Firearms • Tactical Supplies • Survival

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	17.96%	16.77%	3.23%	\$0.10
Recurring Automated Campaigns	16.32%	20.32%	2.65%	\$0.07
Welcome Series	29.21%	34.28%	7.22%	\$0.84
Cart Abandonment	41.43%	37.50%	17.25%	\$2.51
Browse Abandonment	45.14%	41.01%	4.79%	\$0.71
Back in Stock Alerts	52.33%	49.68%	17.52%	\$4.18
Post Purchase	31.89%	27.62%	8.52%	\$0.63
Replenishment	32.59%	32.31%	11.76%	\$0.84
Price Drop Alerts	40.04%	43.14%	7.71%	\$0.58
Sweepstakes	29.92%	14.72%	0.40%	\$0.04
<i>Source: Data reflects 2017 Active Listrak Clients</i>				

Flowers • Gifts

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	9.63%	9.49%	8.49%	\$0.03
Welcome Series	35.34%	24.96%	18.45%	\$0.55
Cart Abandonment	29.81%	22.12%	32.06%	\$0.85
Browse Abandonment	30.07%	20.15%	15.29%	\$0.46
Post Purchase	19.44%	16.71%	19.73%	\$0.16
Anniversary	10.09%	5.98%	30.04%	\$0.06

Source: Data reflects 2017 Active Listrak Clients

Food • Beverage • Alcohol

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	11.74%	11.47%	10.81%	\$0.08
Recurring Automated Campaigns	11.56%	15.28%	6.46%	\$0.06
Welcome Series	31.61%	44.15%	14.83%	\$1.08
Cart Abandonment	33.89%	35.67%	23.34%	\$1.71
Browse Abandonment	37.65%	25.42%	5.59%	\$0.35
Back in Stock Alerts	56.36%	42.73%	29.95%	\$12.38
Post Purchase	28.31%	26.66%	21.70%	\$0.84
Replenishment	33.64%	23.61%	51.41%	\$1.73
Re-Engagement	5.36%	20.39%	2.31%	\$0.01
Sweepstakes	14.45%	45.53%	1.09%	\$0.06
<i>Source: Data reflects 2017 Active Listrak Clients</i>				

Health • Drug

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	11.00%	16.05%	7.95%	\$0.05
Recurring Automated Campaigns	12.06%	9.38%	3.54%	\$0.02
Welcome Series	32.68%	35.71%	15.38%	\$0.69
Cart Abandonment	36.06%	36.79%	32.50%	\$2.16
Browse Abandonment	37.49%	28.68%	16.06%	\$0.63
Back in Stock Alerts	49.63%	37.58%	34.63%	\$3.29
Post Purchase	28.81%	18.20%	21.46%	\$0.44
Replenishment	23.54%	19.31%	36.33%	\$0.76
Anniversary	29.24%	37.56%	37.04%	\$2.91
Birthday	44.39%	27.24%	28.06%	\$1.32
Lifecycle Grid	14.05%	17.43%	19.15%	\$0.27
Refer-a-Friend	6.94%	8.49%	10.48%	\$0.04

Source: Data reflects 2017 Active Listrak Clients

Housewares • Home • Hardware

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	15.66%	15.20%	4.19%	\$0.07
Recurring Automated Campaigns	12.92%	16.41%	2.75%	\$0.07
Welcome Series	32.96%	38.60%	7.05%	\$1.04
Cart Abandonment	37.30%	38.41%	21.61%	\$3.87
Browse Abandonment	38.75%	29.78%	7.48%	\$0.89
Back in Stock Alerts	51.54%	46.40%	19.58%	\$2.26
Post Purchase	34.65%	34.66%	10.67%	\$1.23
Replenishment	24.16%	11.47%	25.11%	\$0.28
Anniversary	16.40%	10.41%	0.87%	\$0.02
Birthday	19.52%	45.57%	6.02%	\$0.17
Lifecycle Grid	40.33%	33.75%	5.98%	\$2.06
Price Drop Alerts	39.21%	53.04%	13.36%	\$0.73
Re-Engagement	7.12%	30.56%	2.52%	\$0.02
Sweepstakes	13.99%	26.01%	0.84%	\$0.03

Source: Data reflects 2017 Active Listrak Clients

Industrial

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	11.40%	19.70%	4.07%	\$0.13
Recurring Automated Campaigns	10.79%	16.68%	3.81%	\$0.17
Welcome Series	31.37%	35.15%	8.46%	\$1.86
Cart Abandonment	32.13%	35.56%	23.41%	\$4.89
Post Purchase	25.83%	22.88%	11.22%	\$0.66
Replenishment	23.54%	17.77%	25.64%	\$1.40
Re-Engagement	12.88%	33.36%	3.70%	\$0.11

Source: Data reflects 2017 Active Listrak Clients

Mass Merchant

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	10.82%	15.69%	3.56%	\$0.03
Recurring Automated Campaigns	9.54%	17.33%	2.48%	\$0.01
Welcome Series	31.34%	35.88%	12.27%	\$0.84
Cart Abandonment	30.38%	42.38%	23.28%	\$1.43
Browse Abandonment	34.73%	29.36%	6.86%	\$0.31
Back in Stock Alerts	57.10%	48.61%	44.19%	\$7.40
Post Purchase	17.89%	25.92%	12.89%	\$0.32
Replenishment	34.23%	15.24%	21.00%	\$0.79
Price Drop Alerts	35.37%	63.97%	6.55%	\$0.52
Re-Engagement	12.42%	22.21%	5.42%	\$0.08

Source: Data reflects 2017 Active Listrak Clients

Musical Instruments • Equipment

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	10.66%	17.93%	2.57%	\$0.09
Recurring Automated Campaigns	12.15%	15.80%	2.60%	\$0.09
Welcome Series	18.94%	18.02%	7.36%	\$0.46
Cart Abandonment	35.49%	38.22%	13.44%	\$5.13
Browse Abandonment	48.48%	39.03%	2.39%	\$1.13
Post Purchase	24.49%	19.18%	14.09%	\$1.14

Source: Data reflects 2017 Active Listrak Clients

Office • School Supplies

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	15.00%	8.55%	6.42%	\$0.04
Recurring Automated Campaigns	6.65%	10.94%	5.88%	\$0.01
Welcome Series	34.24%	22.06%	11.13%	\$0.47
Cart Abandonment	29.98%	34.25%	27.19%	\$3.00
Browse Abandonment	32.53%	23.68%	8.93%	\$0.70
Post Purchase	22.27%	21.30%	16.47%	\$0.46
Replenishment	16.72%	19.16%	24.73%	\$0.50
<i>Source: Data reflects 2017 Active Listrak Clients</i>				

Pet Supplies

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	10.95%	12.63%	9.29%	\$0.07
Recurring Automated Campaigns	12.84%	19.09%	9.93%	\$0.20
Welcome Series	40.57%	35.93%	22.05%	\$1.97
Cart Abandonment	28.76%	29.87%	31.60%	\$1.77
Browse Abandonment	36.19%	15.84%	12.20%	\$0.63
Post Purchase	29.72%	24.40%	12.11%	\$0.57
Replenishment	15.02%	18.07%	38.56%	\$0.51

Source: Data reflects 2017 Active Listrak Clients

Tobacco • E-Cigarettes

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	10.95%	14.75%	10.62%	\$0.08
Welcome Series	30.81%	54.23%	20.07%	\$1.48
Cart Abandonment	32.49%	42.95%	33.40%	\$2.37
Browse Abandonment	33.86%	32.43%	12.37%	\$0.49
Post Purchase	42.70%	34.13%	27.09%	\$1.82
Replenishment	29.11%	23.38%	43.57%	\$2.01

Source: Data reflects 2017 Active Listrak Clients

Toys • Hobbies • Sporting Goods • Camping

Campaign	Open Rate	Click To Open Rate	Conversion Rate	Revenue Per Email Sent
Marketing (Batch & Blast)	12.54%	18.67%	3.21%	\$0.06
Recurring Automated Campaigns	11.17%	16.16%	4.99%	\$0.06
Welcome Series	34.73%	35.55%	11.67%	\$1.22
Cart Abandonment	34.51%	36.12%	24.11%	\$2.51
Browse Abandonment	34.78%	29.23%	8.80%	\$0.65
Back in Stock Alerts	27.49%	22.04%	16.11%	\$1.23
Post Purchase	32.79%	27.57%	8.02%	\$0.57
Anniversary	16.62%	11.86%	5.49%	\$0.01
Birthday	23.22%	12.65%	6.38%	\$0.11
<i>Source: Data reflects 2017 Active Listrak Clients</i>				



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