omnisend

Email, SMS, and push marketing statistics for ecommerce, H1 2023

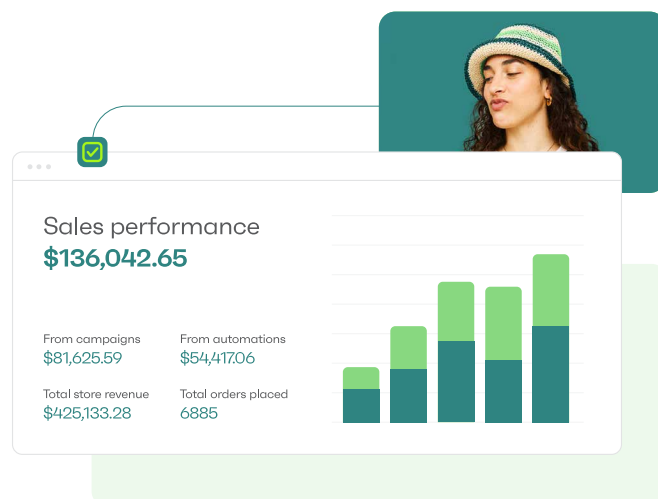# Table of contents

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.

Sales performance
$136,042.65

From campaigns
$81,625.59

From automations
$54,417.06

Total store revenue
$425,133.28

Total orders placed
6885

Executive summary

While last year was anything but typical, one thing it did was allow brands to gain a better understanding of how consumers shop when faced with external factors such as high inflation and the prospects of a recession. They could see which channels generated the best ROI and adapt their marketing tactics and spend accordingly.

What happened in 2022 has carried into this year but with a twist. High inflation still persists across the globe, but the fears of a deep recession seem to have eased. Consumers continue to shop, but slightly more cautiously. When they shop, they are increasingly engaging with opt-in channels. But the first half of 2023 gave us a remarkable and unexpected twist: the importance of relevant, 'at just the right time' messages are more pronounced than ever, as you'll soon see.

In our first-half (H1) 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 through the remainder of 2023 and into 2024. Through it all, one thing remains clear: consumers rely on relevant, opt-in communications from brands as a key component of their shopping journey. Brands should not take this lightly.

Greg Zakowicz

With nearly 20 years of experience in email marketing, Zakowicz has helped over 100 DTC companies from around the globe increase their email and SMS marketing program sales.

Omnisend, at a glance:

100,000+
brands currently using Omnisend

$72 ROI
for every $1 spent on Omnisend (100% higher than Litmus average of $36)*

$6.86+
revenue per subscribed contact*

46.9%
of email sales come **from auto-mations alone** (but make up only 2.6% of sends)

4.8 rating
and **4,500+ 5-star reviews** on Shopify

<5 minutes
average response time for our 24/7 chat & email support for all

*   Calculated for US merchants in 2022

Methodology

For this report, we analyzed over **10.5 billion marketing emails**, **62 million SMS**, and **129 million web push messages** sent by Omnisend merchants in the first half of 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 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 stand out from other marketing channels and is where ecommerce brands are finding the most success. In 2022, US-based Omnisend customers earned a remarkable $72 for every $1 spent on Omnisend. With the fluctuating performance and reach of other paid marketing channels like social, brands are continuing to double down on these efforts in 2023.

In H1, Omnisend merchants sent 32.8% more email campaigns and generated 8.3% more orders than the year before. Here is how the messages performed.

→ **Conversion rates** for email campaigns ended at 0.07%, down from 0.08%, and the click-to-conversion rate finished at 4.97% over the same period in 2022. While a decrease in conversion rate is not uncommon when accompanied by a large increase in sends, this may be more indicative of consumer shopping habits, as evidenced by the increase in click rates and automated message performance.

→ **Click rates** for campaign emails ended H1 at 1.33%, a 10.7% improvement YoY. The click-to-open rate increased from 5.2% to 5.5%.
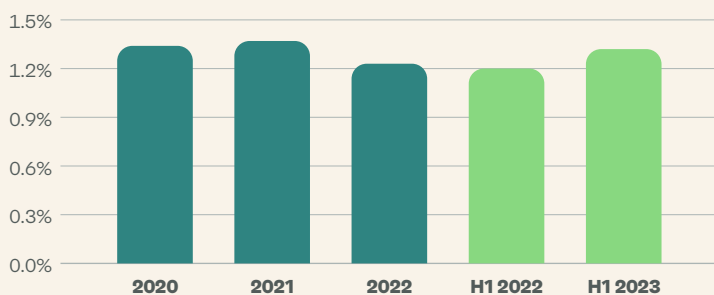
Campaign click rates

Seeing increases in click rates is a great sign for brands as it proves email is effective at generating consumer engagement.

→ **Open rates** for campaign emails ended at 24.08%, a 5% increase from the same period last year. Now that the release of iOS 15 is well behind us and open rates have been consistent for nearly 18 months, brands have more confidence in the results of subject line testing.

> **"**
>
> The only platform where you control 100% of your audience is through your email marketing. When I send out an email, I know that everybody on that email list, who wants that email, gets that email.
>
> **— Bahzad Trinos,**
> Chief Denim Otaku, Naked & Famous Denim

Read their story →

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%
H1 2022	22.94%	1.20%	0.08%	6.74%
H1 2023	24.38%	1.32%	0.07%	5.12%

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 Earning $72 for every $1 spent on Omnisend, email marketing remains a consistent, first-party channel that continues to generate sales. With a consistent YoY increase in email-related sales, It is clear that email, both campaigns and automation, play a pivotal role in the consumer purchase journey.

2 As we head into the holiday season, brands should focus on growing their email subscriber list and optimizing their emails to generate clicks. This is where email automation can step in when needed.

# Ecommerce marketing performance by industry vertical

How does your brand compare to your peers? Let's find out!

Looking at performance by industry can give brands an idea as to how they compare, for better or worse. However, brands should always be mindful of the vast amount of unknowns with how other companies operate their marketing programs, such as the volume of unengaged contacts and frequency of sending poorly-optimized, irrelevant emails.

Let's take a look.

The top 5 performing industries for email marketing

Conversion rates. Books & literature recorded the highest conversion rate at 0.22%, a 225% lift over all email campaigns. The other top-performing categories were food & beverage (0.15%), and hobbies & leisure, pet supplies, health & wellness, and tobacco & cannabis all coming in at 0.10%.
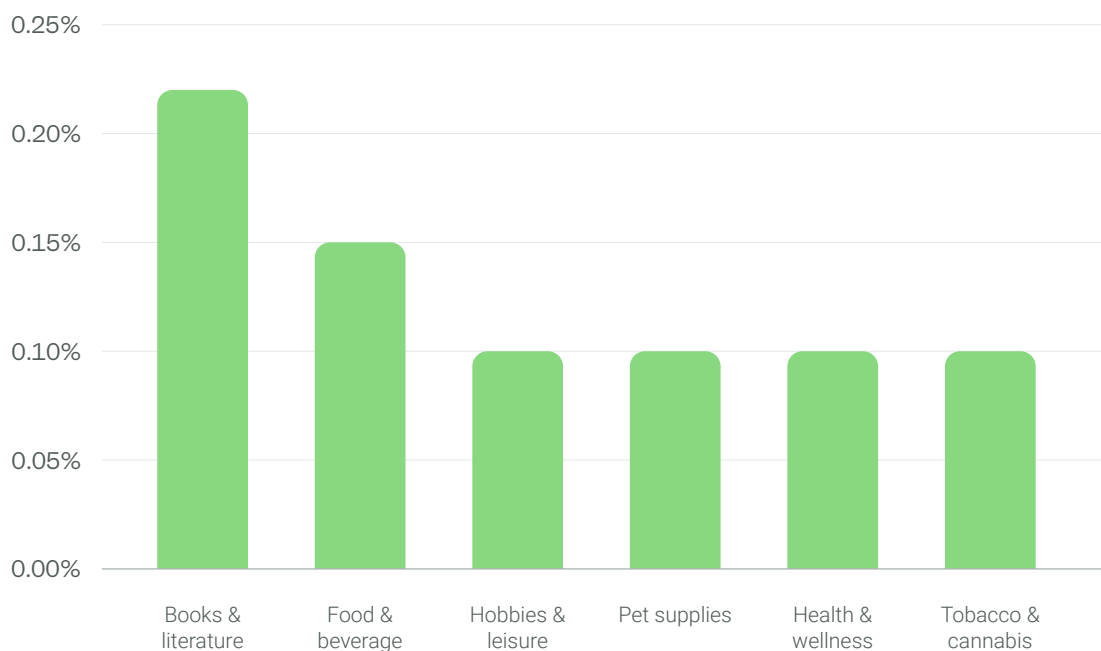
The verticals and order change when looking at the click-to-conversions rate. The top categories are:
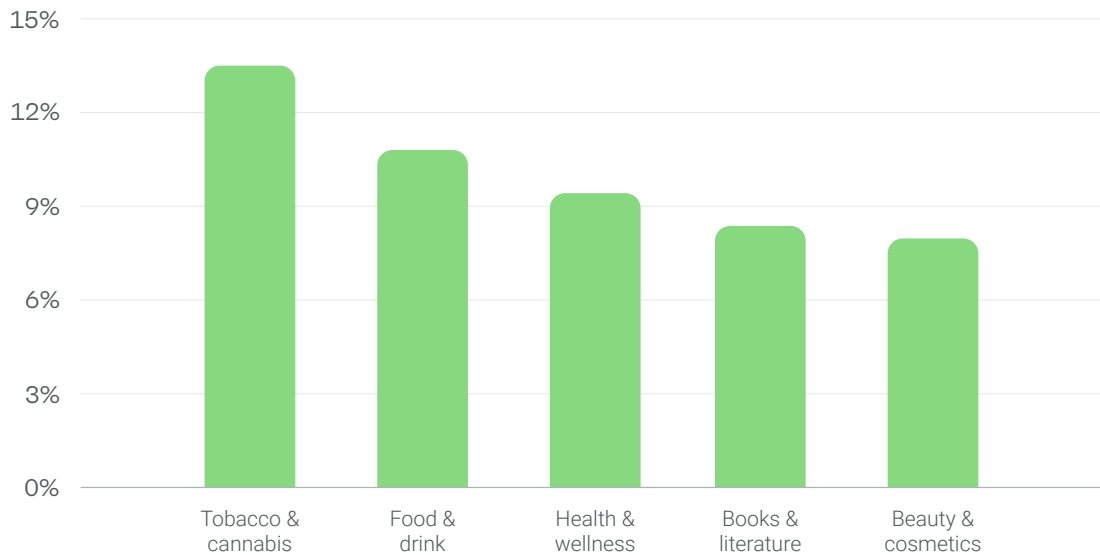
While the top categories aren't much different than what we saw in 2022, books & literature were the notable exception. Its click-to-conversion rate increased by 72% from 2022. I guess people like reading in 2023.

Click rates. The average click rate in H1 was 1.32%. The five industries with the top-performing click rate were books & literature (2.63%), hobbies & leisure (1.60%), auto (1.53%), toys & games (1.40%), and pet supplies (1.39%).

The average click-to-open rate in H1 was 5.42%. Of the top five categories, only three saw rates higher than the average email campaign. The top industries are books & literature (7.65%), toys & games (5.92%), auto (5.44%), pet supplies (5.33%), and health & wellness (5.32%).
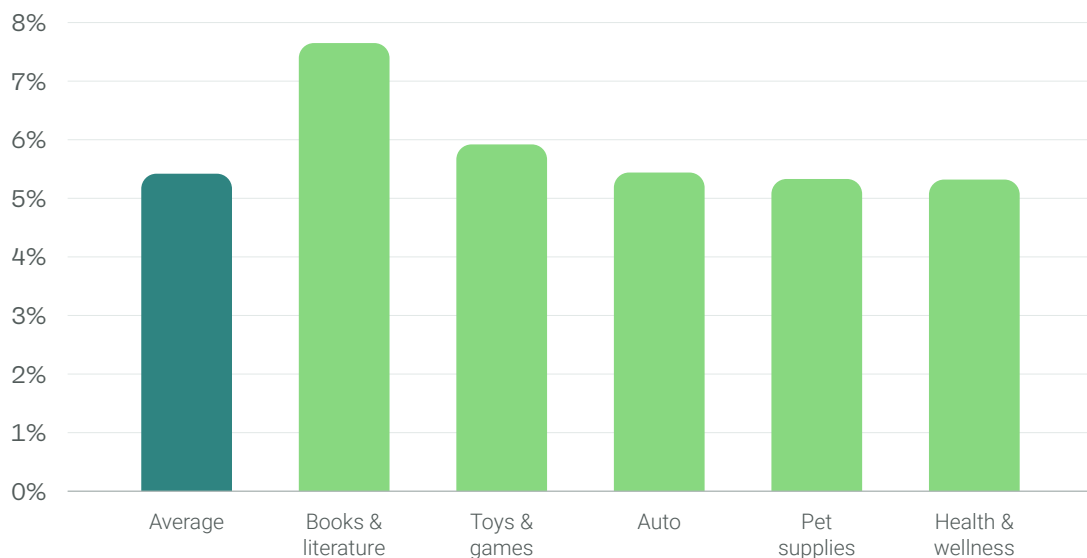
Interesting note. Like in 2022, almost all categories with high click rates were ones that have a layer of personal enjoyment or comfort associated with them. Auto may be the one outlier, but it could be just as much a hobby as a need-based engagement. Brands should actively use this information to frame their marketing messages to align with personal emotions, regardless of the types of products they sell.

Bottom 5 industries

The lowest performing verticals for conversion rate were home & garden and apparel—accessories, both at 0.3%, followed by consumer electronics and apparel (men's, women's, and general) each at 0.05%.

Email campaigns	Open rate	Click rate	Click-to-open rate	Conversion rate	Click-to-conversion
All Campaigns H1 2023	**24.38%**	**1.32%**	**5.42%**	**0.07%**	**5.12%**
Apparel—Accessories	22.64%	0.95%	4.19%	0.03%	3.40%
Apparel—Men's clothing	28.96%	0.93%	3.23%	0.05%	5.12%
Apparel—Women's clothing	28.54%	1.11%	3.88%	0.05%	4.37%
Arts & entertainment	27.67%	1.12%	4.05%	0.07%	6.46%
Auto	28.18%	1.53%	5.44%	0.07%	4.64%
Beauty & cosmetics	21.02%	0.76%	3.62%	0.06%	7.97%
Books & literature	34.32%	2.63%	7.65%	0.22%	8.37%
Consumer electronics	25.42%	1.04%	4.10%	0.05%	4.49%
Fashion & apparel	24.97%	1.01%	4.05%	0.05%	5.29%
Food & drink	29.04%	1.38%	4.76%	0.15%	10.80%
Gifts	27.25%	1.11%	4.08%	0.07%	5.97%
Health & wellness	20.33%	1.08%	5.32%	0.10%	9.42%
Hobbies & leisure	30.59%	1.60%	5.24%	0.10%	6.40%
Home & garden	21.49%	1.02%	4.77%	0.03%	3.29%
Pet supplies	26.09%	1.39%	5.33%	0.10%	7.34%
Sports	27.19%	1.20%	4.41%	0.06%	5.16%
Tobacco/Cannabis products	15.19%	0.74%	4.85%	0.10%	13.50%
Toys & games	23.63%	1.40%	5.92%	0.07%	4.72%
Travel	27.92%	1.27%	4.54%	0.06%	4.63%

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

Email automation

Automation continues to be the power behind increasing email marketing sales. As brands are increasingly relying on them, consumers just might be too. Automated sends increased by 99.2% and conversion rates increased by 16.8% YoY. This growth is remarkable.

Compared to scheduled email campaigns, automated messages performed better across all metrics, including a 91.5% improvement in open rate, a 329.5% lift in click rate, and a 3210% increase in conversion rate. Nearly 40% of people who click on an automated email go on to make a purchase.

Looking further into the lift over campaign emails, back-in-stock emails convert an astounding 8695% better. They are followed by welcome messages (5506%), abandoned cart (4007%), and post-purchase (1793%).

☑ In all, automated emails made up **46.9% of all email orders** and only 2.6% of sends.

Automated email conversion rate

The best conversion rates among automated messages were back-in-stock notifications (5.8%), welcome messages (3.7%), and cart abandonment messages (2.7%).

Browse abandonment messages, armed with a conversion rate 1126% higher than promotional campaigns, continues its ascension into everyday use—**and consumers may be relying on them to shop.**

After increasing sends in 2022 by 221%, brands have sent nearly as many messages in H1 as they did all of last year. These sends have generated the third-most number of orders of any automated email, trailing behind only welcome and cart abandonment messages.

✅ Overall, cart abandonment, browse/product abandonment, and welcome messages make up **nearly 87% 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.

Automation H1, 2023	Click rate	Lift over campaigns	Conversion rate	Lift over campaigns	Click-to-conversion	Lift over campaigns
Abandoned cart	5.70%	328.77%	2.71%	4007.45%	47.60%	858%
Back in stock	20.17%	1418.62%	5.80%	8695.11%	28.78%	479%
Birthday	5.39%	305.66%	0.77%	1059.84%	14.21%	186%
Browse abandonment	3.44%	159.05%	0.45%	574.72%	12.94%	160%
Cross-sell	3.08%	131.55%	0.47%	616.24%	15.37%	209%
Lapsed-purchase	2.33%	75.15%	0.61%	821.10%	26.13%	426%
Post-purchase	4.98%	274.94%	1.25%	1792.56%	25.08%	405%
Product abandonment	5.22%	292.96%	1.00%	1413.29%	19.13%	285%
Product review	4.46%	236.10%	0.99%	1402.67%	22.22%	347%
Welcome	6.46%	386.32%	3.70%	5506.11%	57.28%	1053%
Transactional messages						
Order confirmation	9.98%	651.59%	1.99%	2911.70%	19.91%	301%
Shipping confirmation	20.89%	1472.88%	1.37%	1973.10%	6.55%	32%

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Brands would be wise to recognize the need for different components of their email program to work together to guide the customer journey. From campaigns to automated messages, one message should connect to the next. It's these relevant, behavior-based messages that successful brands are using to lift sales.

— Greg Zakowicz, Ecommerce expert, Omnisend

SMS marketing

SMS continues to grow. Brands sent 47.9% more SMS campaigns YoY, and are on pace to cross 100 million messages sent this year. With a conversion rate of 0.16%, brands generated 16.9% more orders than the same period in 2022.

Though automated SMS sends decreased in 2022, that was not the case in H1 of 2023. Automated sends increased 45.5% YoY. Like with automated emails, these timely, relevant messages fit into consumer shopping behaviors and create an omnichannel marketing strategy that leads to sales.

Brands looking to increase sales this holiday season would be wise to implement an automated SMS strategy.

SMS campaigns	YoY send lift	Click rate	Conversion rate	YoY order lift
2020	378%	10.63%	0.28%	1009%
2021	75.1%	11.54%	0.25%	58.2%
2022	62.3%	10.66%	0.19%	23.8%
H1 2022	47.04%	11.31%	0.21%	12.13%
H1 2023	47.95%	11.03%	0.16%	16.92%

"

At this point, I can't imagine a world without SMS marketing. It's really taken off. Our SMS subscribers are growing much faster than email subscribers. SMS is just becoming more and more important for us and it's definitely not going anywhere.

— Rob Lin,
Owner and Founder, Divatress

Read their story →

Takeaways

1 The growth of both campaign and automated SMS continues, and brands should expect this moving forward. Even with the growth, one in every ten people who receive a text message clicks, resulting in a 16.9% increase in orders.

2 Brands should look at combining SMS with behavior-based email marketing for those who don't convert as a blueprint to increase sales.

Push messages

Like SMS, it appears that more brands are using web push notifications to continue to provide an omnichannel customer experience. Brands sent 75.75% more campaigns and 110% more automated web push messages YoY.

Open rates for campaign messages increased from 17.95% in H1 2022 to 20.44%, an increase of 13.9% YoY. Click rates jumped from 0.25% to 0.29%, marking a 15% increase YoY. Orders were down 37.4% YoY, but further analysis of automated push messages tells us we should not worry about this.

Automated push messages ended H1 with a very strong open rate of 59.09%, a decrease of 9.26% YoY. The click rate finished at 1.62%, a decrease of 27.78% YoY. Considering the increase in sends, declines like this are common and should be expected. Orders, on the other hand, increased over 100% YoY, so even with the decrease, the messages generated sales.

> "
> [The 76% open rate] shows that this channel has great potential, which we want to further expand in the future.
>
> **— Moritz Kruse,**
> Head of Email Marketing, Reternity

Read their story →

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%
H1 2022	259.57%	17.95%	0.25%	0.09%	56.63%
H1 2023	75.75%	20.44%	0.29%	0.03%	-37.4%

Next steps for brands

The first half of the year is over and all focus has shifted to finishing the year strong, which means having a successful holiday shopping season. To do that, brands need to understand how shoppers are engaging with channels and what they expect from brand communications.

The good news is that regardless of the size of your brand, the blueprint and tools required for success are available for all—and they don't need to cost a fortune. It's a myth that great email marketing has to be expensive. In 2022, Omnisend customers of all sizes earned $72 for every $1 spent on email.

Here is how brands can use this report to enhance their program and increase their sales in 2023.

Step 1. Maximize automation

In 2022, 31% of all email orders came from automated messages and accounted for less than 2% of sends. In H1 2023, this jumped to 46.9% of orders and 2.6% of sends. It's no longer hyperbole to say that email automation has never been more important. Don't ignore it.

High-performing automations such as abandoned cart, back-in-stock, welcome, and browse abandonment messages should all be considered essential automations for ecommerce brands.

Remember, automation goes beyond email. Combine other growing channels such as SMS and web push messages in the same automated workflow to provide

Expert tip: Omnisend offers customizable templates for each of these automation workflows. Start sending the messages and customize them as time allows.

Step 2. Harness the power of SMS marketing

Consumers have spoken, and SMS is not annoying. In fact, they want brands to communicate through SMS. With a 47.9% increase in sends YoY, it's a must for any DTC brand serious about staying relevant and increasing sales.

With the holidays coming up, focus on growing your subscriber list. Collect mobile numbers on email signup forms, promote them in emails, and integrate them into automated workflows.

> **Expert tip:** Include callouts in each of your emails advertising the SMS program and direct them to an SMS collection landing page. You can even create a dedicated message for your welcome series.

Step 3. Add and optimize web push messages

Surpassing 127 million messages, brands send 75% more web push campaigns YoY and almost as many as in all of 2022. It's a proven channel that gets shoppers to open, click, and purchase. Each captured sale is one less for your competitor and one less person you need to spend retargeting dollars on.

Your customers want communications via the channels they opted in to. Integrate push messages into the same automations as email and SMS and provide them with a guided and relevant omnichannel shopping experience—especially as we approach BFCM.

> **Expert tip:** Push messages may seem intimidating at first, but don't let them be. Start small by first growing your opt-ins and then incorporating them into high-conversion opportunities, such as cart abandonment or announcing new arrivals.

Step 4. Emphasize emotion and value in messages

What we learned from high-performing industry verticals is that the "feel good" nature of products can lead to sales. Even if your vertical is one of high competition and frequent price comparison, combining emotional elements and value-adds can overcome conversion obstacles.

First, include emotional elements in your emails such as by using lifestyle images, incorporating customer testimonials in your emails, showcasing star ratings for products and categories, using emotional and positive language in subject lines and email copy, and being helpful by showing how your product can solve a problem or providing how-to tips and tricks.

Next, build consumer confidence by promoting your value-adds across all messages. These include the cost and speed of shipping, friendly return policies, reinforcing customer service ad/or company value, focusing on product quality, and promoting loyalty programs.

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.

Expert tip: Include these in all messages, especially automated ones, and especially during the holidays. Knowing a product is of better quality, will arrive two days sooner, and can be returned for free for a longer period can make consumers worry less about spending more on their purchase—allowing you to discount less and maximize your profits.