

Email, SMS, and push marketing statistics for ecommerce in 2024



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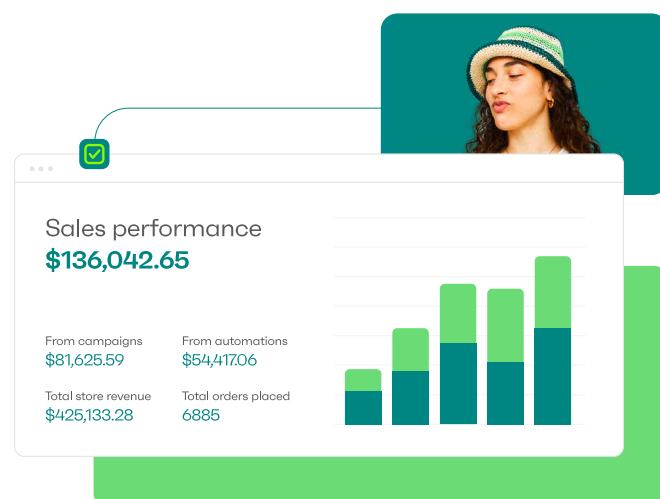
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About Omnisend

Omnisend is an email & SMS marketing platform with a suite of features made specifically to help ecommerce stores grow their online businesses faster. One-click integration with major ecommerce platforms, pre-made automation & email templates, and award-winning 24/7/365 live customer support make it easy for brands of any size to sell more—all without the exaggerated cost.

"Great marketing needs to be expensive" is a myth that 100,000+ Omnisend customers are busting every day by growing their businesses with email and SMS marketing.



Executive summary

Ecommerce brands know that email and SMS marketing are significant tools to help them increase sales, but how impactful can they be? Which areas can easily be improved to generate even more sales? Are there other areas still relatively untapped yet ready for the limelight?

Our 2024 marketing report looks to answer these questions and guide online merchants toward greater sales this year. In this report, Omnisend looked at sales and the performance of email, SMS, and web push marketing channels in 2023 and provided suggestions for adapting the marketing trends to your brand.

Here are the high-level findings:

Email marketing



Email campaigns:

- Brands sent nearly 23 billion promotional campaign emails in 2023, a 33% increase year-over-year (YoY), resulting in a 17% increase in orders.
- Email metrics remained strong. The open rate increased from 22.9% to 25.1%. The click rate increased from 1.2% to 1.5%. The conversion rate was 0.07%, only a slight decrease from 0.08% in 2022—a common occurrence when accompanied by an increase in sends and clicks.

Email automation:

- Automated emails, compared to campaign emails, saw open rates jump from 25.2% to 42.1%, the click rate increase from 1.5% to 5.4%, and a nearly 4x better conversion rate.

- Automated emails generated 41% of all email orders while accounting for only 2% of emails sent.
- Automation is on the rise. Brands sent a quarter of a billion more automated emails YoY. The three largest increases in sends were back-in-stock (a 4x increase), welcome (a 2.5x increase), and browse abandonment (a nearly 2x increase).
- One in three people who click on an automated email makes a purchase compared to only one in twenty campaign clickers. Performance is even stronger for welcome and cart abandonment emails, which convert about one in every two people who click.
- Welcome, browse abandonment, and cart abandonment emails made up 88% of all automated email orders.

Industry verticals:

- The largest YoY increase in open rate was the Beauty & Cosmetics sector, going from 20.5% to 23.8%. The Gift vertical saw the largest increase in click rate, improving 4x, and Holiday & Seasonal saw the largest increase in conversion rate moving from 0.03% to 0.05%.
- The top five industries for email marketing conversion rate were Games, Arts & Entertainment, and Health & Wellness (all at 0.18%), Food & Drink (0.16%), and Antiques & Collectibles (0.15%).

SMS marketing

- Brands continue to adopt SMS marketing and send both campaigns and automation. Merchants sent 55 million more campaigns YoY, and automated sends increased 2x, resulting in over \$33 million in sales.
- Compared to campaign SMS, click rates for automated messages increased from 7.6% to 9.4%, and conversion rates increased from 0.13% to 0.28%.
- Automated SMS generated 26% of all SMS orders from 13% of sends.

Push messages

- Brands sent 266 million push messages in 2023, 58 million more than in 2022, generating over \$13 million in sales.
- Campaign sends ended with an open rate of 34.3%, a click rate of 0.6%, and a conversion rate of 0.04%.
- Open rates jumped from 34.3% for campaign messages to 58.7% for automated messages. Click rates were 3x better and conversion rates were 10x better.
- Automated push messages generated 21% of all push orders from 3% of sends.

This shows that SMS and push messages can accelerate sales growth in a meaningful way. In fact, without them, ecommerce brands would have left \$47 million on the table in 2023.

Methodology

This report analyzed over 23 billion marketing emails, 175 million SMS, and 266 million web push messages sent by Omnisend merchants in 2023. 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 those 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

We continue to see brands rely on email marketing to increase their sales, and 2023 was no exception. Online brands sent nearly 23 billion email campaigns, an increase of 33% YoY. The increase in sends translated to 17% more purchases than the year before.

Even with these increases in sends, email marketing metrics remained strong. Here is how email marketing campaigns performed in 2023:

- ➔ **Conversion rates** for email campaigns ended at 0.7%, down slightly from 0.8% in 2022. Decreases like this are not uncommon when accompanied by a large increase in sends and clicks. Conversion rates can also be influenced by the use and effectiveness of behavior-based automated emails. As brands rely on these to convert shoppers it can naturally decrease the conversion rate. We'll dive into this below.
- ➔ **Click rates** for campaign emails ended 2023 at 1.5%, up from 1.2% in 2022. In 2022, the **two best months for click rate** were October and November, indicating consumers turned to email when holiday shopping. In 2023, the best two months were September and October, followed by November, indicating that holiday shopping started earlier than ever—as was seen in our **2023 BFCM Marketing Report**.
- ➔ **Open rates** for campaign emails increased from 22.9% in 2022 to 25.1% in 2023. We are well beyond the impact of the iOS 15 release in the fall of 2021, reinforcing email's continued attention-grabbing value as a marketing channel.

Campaigns	Open rate	Click rate	Conversion rate	Click-to-conversion rate
2023	25.1%	1.5%	0.07%	4.6%
2022	22.9%	1.2%	0.08%	6.3%
2021	14.7%	1.4%	0.10%	7.2%
2020	10.2%	1.3%	0.09%	6.5%



Email campaign takeaways:

- 1** Email isn't going anywhere. In fact, brands are sending more than ever, and more people are opening and clicking on emails than at any point in the past four years. Continue to rely on email campaigns as a high-value channel.
- 2** During the Cyber Ten, the conversion rate for campaign emails finished at 0.09%, confirming that shoppers rely on email for product discovery and purchases during peak times, like the holidays. Don't ignore this trend and ensure your year-long campaign calendar is given proper attention.
- 3** Given the role email plays in engaging and converting shoppers, brands should ensure their email templates include items that can influence purchases, such as promoting company value-adds like return policies.

Email automation performance in 2023

Ecommerce merchants continue to rely on automated emails to increase sales. Brands sent a quarter of a billion more automated emails in 2023 than they did in 2022, and the messages with the largest YoY increases were back-in-stock (a 4x increase), welcome (a 2.5x increase), and browse abandonment (a nearly 2x increase). This increase in sends resulted in nearly twice as many automated email orders from 2022.

Automated emails ended 2023 with a 42.1% open rate, a 5.4% click rate, and a 1.9% conversion rate. Compared to campaign emails, automated open rates jumped from 25.2% to 42.1%, the click rate increased from 1.5% to 5.4%, and messages converted nearly 4x better.

One of every twenty people who click on a campaign email makes a purchase. For automated emails, one in three make a purchase. This number is even higher for welcome and cart abandonment emails which convert nearly one of every two people. Automation is the key to unlocking more sales.

In 2023, automated emails accounted for **41%** of all email orders from **only 2%** of email sends.



Remind about order

Abandoned checkout

Email after ⌚ 1 hour



Email marketing automation performance in 2023

Automation	Send lift YoY	Open rate	Click rate	Conversion rate	Orders lift YoY
Back-in-Stock	319.3%	60.1%	19.3%	5.84%	236.6%
Birthday	86.5%	44.8%	5.2%	0.72%	99.1%
Browse Abandonment	89.4%	31.1%	3.3%	0.43%	50.8%
Cart Abandonment	60.8%	46.6%	5.7%	2.56%	72.3%
Cross-sell	25.3%	43.8%	3.1%	0.53%	25.2%
Lapsed purchase	59.4%	31.6%	1.9%	0.50%	9.5%
Post purchase	53.0%	50.3%	4.5%	1.09%	67.1%
Product abandonment	57.5%	45.1%	6.2%	1.02%	67.9%
Product review	-30.0%	50.7%	4.9%	1.17%	-28.3%
Welcome	148.5%	36.9%	4.9%	2.74%	125.2%
Transactional messages					
Order confirmation	537.3%	58.7%	10.2%	1.70%	625.9%
Shipping confirmation	-47.4%	68.2%	22.9%	1.58%	-72.5%

Email automation takeaways:

- 1 Automated emails accounted for 41% of all email orders from only 2% of sends in 2023. Any brand looking to increase its email sales needs to focus on its automated email strategy.
- 2 Because every automated message performs better than campaign emails, implementing more messages and improving those already sending will increase sales. Start with the best-performing messages (cart abandonment, browse abandonment, back-in-stock, and welcome messages) and expand from there.
- 3 Don't ignore transactional messages like order and shipping confirmation emails. Optimized for cross-selling, these can increase repeat sales and add incremental revenue.
- 4 Improved performance from automation isn't exclusive to email. Add SMS and push messages to your workflows to maximize sales.



Ecommerce marketing performance by industry

Which industries generated the most email opens? What about clicks and conversions? How do your metrics compare to those of your peers?



We dug into data **from Omnisend's 100,000+ customers** to determine how different verticals performed in 2023.



The open rate for all emails in 2023 was 25.1%. The top five industries were Holidays & Seasonal (35.9%), Books & Literature (33.1%), Sports (31.9%), Food & Drink (30.8%) and Travel (30.4%). The largest YoY increase in open rate belonged to Beauty & Cosmetics, improving from 20.5% to 23.8%.



The click rate for all emails in 2023 was 1.5%. The top five industries were Gifts (6.5%), Firearms & Weapons (2.3%), Wedding (1.8%), Toys & Hobbies (1.7%) and Games (1.5%). The largest YoY increase in click rate belonged to the Gifts industry with an outstanding 4x increase.



The conversion rate for all emails in 2023 was 0.07%. The top five industries were Games, Arts & Entertainment, and Health & Wellness (all at 0.18%), Food & Drink (0.16%), and Antiques & Collectibles (0.15%). The Holiday & Seasonal category saw the largest increase in conversion rate, moving from 0.03% to 0.05%.

Knowing how their peers performed is a good start, but brands should also look to other high-converting industries to assess how they optimize their email templates and construct their workflows. This will provide ideas for ways they can improve their marketing campaigns.



Industry email marketing performance, 2023

Industry	Open rate	Click rate	Conversion rate	Click-to-conversion rate
All Campaigns 2023	25.1%	1.5%	0.07%	4.61%
Adult	20.2%	0.9%	0.01%	1.41%
Antiques & collectibles	29.8%	1.5%	0.15%	10.2%
Arts & entertainment	28.4%	1.5%	0.18%	12.1%
Auto	25.7%	1.4%	0.07%	4.8%
Beauty & cosmetics	23.8%	0.9%	0.07%	8.2%
Books & literature	33.1%	1.2%	0.08%	6.8%
Consumer electronics	29.0%	1.2%	0.05%	4.5%
Fashion & apparel	26.9%	1.0%	0.05%	5.1%
Firearms & weapons	28.8%	2.3%	0.09%	3.9%
Food & drink	30.8%	1.5%	0.16%	10.3%
Games	29.1%	1.6%	0.18%	11.6%
Gifts	29.2%	6.5%	0.06%	0.9%
Health & wellness	24.5%	1.1%	0.18%	15.6%
Holidays & seasonal	35.9%	1.5%	0.05%	3.2%
Home & garden	24.1%	1.1%	0.05%	4.3%
Pet supplies	27.2%	1.2%	0.13%	10.8%
Tobacco/cannabis products	16.1%	0.7%	0.13%	17.4%
Sports	31.9%	1.5%	0.08%	5.8%
Toys & hobbies	27.9%	1.7%	0.10%	6.2%
Travel	30.4%	1.3%	0.07%	5.22%
Wedding	21.0%	1.8%	0.07%	3.78%



SMS marketing performance

Chances are you don't know a single adult who doesn't text. This helps explain why SMS marketing has grown from an experimental channel reserved mainly for large brands to an effective everyday marketing channel for any brand of any size.

In 2023, brands sent 50 million more SMS campaigns and increased automated sends by 2x. SMS campaigns ended with a 7.6% click rate and a 0.13% conversion rate, both a decrease YoY. Declines like this routinely accompany large increases in sends, and we expect this to normalize as we move forward. Even with the decline, there was more than a 2x increase in orders from SMS marketing, generating over \$33 million dollars—proving that SMS engages shoppers.

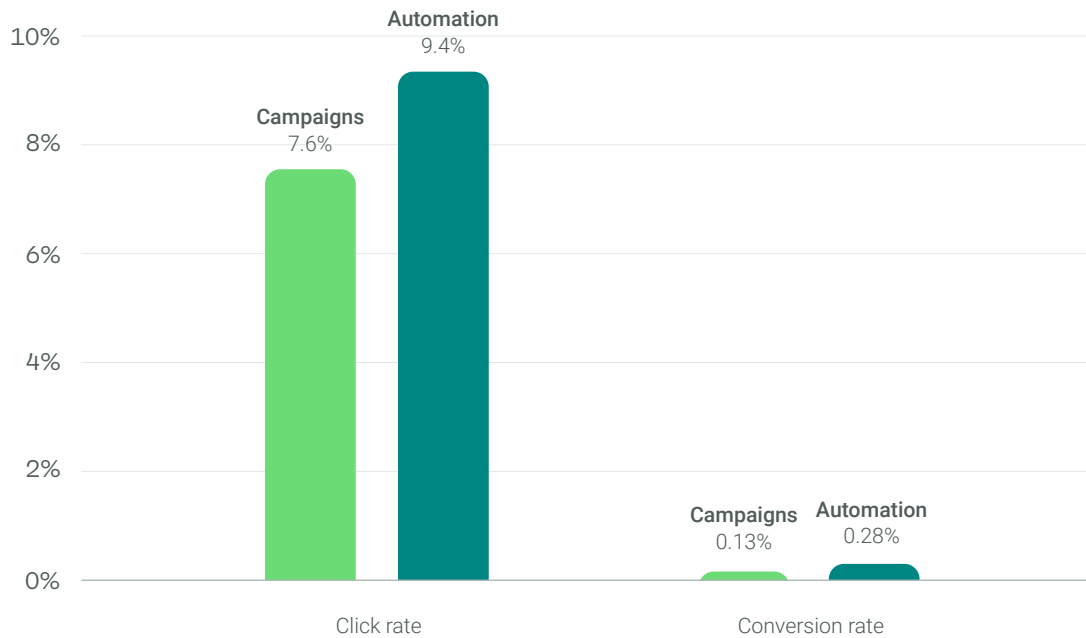
SMS campaigns	YoY send lift	Click rate	Conversion rate	YoY order lift
2023	57.9%	7.6%	0.13%	9.4%
2022	62.3%	10.7%	0.19%	23.8%
2021	75.1%	11.5%	0.25%	58.2%
2020	–	10.6%	0.28%	–

Behavior-based automated SMS are much like automated emails, outperforming their campaign counterparts. Automated SMS finished 2023 with a 9.4% click rate and a 0.28% conversion rate compared to a 7.6% click rate and 0.13% conversion rate for campaign messages.



In all, automated SMS generated **26%** of all SMS orders from **only 13%** of sends in 2023.





SMS marketing takeaways:

- 1 People don't find SMS annoying! Yearly campaigns and automated sends increased yet again, resulting in more orders than ever—including during BFCM. Shoppers responded by spending more than \$33 million from those text campaigns.
- 2 Automated SMS has significantly better click and conversion rates than campaign SMS, and generated 26% of all SMS orders from only 13% of sends in 2023. Using automated SMS is essential for brands who want to maximize their SMS sales.
- 3 Don't lose sight of list growth, and continue building your SMS subscriber list with popups, landing pages, and text-to-join.
- 4 Everyone texts, which means it should be a part of every brand's strategy. Companies like Divatress [paid for an entire year's worth of Omnisend](#) in only three months using SMS, and it is now one of their most successful marketing channels.

Push message performance

Who would think that an opt-in channel that sent nearly half a billion messages over the last two years would still be considered to be under the radar? That's web push messages for you, and the brands using them are reaping the rewards from a less saturated market.

Brands sent 266 million push messages in 2023, nearly 60 million more than in 2022, resulting in over \$13 million in sales. Campaign sends ended the year with an open rate of 34.3% and a click rate of 0.6%, up from 15.7% and 0.2% in 2022, respectively. The conversion rate dropped slightly from 0.06% in 2022 to 0.04% in 2023, likely due to increased campaign and automation sends.

Push	YoY send lift	Open/view rate	Click rate	Conversion rate
2023	26.8%	34.3%	0.6%	0.04%
2022	290.1%	15.7%	0.2%	0.06%
2021	396.2%	27.6%	0.5%	0.20%
2020	–	52.9%	1.5%	0.42%

Automated push messages, like the other channels, outperformed campaign messages. Open rates increased from 34.3% for campaign messages to 58.7% for automated messages, while click rates were 3x better and conversion rates were 10x better.



In all, automated push messages generated **21%** of all push orders from **only 3%** of sends in 2023.



Push 2023	Open rate	Click rate	Conversion rate
Campaigns	34.3%	0.6%	0.04%
Automation	58.7%	1.9%	0.38%

Web push messages continue to be adopted but it's not too late for brands to take advantage of them. More and more, shoppers are looking to streamline their shopping journeys, keeping as much relevant information as possible at their fingertips. Push messages help shoppers do just this.

Web push takeaways:

- 1 Push message usage continues to soar, crossing 266 million messages and generating over \$13 million dollars in 2023. This is the perfect opportunity for brands to experiment with push messages and gain an advantage over their competitors.
- 2 Push sends increased and so too did open and click rates, proving they are successful at engaging shoppers.
- 3 Once again, automated messages perform better than campaign messages. The open rate for automated push messages was 24 percentage points higher than campaigns, the click rate increased by 3x, and conversion rates increased by 10x.
- 4 Use push messages to maximize the value of automation. Automated push messages generated 21% of all push orders while making up only 3% of sends in 2023.



How brands can adapt to email, SMS, and push message marketing in 2024

Email, SMS, and push message marketing. They may not be the most buzzworthy channels but they work extremely well at increasing sales. They help brands maximize their ROI, and achieve greater value from their marketing platform. Here are some ways brands can follow 2023's trends and apply them to increase their sales in 2024:



Step 1. Find where SMS and push can add value

Consider this. **By ignoring SMS and push messages, brands using Omnisend would have left half of a million orders on the table in 2023.**

With an average order value of \$93, that's \$47 million that would have been up for grabs for either a competitor to scoop up or to recapture via more expensive marketing channels.

Shoppers have proved that SMS and push are for them. If it's right for them, it should be right for you.

→ Begin exploring **SMS** and **push message** marketing with Omnisend.



Step 2. Use automation to generate sales

Whether it's email, SMS, or push messages, automated messages significantly outperform scheduled campaigns. For email alone, automated messages accounted for 41% of all email orders from only 2% of email sends.

This should be a wake-up call to create an automation strategy as a part of your marketing program. Since all three channels can be combined into a single workflow, brands can craft messaging based on the stage of shopping and the channels each consumer prefers.

Email + SMS + push messages. Great alone. Beautiful together.

If you're unsure where to start, we'd recommend starting with the most effective automated messages: cart abandonment, browse abandonment, and welcome messages. Combined, these messages make up 88% of all automated email orders.

→ Omnisend offers **pre-built workflow templates**, making setup as easy as clicking a few buttons.

→ **Step 3. Focus on growing your lists**

Subscribers are the lifeblood of opt-in marketing channels. Ignoring unsubscribes and opt-outs will keep you constantly searching for new ways to acquire customers and sell to existing customers. This often forces companies to turn to more expensive channels.

Growing your email, SMS, and push message lists helps brands maximize their ROI by keeping order data from all channels in one place and allows them to market to an unsubscribed customer of one channel (like email) via another (like SMS). As a bonus, each new subscriber will receive an automated welcome message, which converts more than half of all people who click on it.

→ Use list-building tools like **popups, teasers, and exit intent forms** to grow your subscriber lists and keep your email and SMS program generating sales.

→ Step 4. Expand your SMS campaigns

SMS can be great for increasing sales but relying on scheduled campaign text messages that mirror campaign emails limits brands' sales potential. Ecommerce merchants should look to use a variety of SMS messages in 2024 and, without a doubt, use them in each of their automated workflows. Remember, if someone signs up to receive SMS messages it is because they **want** them. Give them what they want.

Some ideas for using SMS include:

- In all automated workflows, especially welcome, cart abandonment, browse abandonment, and back-in-stock
- New arrivals
- Flash sales
- Limited edition items or items selling fast
- Last-chance reminders

→ See how [SMS transformed this brand's marketing program](#) and how it can do the same for you.

→ Step 5. Optimize email templates for conversion

Of course, we can't lose sight of the value of email. If you haven't yet done so, take this moment to analyze your email templates and add items that can help turn email openers into buyers. Remember, the goal of the email is to influence the reader to take action. Here are a few ways to do this:

- 1 Overcome obstacles to conversion by promoting value-adds such as free shipping, return policies, satisfaction guarantees, and customer service availability.
- 2 Add social proof highlights such as star ratings, most popular products, and customer testimonials.
- 3 Promote your SMS program by adding a callout in your email to sign up for texts and direct them to a [signup landing page](#). Be sure to briefly let customers know the benefits of signing up.

Don't limit yourself to these. Understand what appeals to your specific customer base and reinforce those items in each of your messages.

Making your email, SMS, and web push marketing campaigns generate more sales with little effort is easier than ever. The first step is to understand the message trends from 2023. The second step is to find ways to apply them to your own program. The final step is to implement the changes—and it's easier than you think.

Omnisend makes it extremely easy by providing all of the tools you need, like pre-built workflows and themed email templates, all in one place. Omnisend's US-based customers make \$72 for every dollar they spent on email & SMS marketing. [See how Omnisend can do the same for you.](#)