

Email, SMS, and push marketing statistics for ecommerce in 2023



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About Omnisend

Omnisend is an email & SMS marketing automation platform built to help ecommerce stores build brand loyalty and generate sales. One-click ecommerce stack integrations, pre-built workflows, and intuitive drag & drop editing make it easy to get up and running without diving into the gritty details—unless you want to.

More than 80,000 ecommerce brands use Omnisend to grow their businesses on autopilot, converting their customers with quick-to-build, highly-relevant emails & texts.



Executive summary

2022 was an interesting year for ecommerce merchants. Brands maneuvered through fluctuating paid marketing costs and performance, global inflation, and, with it, prepared for an uncertain holiday shopping season. Yet, through it all, they emerged on the other side, ready to take on 2023.

As we move into the new year, ecommerce brands are faced with some of the same challenges. High inflation persists and many economists are predicting a short-term recession will emerge. Brands need to be prepared. Generating sales and increasing customer loyalty in 2023 is critical for those looking to grow not only this year but beyond.

In our yearly benchmark report, Omnisend looked at sales and the performance of email, SMS, and web push channels, and identified what it means for brands' ability to accomplish their goals in 2023. Through it all, one thing remains clear: consumers rely on relevant, opt-in communications from brands as a part of their shopping journey, and brands should look to maximize their effectiveness.



Methodology

For this report, we analyzed over 17 billion marketing emails, 107 million SMS, and 207 million web push messages sent by Omnisend merchants in 2022. We calculated conversion rates by looking at attributed orders compared to total emails/SMS/push messages sent and calculated click rates by looking at the number of clicks compared to the number of emails/SMS/push messages sent.

We also use the following terminology

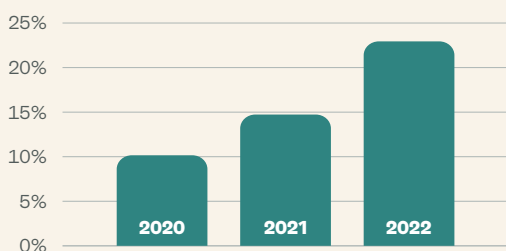
- **Promotional campaigns (campaigns):** messages manually sent by brands, such as promoting special offers, discounts, new products, and other promotional-style messages.
- **Automated messages (automations):** automated messages triggered by user behavior, such as when a user abandons a cart, subscribes to a newsletter, or makes a purchase.

Email campaign performance

Email marketing continues to be one of the marketing channels, if not the channel, ecommerce brands find the most success. With the inconsistent reach and performance of channels like paid social in 2022, brands continued to rely on the well-established channel to increase sales while reigning in costs.

Last year Omnisend merchants sent 42.3% more email campaigns and generated 12% more orders than the year before. Here is how the messages performed.

- **Conversion rates** for email campaigns ended at 0.08%, down from 0.10% in 2021. Decreases like this are not uncommon when accompanied by a large increase in sends. Campaign emails recorded a 6.34% click-to-conversion rate. If you compare this rate to those of paid social you can see why brands rely on email marketing.
- **Click rates** for campaign emails ended 2022 at 1.23%, a slight drop from 1.37% in 2021. Like conversion rate, click rate tends to drop as sends increase. Interestingly, the click rates improved in the second half of the year. Through the first six months, the click rate was 1.20%. In the final six months, it was 1.25%. The two best-performing months were October and November, another sign that consumers turn to email when shopping.
- **Open rates** for campaign emails ended the year at 22.94%. While this marks a 55% lift from 2021 it's not cut and dry. This increase was the **result of the iOS 15 release** in the fall of 2021.



Campaign open rates

We've seen some steady increases in open rates over the years. However, the iOS 15 release has significantly impacted that, making this metric less reliable.



Compared to traditional marketing, the efficiency of email and SMS is drastically improved, and all for a fraction of the cost. Email and SMS marketing is, without a doubt, the most effective and efficient marketing effort we currently utilize to grow our brand.

— **Chris Stine**, CEO, Foldies

Campaigns	Open rate	Click rate	Conversion rate	Click-to-conversion
2020	10.16%	1.34%	0.09%	6.49%
2021	14.73%	1.37%	0.10%	7.20%
2022	22.94%	1.23%	0.08%	6.34%

These results are an aggregate of all emails across all verticals. By breaking performance down by industry we saw several industries that stood out when it came to generating consumer purchases.

Takeaways

- 1 Email marketing plays a vital role in the consumer purchase and product discovery journey. Year after year, email marketing sends and orders continue to increase, including a 42% lift in 2022. Still, there is room for brands to do more to make email more effective at driving sales and increasing customer loyalty.
- 2 Ecommerce brands should review their campaign content strategy to ensure their emails are as customer-centric as possible. This can include actively promoting value-adds like shipping and return policies, showcasing customer testimonials and star ratings, and promoting their SMS program across all messages.
- 3 As we moved into the holiday shopping season consumers increasingly engaged with email, leading to an 18.7% increase in Q4 orders.



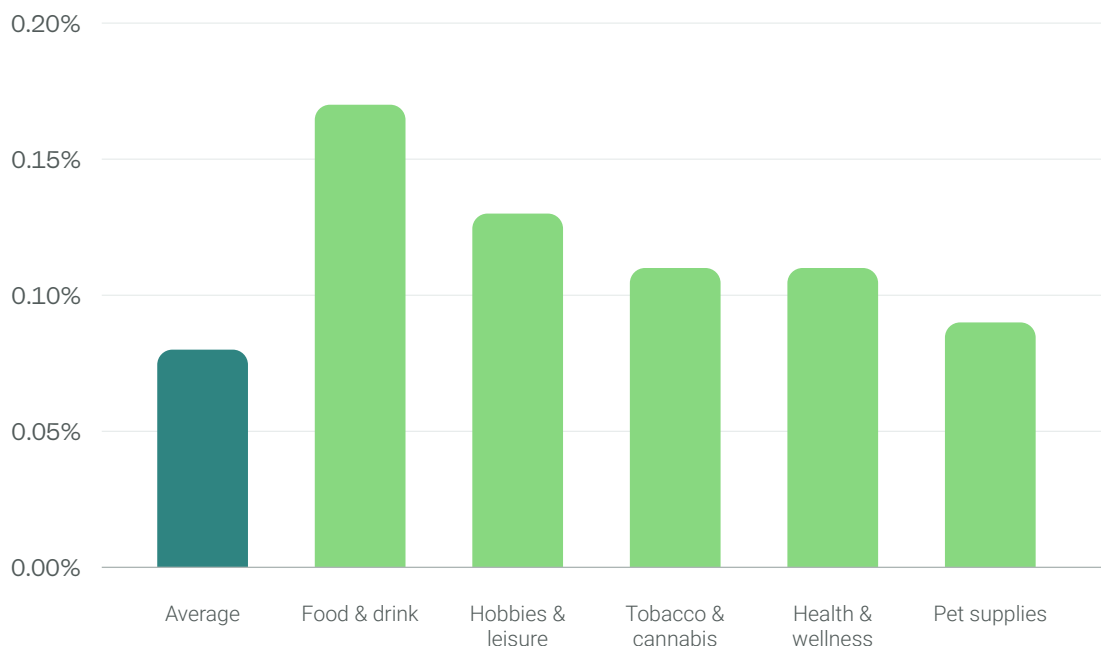
Ecommerce marketing performance by industry vertical

Email use by DTC brands is consistent and continues to grow. But the question always asked by brands is, “How does my brand compare to others in my industry?”

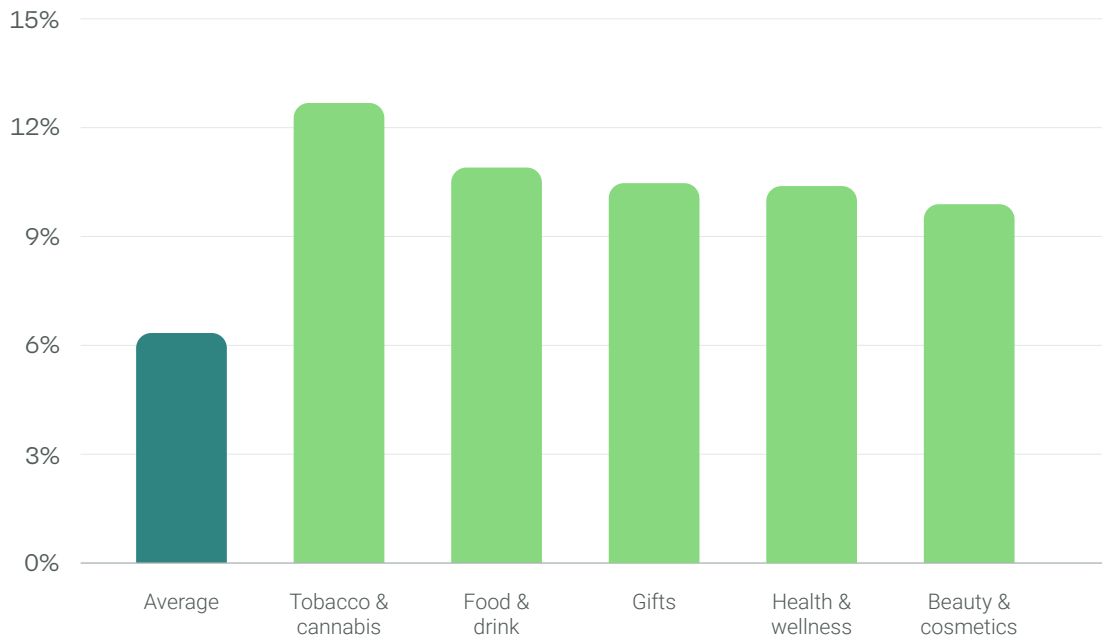
Brands always want to know how they stack up to their peers. While this is not an easy comparison to make because of the vast amount of unknowns with how other companies operate their marketing program, seeing general performance metrics can provide a little insight.

The top 5 performing industries for email marketing

Conversion rates. Food and drink came in with a conversion rate of more than double the average of 0.08%, clocking in at 0.17% in 2022. This was followed by hobbies & leisure (0.13%), tobacco & cannabis (0.11%), health and wellness (0.11%), and pet supplies (0.09%).

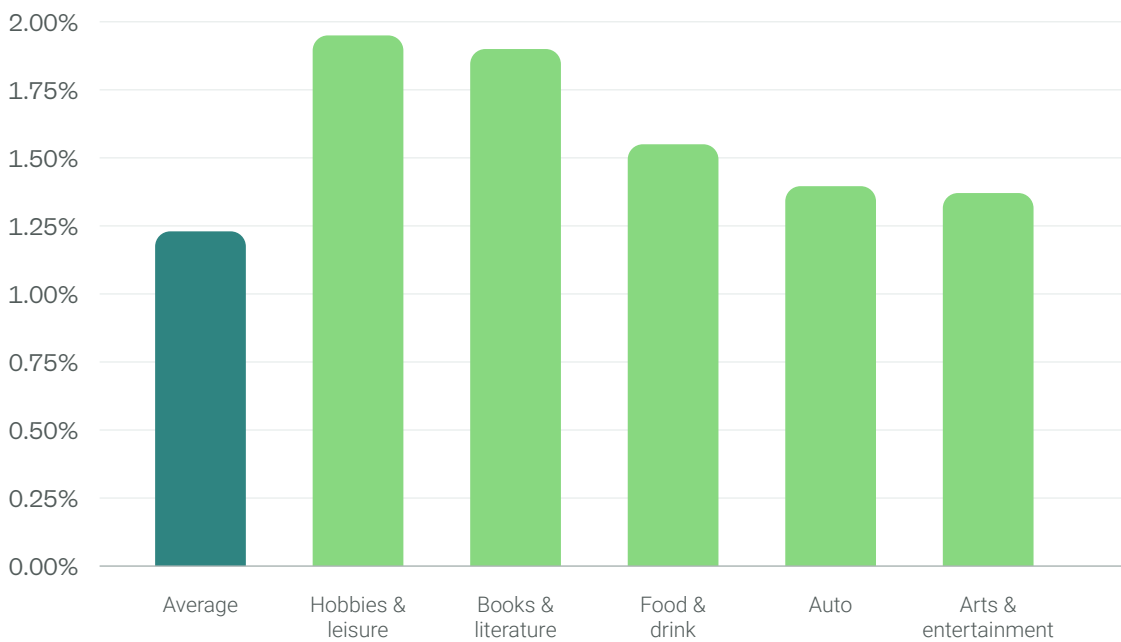


However, this order changes slightly if you look at the click-to-conversions rate:

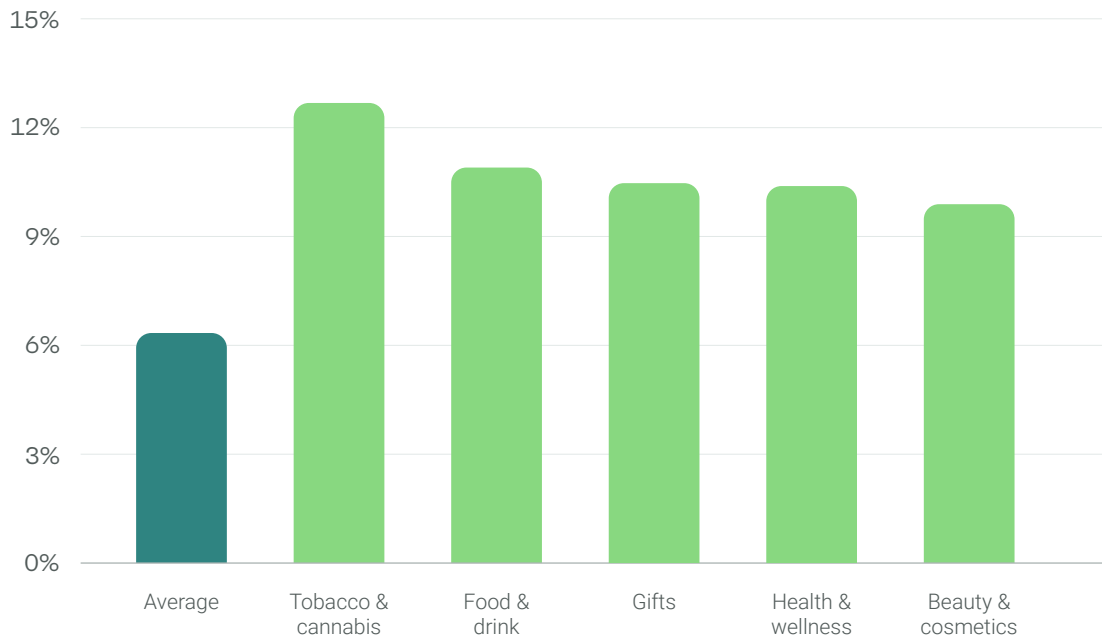


Each industry performed better than the 6.34% seen across all companies in 2022.

Click rates. The average click rate in 2022 was 1.23%. The five industries with the top-performing click rate were:

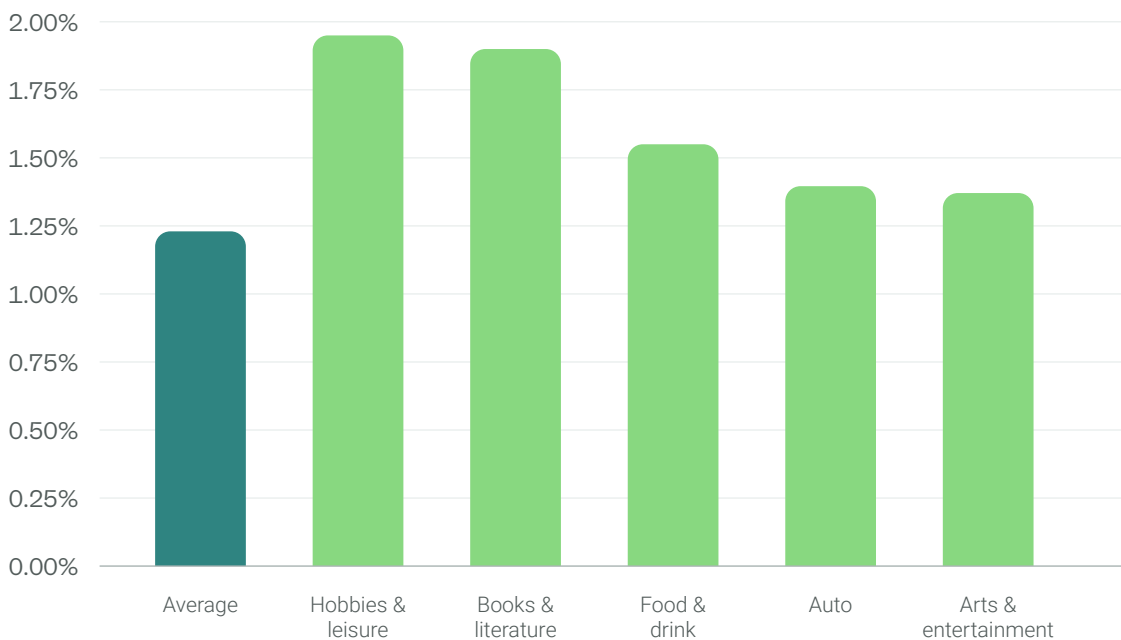


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The top 5 performing industries for email marketing

The lowest performing verticals for conversion rate were Home & Garden (0.4%), Consumer Electronics (0.05%), and Gifts, Travel, and Fashion & Apparel, each at 0.7%. It's no surprise these categories have a lower conversion rate due to the high volume of email sends and price comparison shopping within the categories.

Email campaigns	Open rate	Click rate	Click-to-open rate	Conversion rate	Click-to-conversion
All Campaigns 2022	22.94%	1.20%	5.23%	0.08%	6.34%
Apparel—Accessories	21.95%	1.07%	4.89%	0.04%	3.85%
Apparel—Men's clothing	26.31%	0.72%	2.74%	0.04%	5.49%
Apparel—Women's clothing	25.34%	1.18%	4.64%	0.05%	4.39%
Arts & entertainment	26.24%	1.37%	5.22%	0.09%	6.72%
Auto	22.80%	1.39%	6.10%	0.07%	5.29%
Beauty & cosmetics	20.90%	0.83%	3.97%	0.08%	9.89%
Books & literature	23.29%	1.90%	8.14%	0.09%	4.86%
Consumer electronics	22.16%	1.20%	5.40%	0.05%	4.19%
Fashion & apparel	24.23%	1.16%	4.78%	0.07%	5.92%
Food & drink	27.54%	1.55%	5.62%	0.17%	10.90%
Gifts	24.46%	1.20%	4.89%	0.08%	6.44%
Health & wellness	20.79%	1.07%	5.15%	0.11%	10.39%
Hobbies & leisure	32.53%	1.95%	5.98%	0.13%	6.55%
Home & garden	22.97%	1.20%	5.20%	0.04%	2.98%
Pet supplies	23.38%	1.08%	4.60%	0.09%	8.61%
Sports	27.27%	1.32%	4.83%	0.07%	5.60%
Tobacco/Cannabis products	16.14%	0.88%	5.43%	0.11%	12.68%
Toys & games	21.44%	1.26%	5.87%	0.07%	5.60%
Travel	26.26%	1.21%	4.60%	0.07%	5.62%

Note: All "Apparel" categories are also included in "Fashion & apparel"



Side note. Gifts and Apparel were the two verticals with the highest number of sends. Gift industry sent nearly 10% more emails than Fashion & Apparel, which itself sent 186% more than the third highest category, Beauty & Cosmetics.



Email automation

Automation continues to be the power behind increasing email marketing sales, and brands are relying on them. Automated sends increased by 19.9% and conversion rates increased by 2.24% YoY.

Compared to scheduled email campaigns, automated messages performed better across all metrics, including an 83.4% improvement in open rate, a 341.1% lift in click rate, and a 2270% increase in conversion rate. One of every three people who click on an automated email goes on to make a purchase.

Looking further into the lift over campaign emails, back-in-stock emails convert an astounding 8800% better. They are followed by welcome messages (3600%), abandoned cart (2800%), and post-purchase (1300%).



In all, automated emails made up 31.5% of all email orders and only 1.8% of sends.

Automated email conversion rate

The best conversion rates among automated messages were back-in-stock notifications (7.2%), welcome messages (3.0%), and cart abandonment messages (2.4%).

Browse abandonment messages, armed with a conversion rate 568% higher than promotional campaigns, saw the biggest increase in usage YoY, sending 221% more messages. It appears more brands are recognizing the power that re-engaging online window shoppers have on increasing sales. This increase in sends resulted in a 51% increase in orders.





Overall, cart abandonment, browse/product abandonment, and welcome messages make up nearly 82% of all automated email orders.

Seeing the performance of automated messages should reinforce to brands the need to make sure these messages are not only implemented in their program but optimized for maximum performance.

Auto 2022	Click rate	Lift over campaigns	Conversion rate	Lift over campaigns	Click-to-conversion	Lift over campaigns
Abandoned cart	5.37%	347.42%	2.39%	2848.99%	44.43%	559.11%
Back in stock	22.14%	1743.67%	7.28%	8860.00%	32.86%	387.40%
Birthday	5.63%	368.88%	0.67%	731.77%	11.96%	77.4%
Browse abandonment	3.93%	227.55%	0.54%	568.46%	13.76%	104.08%
Cross-sell	2.54%	111.26%	0.53%	557.00%	20.96%	210.99%
Lapsed-purchase	2.46%	105.09%	0.72%	794.75%	29.41%	336.27%
Post-purchase	5.56%	362.63%	1.14%	1308.09%	20.52%	204.37%
Product abandonment	5.44%	352.69%	0.96%	1082.50%	17.61%	161.21%
Product review	4.41%	267.17%	0.99%	1126.80%	22.52%	234.12%
Welcome	5.32%	343.05%	3.02%	3629.86%	56.75%	741.85%
Transactional messages						
Order confirmation	10.41%	18.8%	3.01%	3617.78%	28.92%	328.98%
Shipping confirmation	21.97%	18.8%	1.50%	1747.14%	6.81%	0.98%



I hear brands' frustrations with marketing performance on other channels firsthand. Working with brands to set up automations helps them increase sales and reduce the need to retarget consumers through other channels.

—Mollie Nichols, Customer success manager, Omnisend



SMS marketing

SMS continues its torrid adoption by ecommerce brands. The channel has been growing year after year and 2022 was no exception. Brands sent 62.3% more campaign SMS than in 2021, reaching nearly 100 million messages sent. With a conversion rate of 0.19%, this resulted in a 23.8% increase in orders.

While campaign SMS sends increased, automated SMS sends saw a decline of 21%. However, even with the decline, brands saw a greater than 600% lift in automated SMS orders. This isn't entirely surprising.

We've seen a shift in brand strategy from including SMS in every automated workflow to using them more strategically in high shopping intent workflows such as cart abandonment. In turn, while there are fewer sends as a result, they are more targeted and convert better.

SMS campaigns	YoY send lift	Click rate	Conversion rate	YoY order lift
2020	–	10.63%	0.28%	–
2021	75.1%	11.54%	0.25%	58.2%
2022	62.3%	10.66%	0.19%	23.8%

Takeaways

- 1 We have reached the tipping point for SMS. With sends continually increasing year after year (62% in 2022), it is a consumer-accepted and primary marketing channel. In fact, it may be the largest growth channel in 2023.
- 2 Orders for both campaign and automated SMS continue to increase. Like email, SMS plays an important role in consumers' shopping journeys. SMS should be used in your abandoned cart, welcome, browse abandonment, back-in-stock, and transactional messages.



Push messages

Like SMS, web push notifications have seen substantial growth in use. In 2022, ecommerce merchants sent 290% more campaign push messages than in 2021, resulting in an 18.8% increase in related orders. In all, brands sent more than 200 million web push messages in 2022.

Automated push messages also saw an increase in sends, growing 42.6% YoY. It's already known how much better automated messages perform when compared to campaign sends. Automated push messages in 2022 saw a 304% lift in open rate and an 825% lift in click rates compared to campaign messages.

Brands looking for another avenue to sales in 2023 would be wise to explore using web push messages, especially in high-intention automation like shopping cart abandonment.

“

When it comes to Push Notifications, start slow. Like anything, if used too frequently they can become less effective.

— Gediminas Dilertas, Customer success manager, Omnisend

Push	YoY send lift	Open/view rate	Click rate	Conversion rate	YoY order lift
2020	–	52.86%	1.49%	0.42%	–
2021	396.2%	27.57%	0.53%	0.20%	138.9%
2022	290.1%	15.65%	0.21%	0.06%	18.8%



Next steps for brands

Opt-in channels matter for brands because they are effective at engaging shoppers, generating sales, and fostering customer loyalty. It's up to brands to understand the trends in how customers use these channels and apply them to their own programs to increase their sales. With an expected pullback on consumer spending in 2023, capturing each sale and building consumer loyalty will be critical.

Here's how brands can use this information to improve their marketing program in 2023.

→ **Step 1. Maximize automation**

Last year, 31% of all email orders came from automated messages, which accounted for less than 2% of sends. You should implement and optimize high-converting automations, including abandoned cart, back-in-stock, welcome, browse abandonment, and post-purchase workflows.

Automation goes beyond email. Combine SMS, email, and web push messages in the same workflow and provide users with an omnichannel experience full of relevant, timely messages.

→ **Step 2. Add and optimize SMS marketing**

With a 62% increase in sends YoY, it's clear that consumers want to get SMS messages from brands, and that it's a must for any DTC brand.

Collect mobile numbers on email signup forms, promote them in emails, and integrate them into automated workflows with email. Automated SMS messages convert 27x better than campaign messages.

→ **Step 3. Experiment with web push messages**

Like SMS, push messages continue to see an increase in sends and orders year after year. Brands looking for areas of opportunity need look no further. Begin testing their use to find out how effective they can be and at what stages of the shopping experience they'll be most effective. And yes, integrate push messages into the same automations as email and SMS.

Using all opt-in channels and combining them into the same workflow can maximize your chances of generating a sale. With each lower-cost opt-in message conversion comes a downstream reduction in paid retargeting costs.

→ **Step 4. Emphasize value in messages, not discounts**

With the expected pullback on consumer spending in 2023, building consumer confidence should be a major focus for brands. Across all messages, brands should actively promote friendly shipping and return policies, showcase customer testimonials to reinforce customer service, company, and products, use product reviews to guide consumers toward a purchase, and promote their loyalty program.

This messaging should be prompted in all promotional campaigns and especially in all automated messages. Because automated messages are sent at specific periods in the shopping journey, these value-adds may be a better nudge to purchase than a blanket discount.

Focusing on value allows brands to build stronger relationships with their customers and pivot away from the deep discounts that are killing their margins.

