



EMAIL BENCHMARKS AND TRENDS

March 18, 2015



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EMAIL IS CONSTANTLY EVOLVING.

The good news is that you can use email to help your customers make purchase decisions no matter where or how they shop. Email still has the highest ROI of any channel, returning \$44.25 for every \$1 spent in 2014¹.

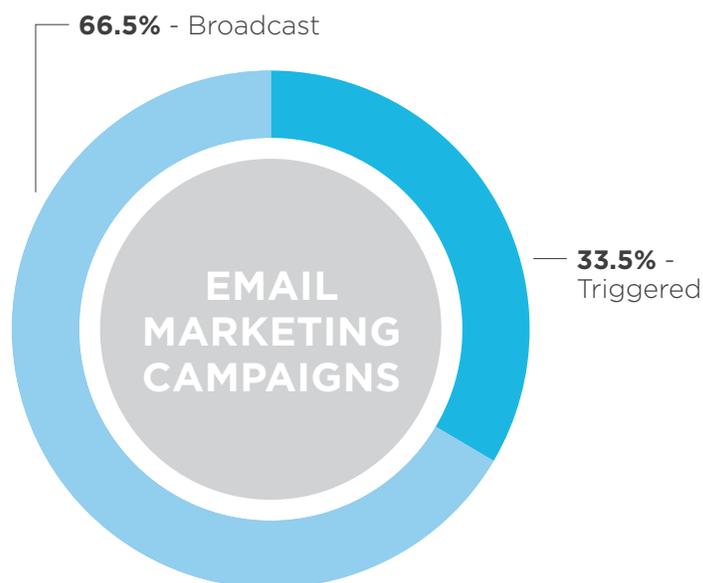
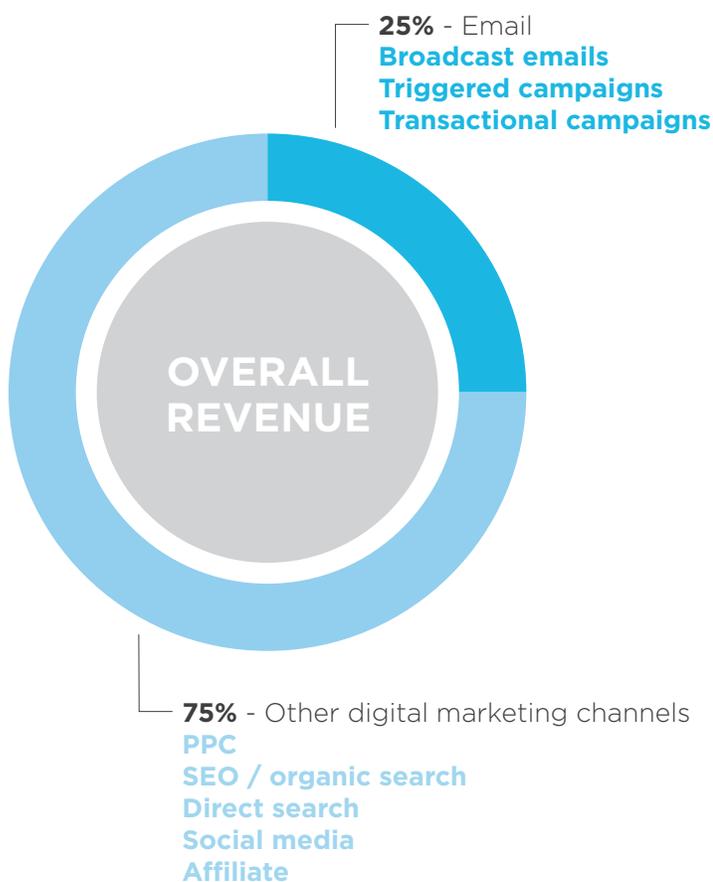
Listrak serves as the predictive marketing automation partner for hundreds of retail clients across a variety of verticals. Following are their average email campaign metrics for 2014 as well as new trends for 2015 that will help you get the most out of your email campaigns.



2014 EMAIL BENCHMARKS

BROADCAST CAMPAIGN BENCHMARKS

Email should account for approximately 25% of your overall revenue from your digital channels.



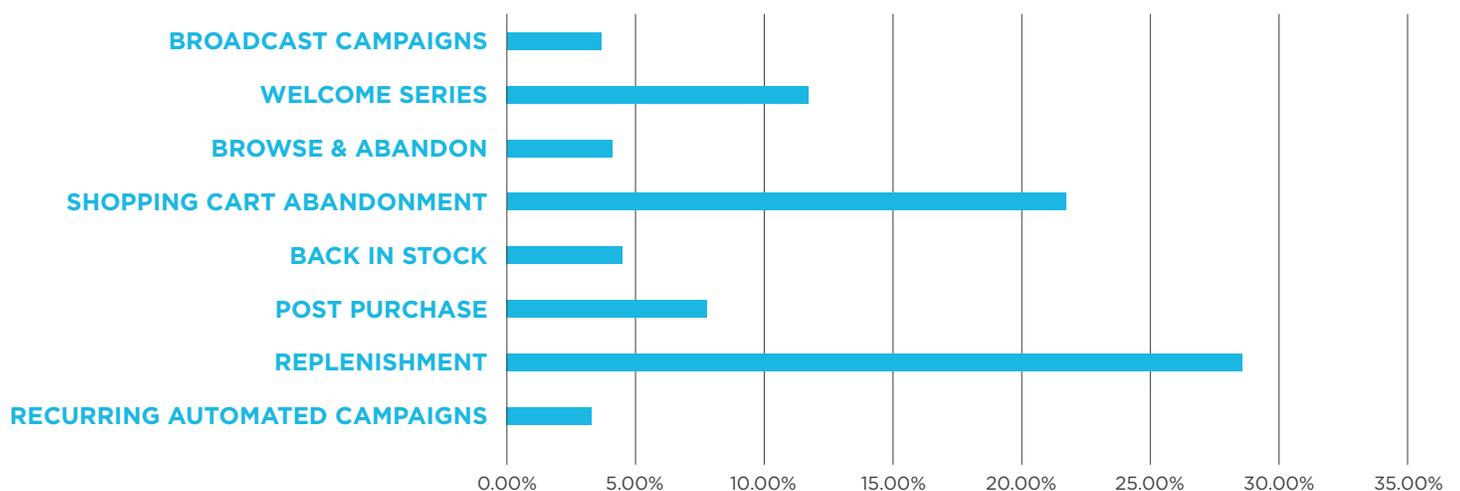
Of your email marketing campaigns, triggered campaigns should account for approximately 33.5% of your email revenue, with 66.5% coming in from the much higher-volume broadcast campaigns.

CAMPAIGN	AVERAGE OPEN RATE	AVERAGE UNIQUE CLICK RATE	AVERAGE CONVERSION RATE	AVERAGE REVENUE PER EMAIL SENT
BROADCAST (BATCH & BLAST)	13.8%	1.56%	3.69%	\$.05

TRIGGERED CAMPAIGN BENCHMARKS

CAMPAIGN	AVERAGE OPEN RATE	AVERAGE UNIQUE CLICK RATE	AVERAGE CONVERSION RATE	AVERAGE REVENUE PER EMAIL SENT
WELCOME	35.1%	7.47%	11.72%	\$.97
POST PURCHASE	30.8%	5.74%	7.82%	\$.48
REPLENISH	21.5%	3.63%	28.59%	\$ 1.12
BACK IN STOCK	17.8%	9.34%	4.53%	\$6.50
BROWSE ABANDON	37.3%	8.86%	4.11%	\$.43
CART ABANDON	29.9%	8.02%	21.73%	\$2.39
RECURRING AUTOMATED CAMPAIGNS	10.74%	1.31%	3.32%	\$.05

Conversion Rates By Campaign



DAY OF THE WEEK BENCHMARKS

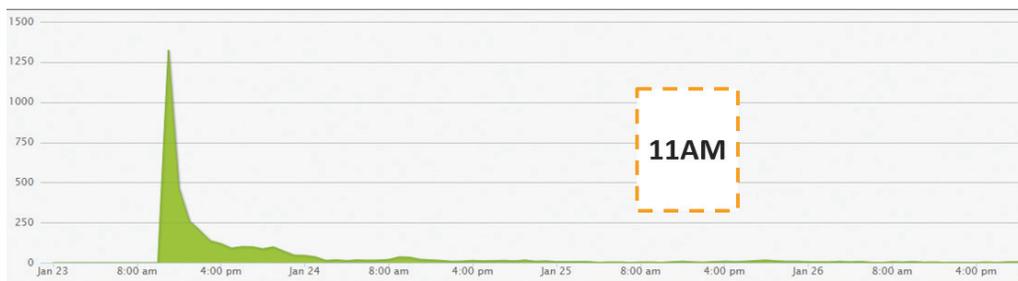
	AVERAGE WEEKDAY	AVERAGE WEEKEND
OPEN RATE	14.21%	14.33%
VISIT TO CONVERSION RATE	3.41%	3.54%
REVENUE PER EMAIL SENT	\$.05	\$.06

	MON	TUES	WED	THURS	FRI	SAT	SUN
OPEN RATE	15.09%	14.13%	14.45%	13.54%	13.84%	14.25%	14.42%
VISIT TO CONVERSION RATE	3.53%	3.24%	3.51%	3.19%	3.59%	3.53%	3.56%
REVENUE PER EMAIL SENT	\$.06	\$.05	\$.06	\$.05	\$.05	\$.06	\$.06

If you aren't already sending emails on Saturday and Sunday, try adding a deployment over the weekend to see how much it boosts your campaign revenue.

TIME OF DAY BENCHMARKS

	OPEN RATE	CLICK THROUGH RATE
7:00 AM	16.79%	4.78%
9:00 AM	16.78%	4.70%
12:00 PM	17.33%	4.88%
3:00 PM	17.67%	5.17%
5:00 PM	17.35%	4.77%



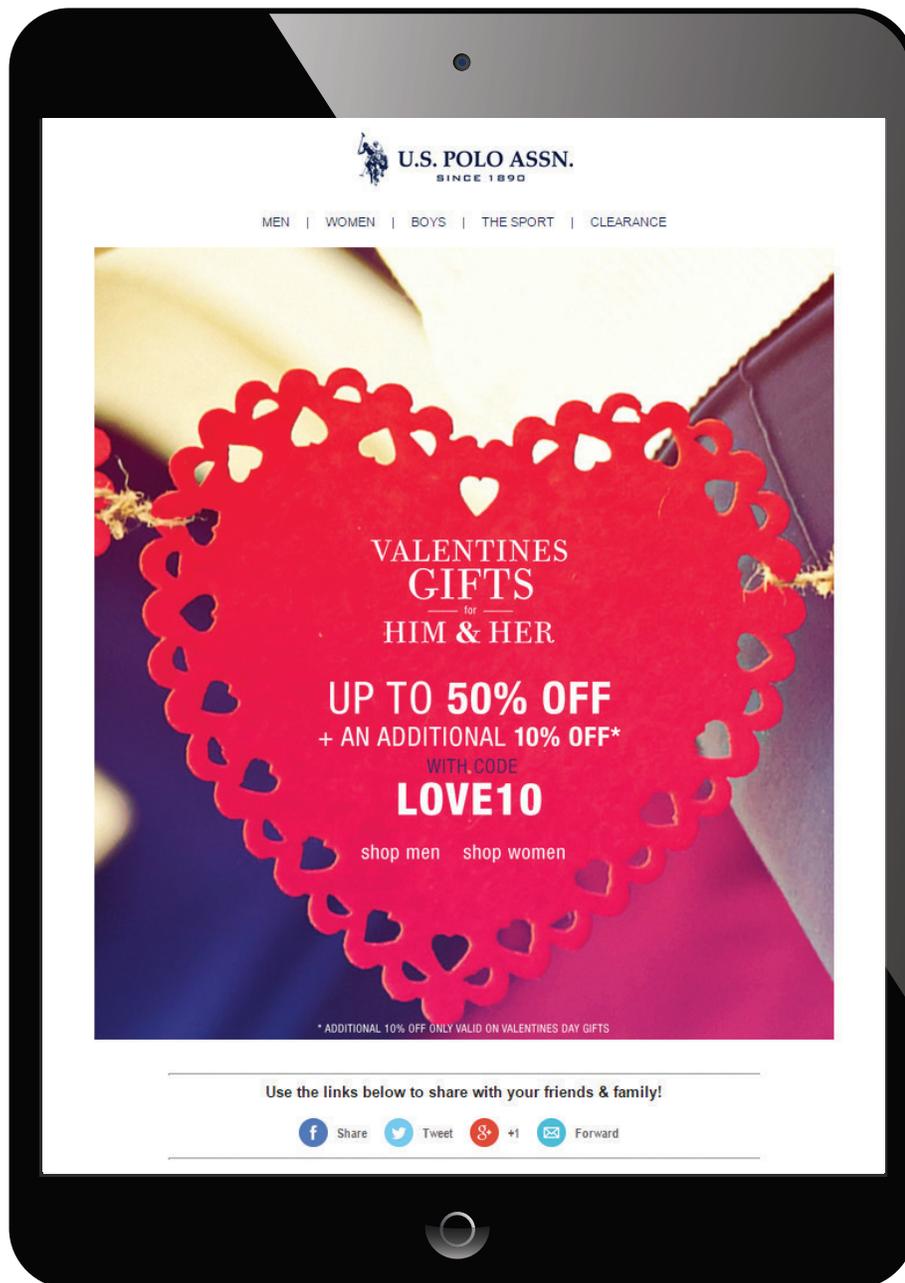
We also tested sending messages at 11:00 am vs. 11:00 pm and found the message in the evening had higher open and click through rates, as it benefited from additional engagement the following morning. It is important to note that you should test the timing of your campaigns to find out what works best for your audience.



CAMPAIGN EXAMPLES



BROADCAST CAMPAIGN BENCHMARKS



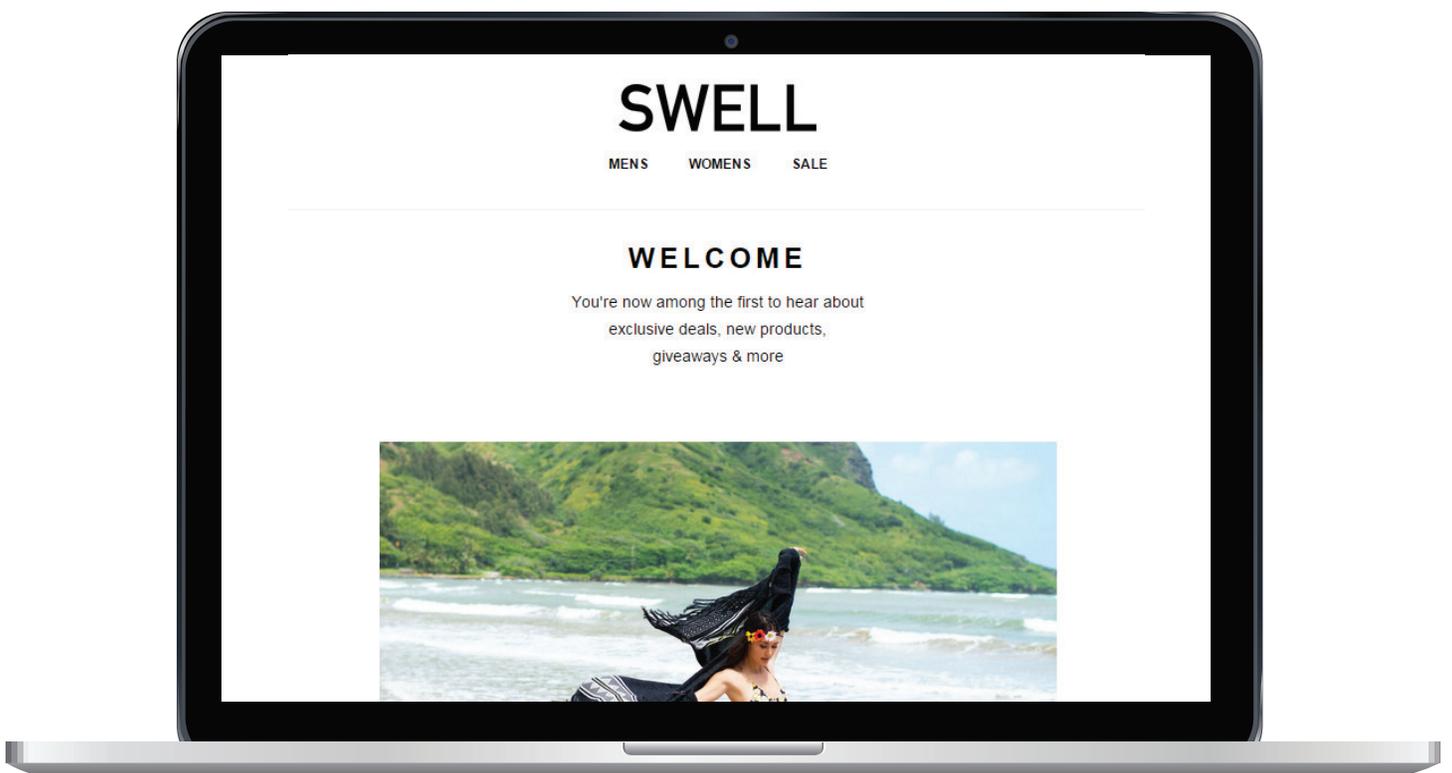
Open Rate
13.8%

Unique
Click Rate
1.56%

Conversion
Rate
3.69%

Revenue
Per Email
\$.05

WELCOME CAMPAIGN BENCHMARKS



Open Rate
35.1%

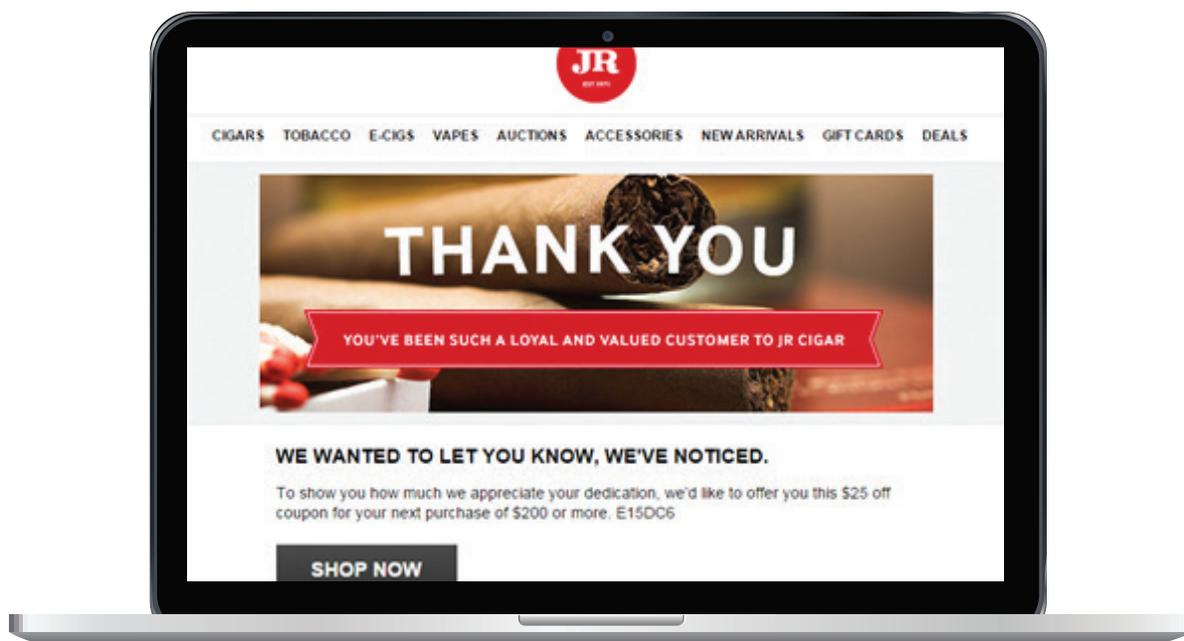
Unique
Click Rate
7.47%

Conversion Rate
11.72%

Revenue
Per Email
\$.97

Due to the high volume of these campaigns, your welcome series should account for approximately 20% of your overall triggered email revenue.

POST PURCHASE CAMPAIGN BENCHMARKS



Open Rate
30.82%

Unique
Click Rate
5.74%

Conversion Rate
7.82%

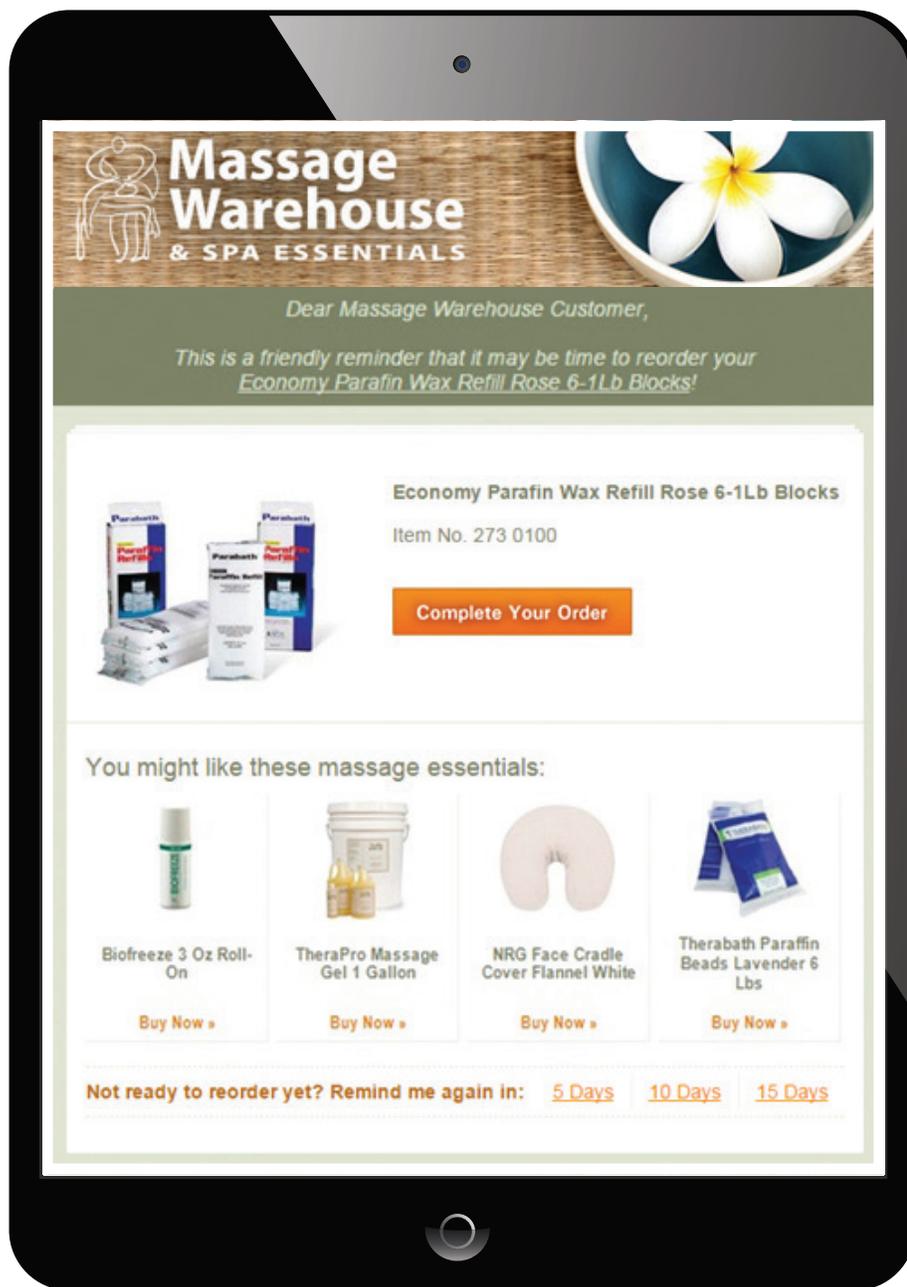
Revenue
Per Email
\$.48

Post purchase campaigns should make up about 10% of your triggered campaign revenue.

POST PURCHASE TIP

Wondering when most online second sales occur? Surprisingly, many of them occur the SAME DAY as the first sale. This is due, in part, to more creative transactional campaigns, such as including recommended products or single use coupons in order confirmations, which tempt shoppers to return to the site to place another order. Retailers shouldn't wait too long to send post purchase messages, and they should always send a series of messages - including a thank you message, review request, loyalty, etc., during the first two weeks. We recently tested the timing of a thank you message for one of our clients and found that conversion rates doubled when the message was sent four days after the sale vs. 14 days after the sale.

REPLENISH CAMPAIGN BENCHMARKS



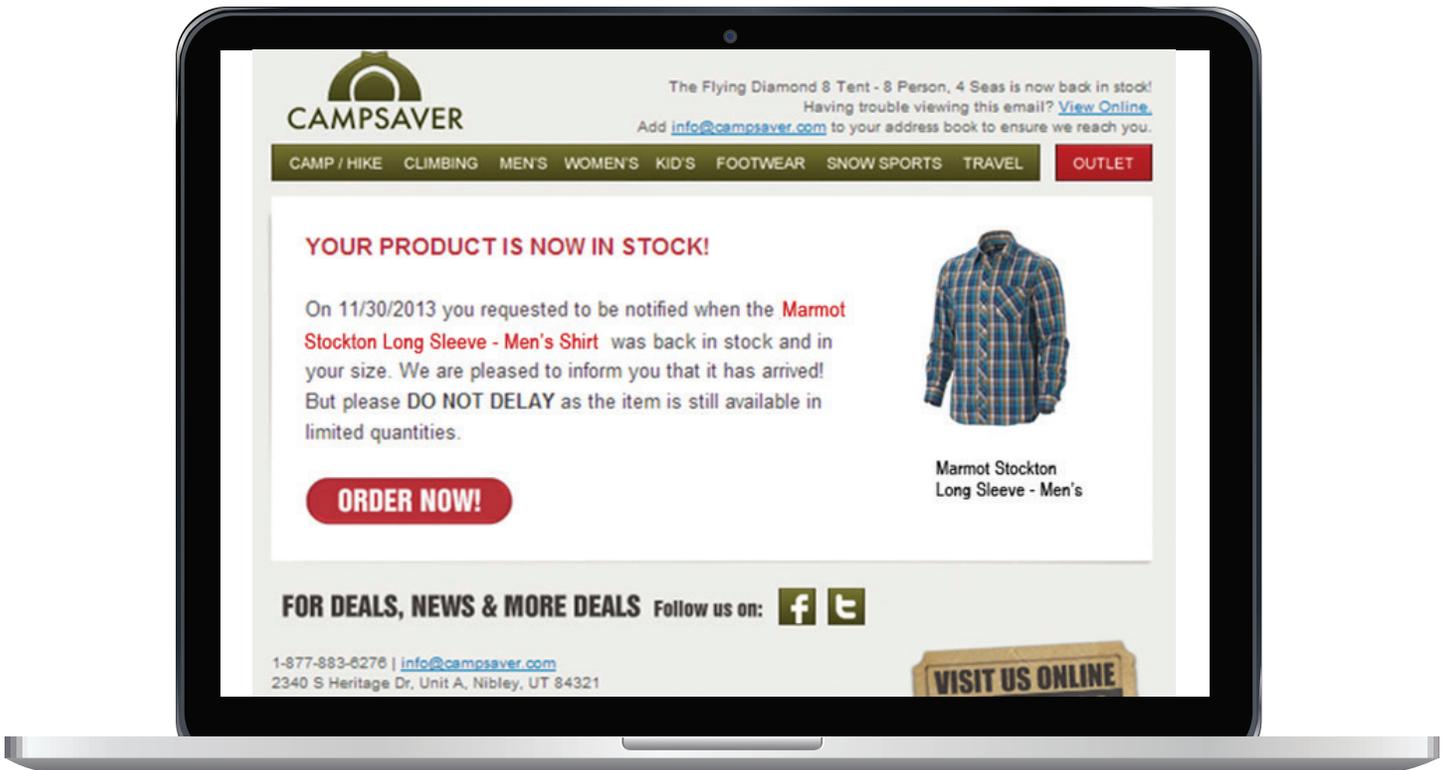
Open Rate
21.51%

Unique
Click Rate
3.63%

CONVERSION
RATE
28.59%

Revenue
Per Email
\$1.12

BACK IN STOCK CAMPAIGN BENCHMARKS



Open Rate
17.84%

Unique
Click Rate
9.34%

Conversion Rate
4.53%

REVENUE
PER EMAIL
\$6.50

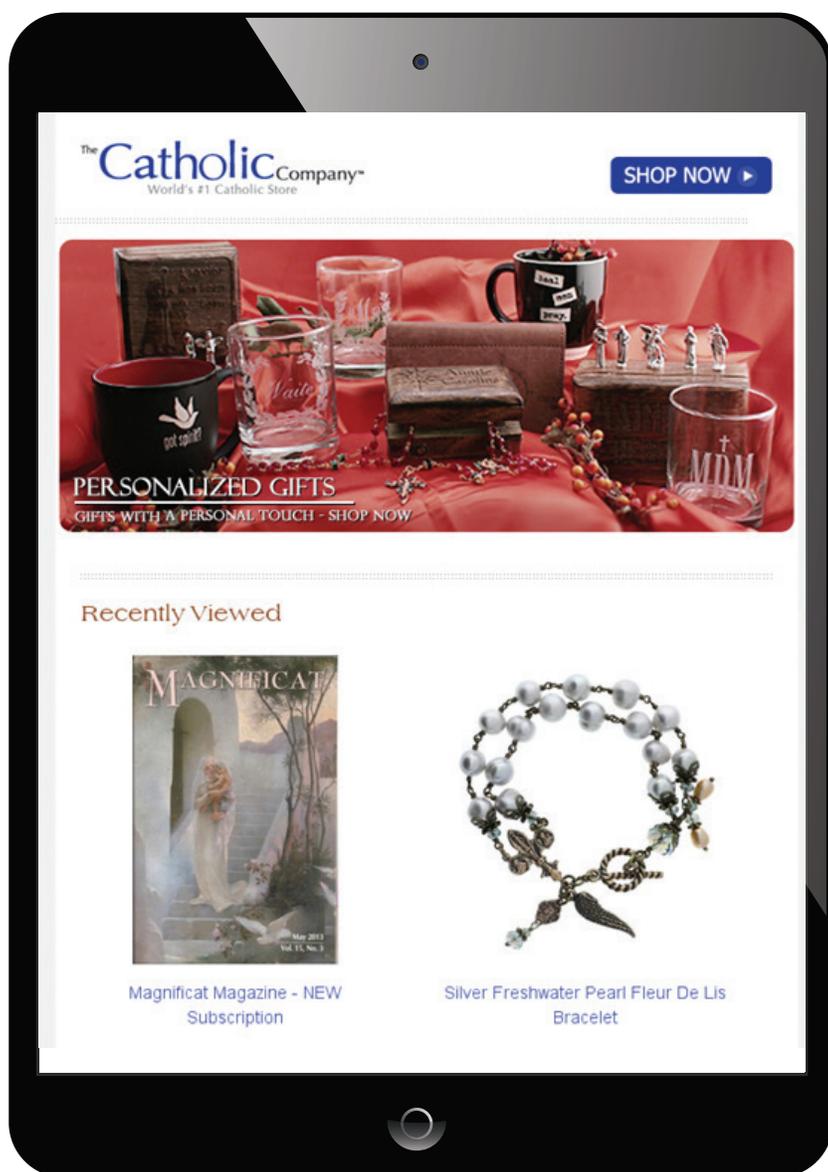
BROWSE ABANDON CAMPAIGN BENCHMARKS

Open Rate
37.3%

Unique
Click Rate
8.86%

Conversion
Rate
4.11%

Revenue
Per Email
\$.43



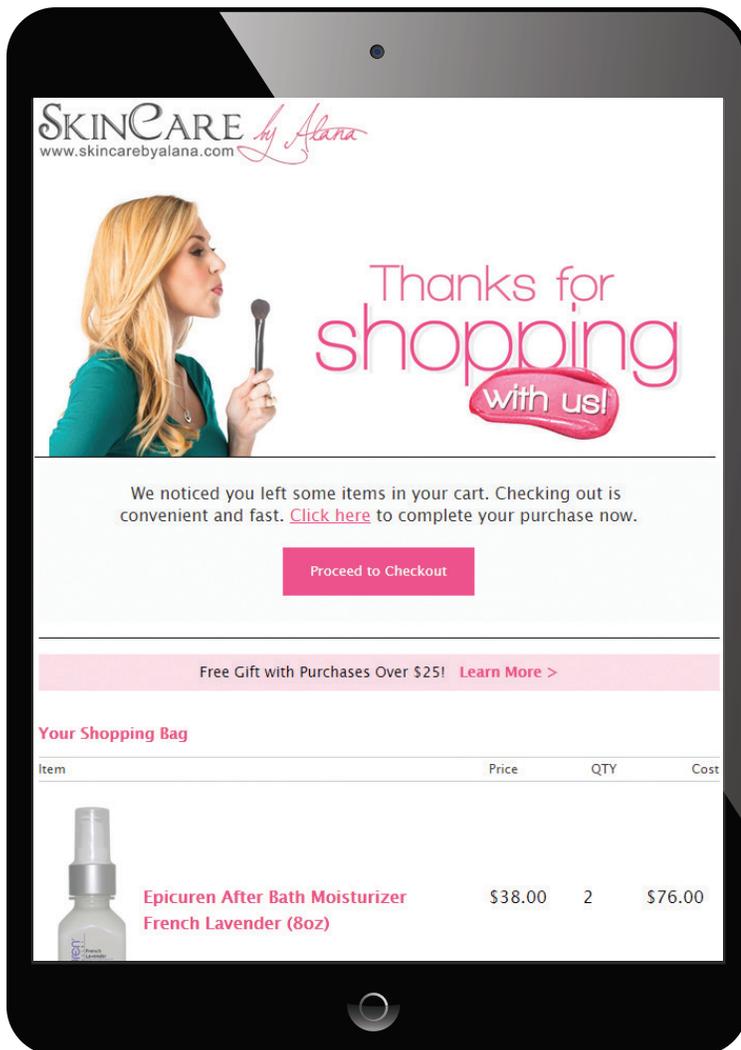
SHOPPING CART REMARKETING CAMPAIGN BENCHMARKS

Open Rate
29.9%

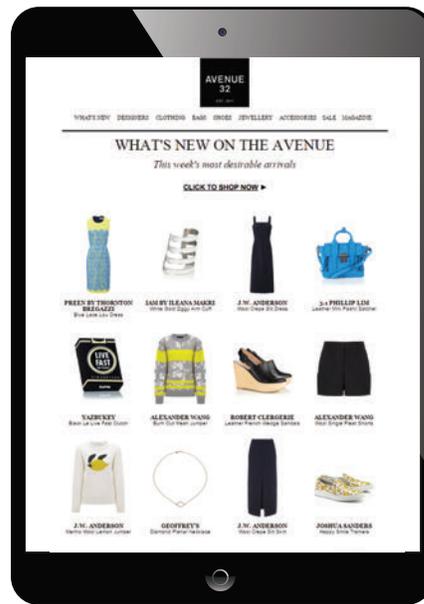
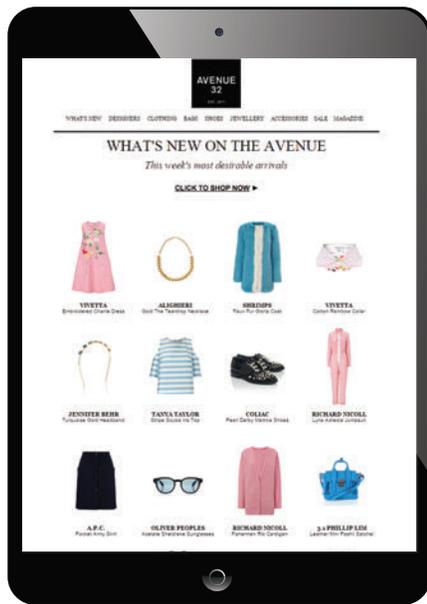
Unique
Click Rate
8.02%

Conversion
Rate
21.73%

Revenue
Per Email
\$2.39



RECURRING AUTOMATED CAMPAIGN BENCHMARKS



Open Rate
10.74%

Unique Click Rate
1.31%

Conversion Rate
3.32%

Revenue Per Email
\$.05

Recurring Automated Campaigns are similar to broadcast campaigns - as they are sent on specific days of the week and are sent to either the full list or to large segments of the list. However, there are two main differences. Firstly, these campaigns include recommended products that are personalized for each recipient based on previously viewed and purchased merchandise. Secondly, these campaigns are automated and open-time optimized. The images are pulled when subscribers open the messages, ensuring they see items that are in-stock and up-to-date.

Recurring Automated Campaigns can lift email revenue 25-30%. Because these campaigns are automated, they save design time and can easily be set up to run in the background with little maintenance.

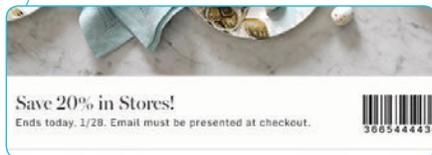


SEVEN RETAIL EMAIL TRENDS FOR 2015





The example from Bath & Body Works includes a bar code that can either be printed for scanning during in-store checkout or can be scanned directly from the customer's phone. It also includes an online coupon code.



The example from Williams-Sonoma offers a bar code coupon customers can present at checkout in-store, but online shoppers can also apply the coupon code online during checkout.



The Carters example has two bar code coupon offers customers can present at checkout in-store and a map to the customer's local store location.

TREND 2

Retailers are driving in-store traffic by providing customers the option of buying or reserving merchandise online but picking it up in-store.

The image shows three tablets displaying mobile retail websites. The Napa tablet shows a 10% off promotion for online reservations. The Target tablet shows a Valentine's Day promotion for buy one, get one 50% off. The Macy's tablet shows a Super Sunday promotion with an extra 20% off. Callouts provide detailed text for these promotions.

10% OFF Reserve Online Pick Up in Store

10% OFF Reserve Online Pick Up in Store

Valentine's Day. buy one, get one 50% off handbags, watches & fine jewelry. it's easy when you buy online & pick up in store.*

today only! SUPER SUNDAY THERE ARE SO MANY WAYS TO SAVE!
EXTRA 20% OFF
 PROMO CODE: **SUNDAY**
 EXTRA 15% OFF home & select dept. exclusions & details

WOMEN MEN FOR THE HOME
 SHOES PLUS SIZES BED & BATH
 JUNIORS KIDS DINING
 HANDBAGS JEWELRY KITCHEN

WANT IT NOW? buy online pick up in-store FIND OUT MORE

WANT IT NOW? buy online pick up in-store FIND OUT MORE

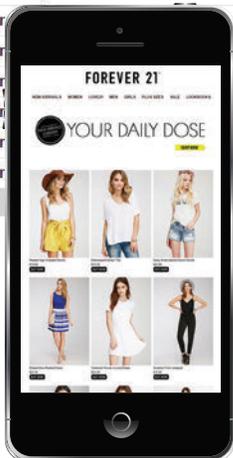
ENJOY EXTRA SAVINGS IN STORES! GET SAVINGS PASS FIND A STORE

These email examples from Napa, Macy's and Target offer customers the option to buy online but pick up in-store.

TREND 3

Retailers are sending emails daily.

Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 26
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 25
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 24
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 23
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 22
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 21
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 20
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 19
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 18
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 17
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 16
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 15
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 14
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 13
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 12
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 11
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 10
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 9
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 8
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 7
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 6
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 5
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 4
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 3
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 2
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Feb 1
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Jan 31
Forever 21	Inbox	Your Daily Dose of New Arrivals -	Jan 30

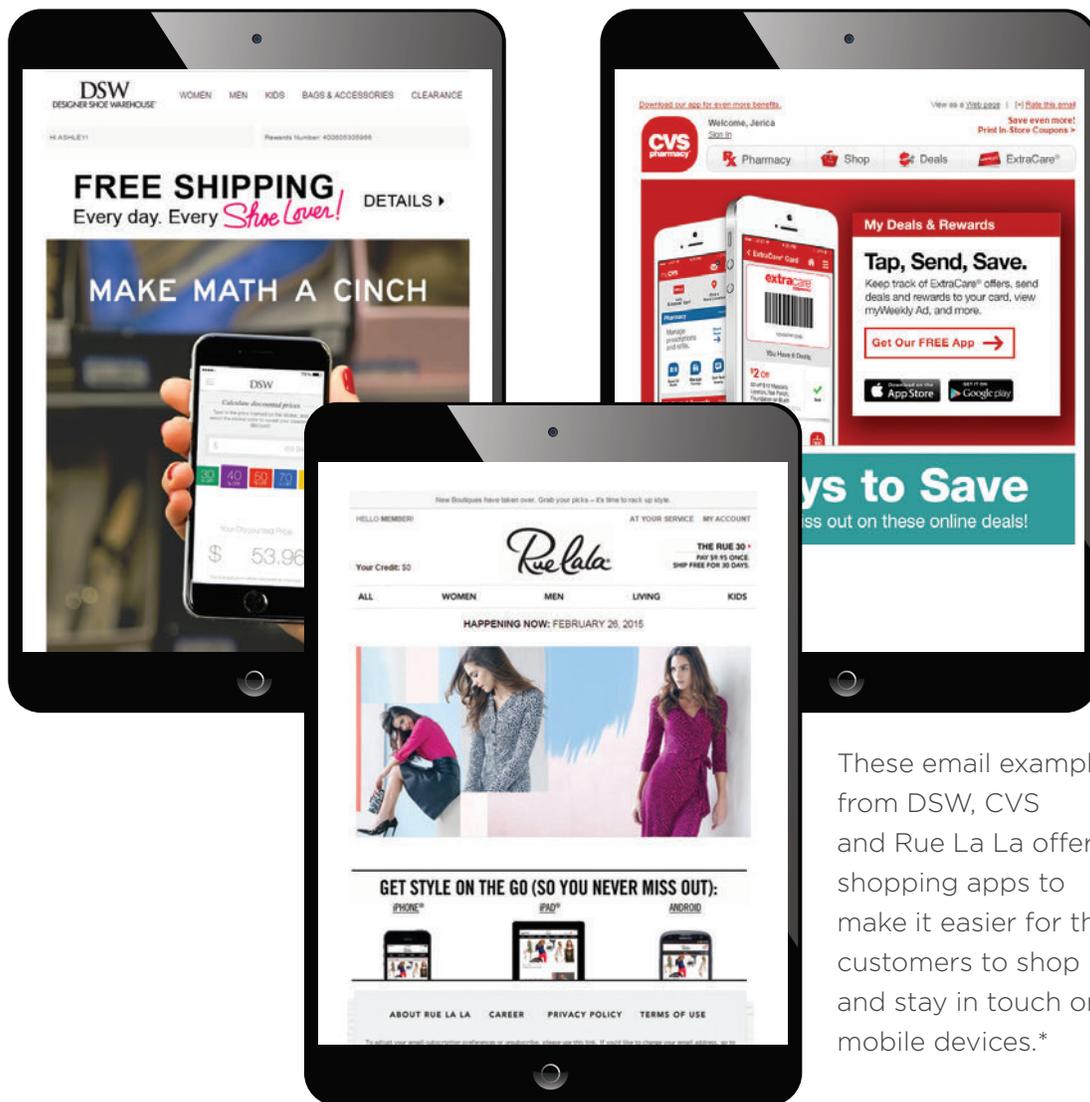


Neiman Marcus	Inbox	Stella McCartney Apparel + Accessories	Feb 28
Neiman Marcus	Inbox	NEW! Mobile Wallet on the NM app	Feb 27
Neiman Marcus	Inbox	Donna Karan New York Spring Lookbook	Feb 27
Neiman Marcus	Inbox	Up to 65% off: Evening Dash	Feb 26
Neiman Marcus	Inbox	Site is Back! You don't want to miss these deal	Feb 26
Neiman Marcus	Inbox	Relaxed Tunics for The New Bohemian Trend	Feb 26
Neiman Marcus	Inbox	Yes, Please! You're Invited to Enjoy Incredible	Feb 25
Neiman Marcus	Inbox	Up to 75% OFF! Midday Dash	Feb 24
Neiman Marcus	Inbox	Spring Trend: Mix, Don't Match!	Feb 24
Neiman Marcus	Inbox	50% OFF! Midday Dash	Feb 23
Neiman Marcus	Inbox	The New Bohemian, according to our Fashion	Feb 23
Neiman Marcus	Inbox	Up to 65% OFF: Evening Dash!	Feb 22
Neiman Marcus	Inbox	Up to 65% off New Online Clearance Arrivals	Feb 22
Neiman Marcus	Inbox	St. John Spring Lookbook	Feb 21
Neiman Marcus	Inbox	Snowed in? 4 hours only: Up to 65% off Cold	Feb 20
Neiman Marcus	Inbox	Eileen Fisher: 8 Key Pieces for Spring	Feb 20
Neiman Marcus	Inbox	Pose-worthy looks: Evening Dresses + more	Feb 19
Neiman Marcus	Inbox	50% OFF! Midday Dash	Feb 19
Neiman Marcus	Inbox	Men's Ultimate Evening Style	Feb 18
Neiman Marcus	Inbox	A special update, it must be your lucky day	Feb 17
Neiman Marcus	Inbox	Up to 65% off Cashmere for Her + Him!	Feb 17
Neiman Marcus	Inbox	50% OFF! Midday Dash	Feb 16
Neiman Marcus	Inbox	Beauty Event! Designer tote, gifts + Bonus	Feb 16
Neiman Marcus	Inbox	Up to 65% OFF: Evening Dash!	Feb 15
Neiman Marcus	Inbox	Relaxed Apparel including Misook	Feb 15
Neiman Marcus	Inbox	Alexander McQueen Spring Lookbook	Feb 14
Neiman Marcus	Inbox	50% OFF! Midday Dash	Feb 13
Neiman Marcus	Inbox	Oscar de la Renta Spring Lookbook	Feb 13
Neiman Marcus	Inbox	Up to 75% OFF! Midday Dash	Feb 12
Neiman Marcus	Inbox	Kay Unger New York Spring Lookbook	Feb 12
Neiman Marcus	Inbox	Lucky You! Here's Something Just for You: Ear	Feb 11
Neiman Marcus	Inbox	Midday Dash: 50% off + Free 2-Day Shipping! -	Feb 10
Neiman Marcus	Inbox	David Yurman Gifts for your Valentine - Stay in	Feb 10
Neiman Marcus	Inbox	Sweet Treats for Valentine's Day + Free 2-Day S	Feb 9
Neiman Marcus	Inbox	Aquazzura Shoes + Our exclusive Q&A with the	Feb 9
Neiman Marcus	Inbox	Up to 65% OFF: Evening Dash! - Stay in the kno	Feb 8
Neiman Marcus	Inbox	Cocktail Dresses + more Spring shine! - Stay in	Feb 8
Neiman Marcus	Inbox	Own them. The Spring 2015 Essentials: Conten	Feb 7
Neiman Marcus	Inbox	We miss	Feb 6
Neiman Marcus	Inbox	10 thing	Feb 6
Neiman Marcus	Inbox	We miss	Feb 5
Neiman Marcus	Inbox	Sale! Up	Feb 5
Neiman Marcus	Inbox	Up to 65	Feb 4
Neiman Marcus	Inbox	Spring T	Feb 4
Neiman Marcus	Inbox	Up to 65	Feb 3
Neiman Marcus	Inbox	Eileen F	Feb 3
Neiman Marcus	Inbox	50% OFF	Feb 2
Neiman Marcus	Inbox	Free Gift	Feb 2
Neiman Marcus	Inbox	Up to 65	Feb 1
Neiman Marcus	Inbox	MICHAEL	Feb 1
Neiman Marcus	Inbox	ML Mon	Jan 31
Neiman Marcus	Inbox	Chloe A	Jan 30



TREND 4

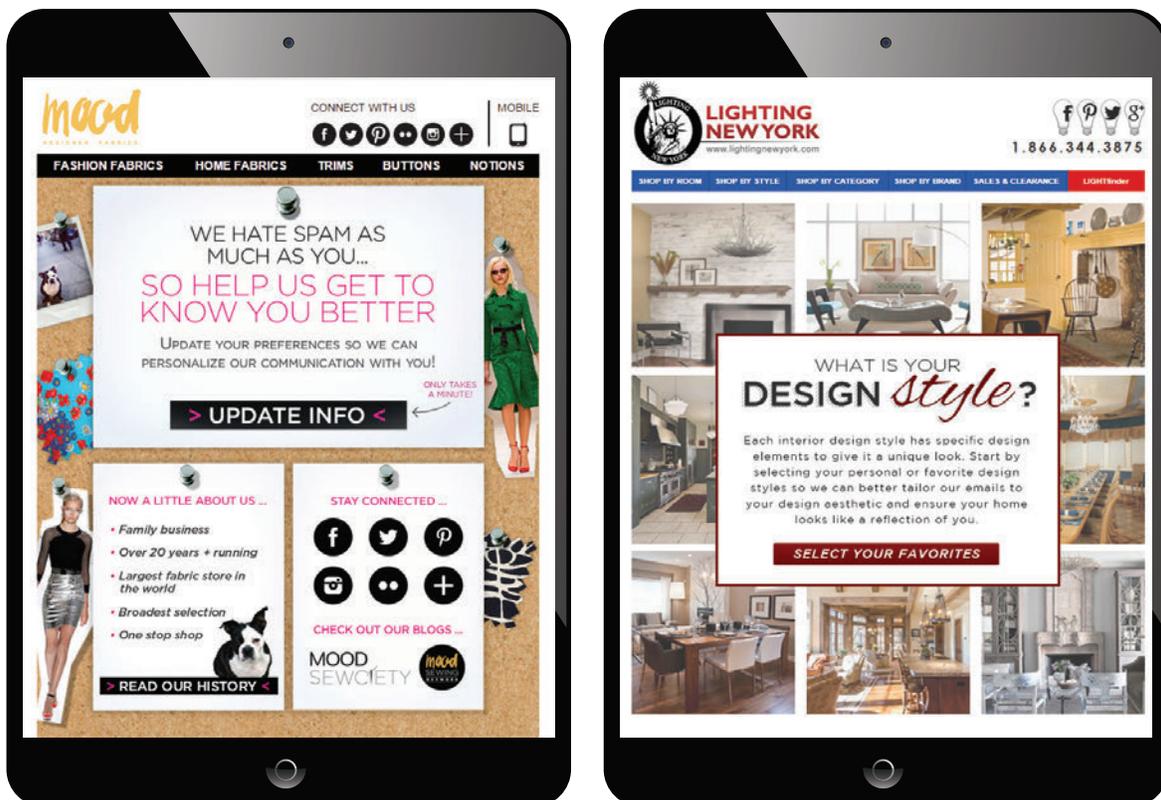
Retailers are making mobile shopping easier with apps.



These email examples from DSW, CVS and Rue La La offer shopping apps to make it easier for their customers to shop and stay in touch on mobile devices.*

TREND 5

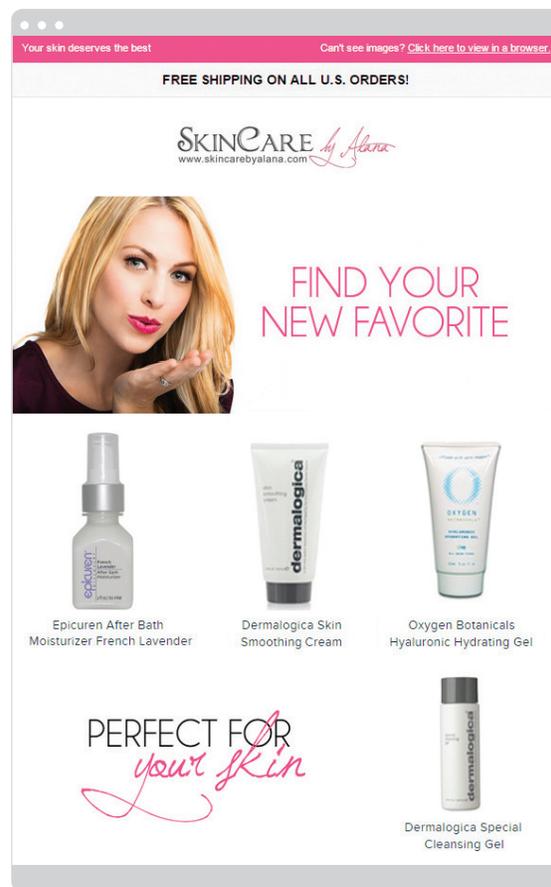
Retailers are engaging shoppers in conversations.



These email examples from Mood Fabrics and Lighting New York ask subscribers to update their preferences in a very conversational way that inspires and encourages a response.

TREND 6

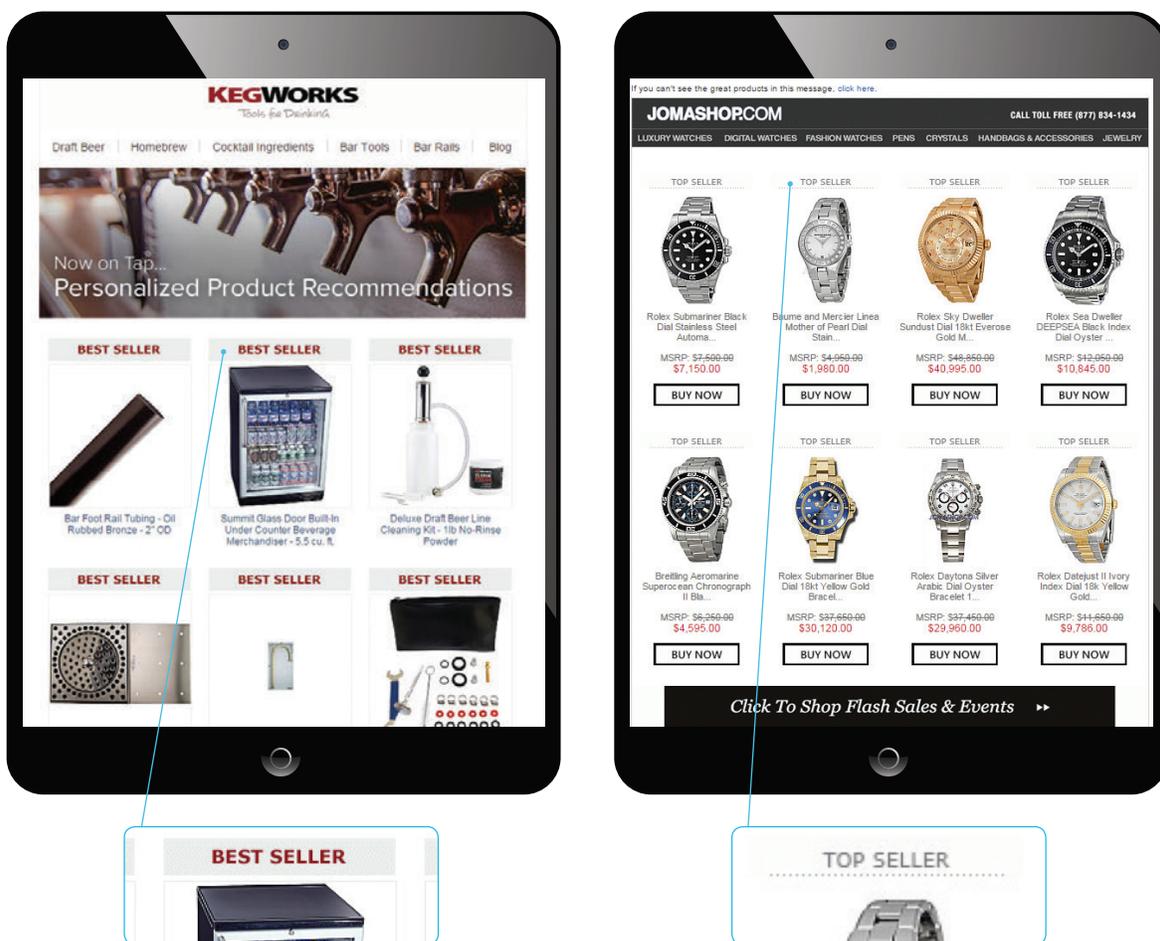
Retailers are sending more personalized messages.



These email examples from Cultures for Health and SkinCare by Alana offer shoppers personalized recommendations based on their online browsing and past purchase histories.

TREND 7

Retailers are promoting merchandise based on the wisdom of the crowd.



These email examples from KegWorks and JomaShop.com promote best selling merchandise.



PRODUCT RECOMMENDATION BEST PRACTICES





Email will drive revenue both online and in-store. But you must be willing to try new tactics in order to reach your sales goals. Shoppers are perceptive and tuned-in to marketing strategies so your campaigns must be transparent. For example, adding “recommended just for you” to static merchandise that you send out to everyone on your list won’t fool anyone. Instead, use a heading that is more general, such as “customer favorites,” “what’s new” or “handpicked items we love.”



Also, when deciding what merchandise to recommend in emails, follow the lead from your website. Retailers are doing a great job with online recommendations. They offer a number of different types of recommendations, such as “viewed this / viewed that,” “viewed this / bought that,” “frequently bought together,” “complete the look” or “related merchandise.” You can carry over these same recommendations into your email campaigns. “Viewed this / bought that” would work well in a browse abandon campaign. “Complete the look” or “related merchandise” would be great additions to post purchase campaigns. The trick is to be flexible and think through the items you’re recommending to find what makes the most sense.

You should also consider things such as inventory levels, price, brand, past purchases, etc., as you don’t want to recommend something the shopper has already purchased or something that is on sale when the shopper is looking at full priced items. Finally, you want to be sure to exclude items such as gift cards, gift wrap, express shipping, etc., from your recommendations feed.

Visit our site for more information on Listrak’s Product Recommender.



Listrak is a single, integrated digital marketing platform specifically tailored for retailers. Listrak helps retailers go beyond traditional broadcast emails to make campaigns more relevant and engaging by marrying click-stream behavior and purchase history within a big data product recommendations and personalization suite.



1. 10 Must Know Email Marketing Stats 2014 *Note - some emails have been cropped to focus on the appropriate section.