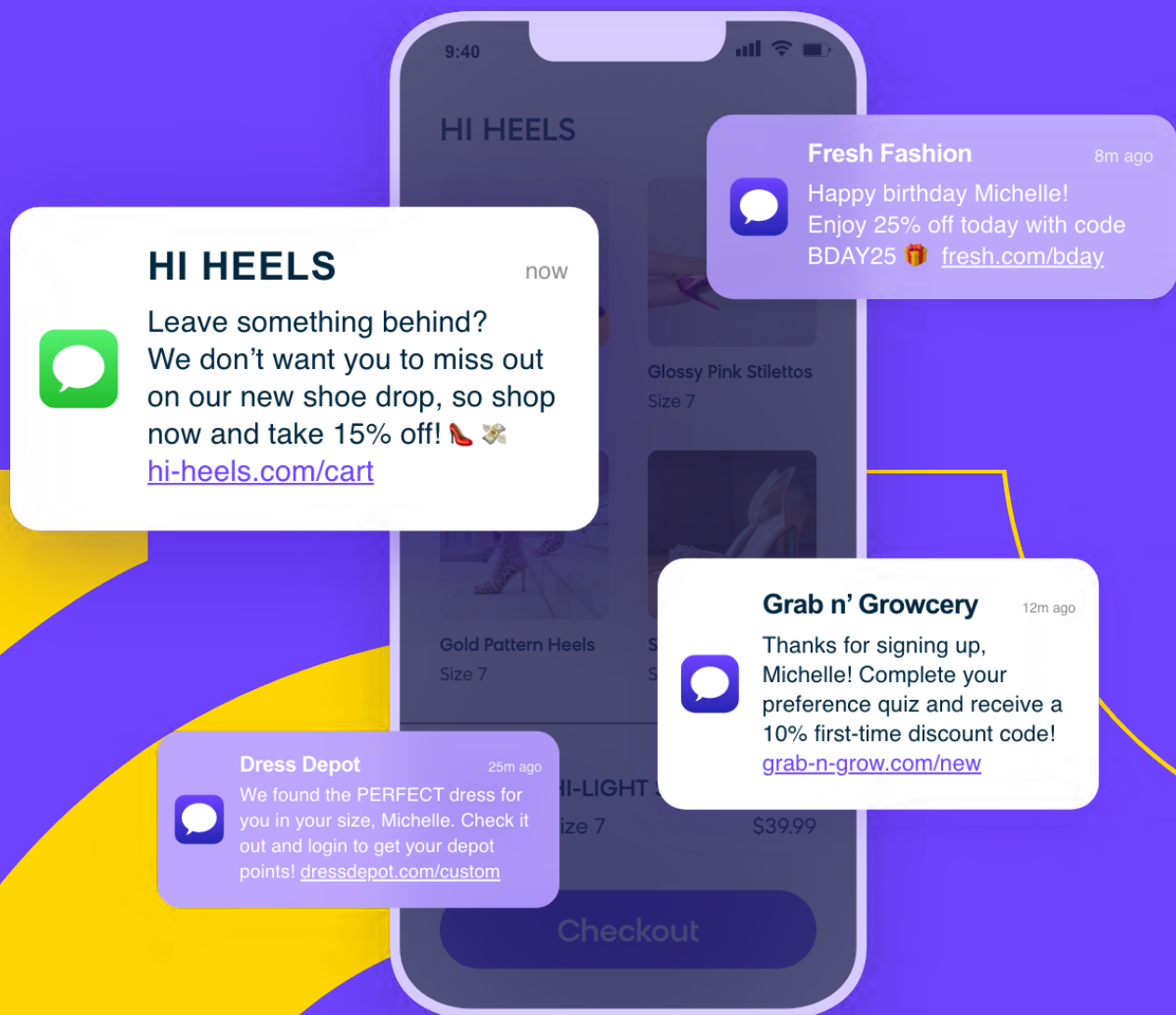
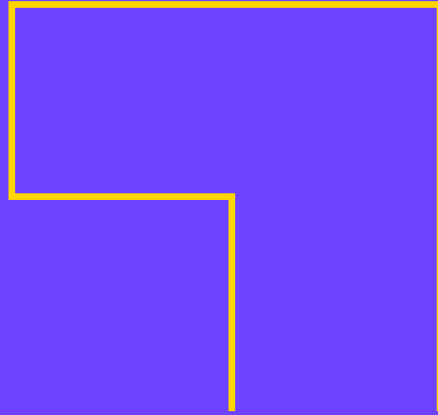


# 39 Email & SMS Marketing Stats to Benchmark Success

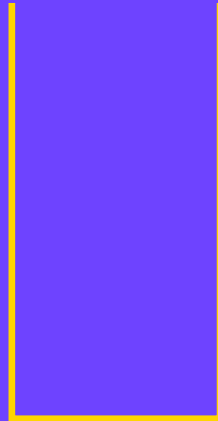


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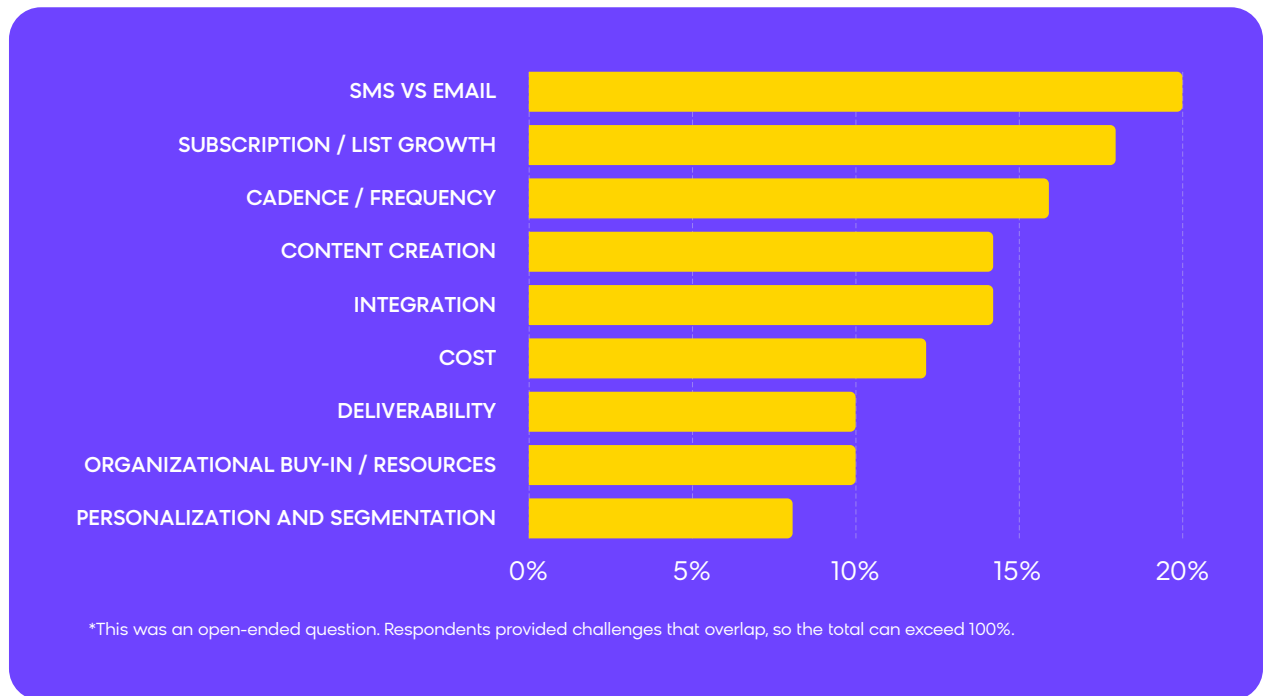
# **E-Commerce Professionals on the State of SMS & Email Marketing**




# E-Commerce Professionals on the State of SMS & Email Marketing


We asked **50 E-commerce directors** from US companies about the state of SMS marketing. These respondents are already using SMS or have previous experience using SMS marketing and are directly responsible for managing the channel. **66% of the respondents use Shopify** as their e-commerce platform.

**20%** mentioned balancing email & SMS as a primary challenge for many reasons – messaging strategy, campaign attribution, channel cannibalization, engagement, segmentation and personalization.<sup>1</sup>



 **VP of Marketing** now

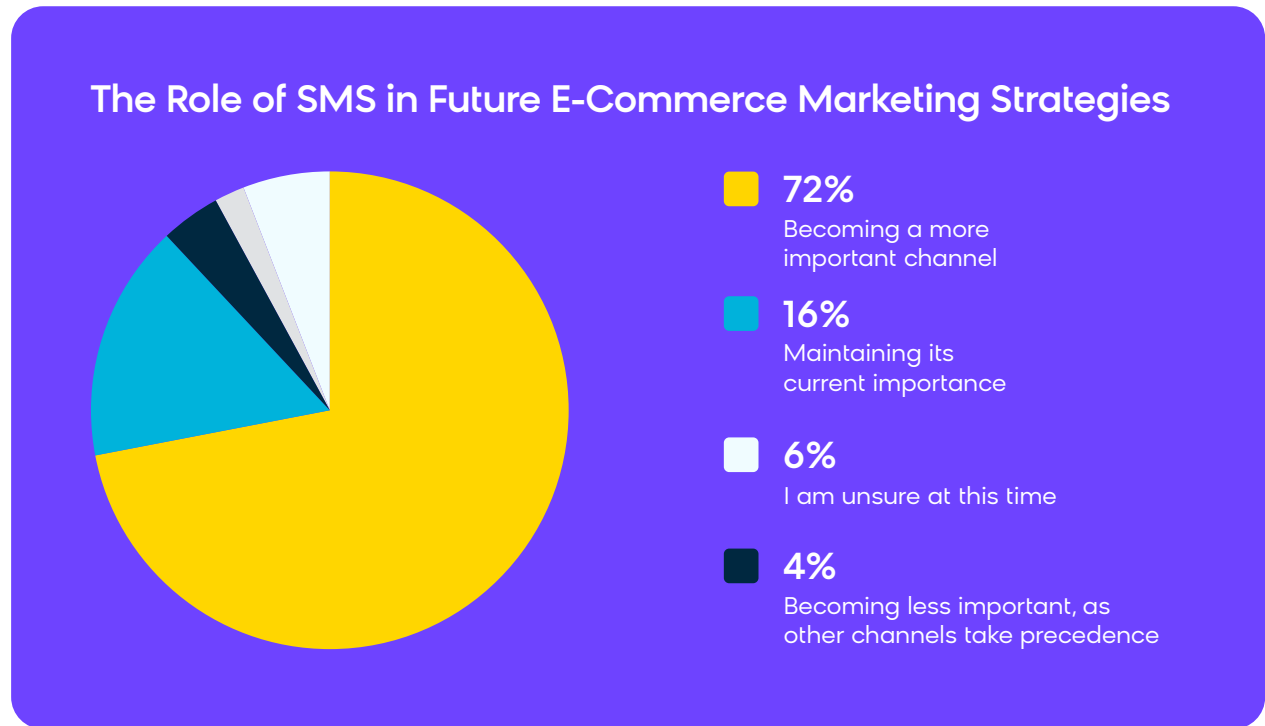
“We used different platforms for email and SMS so getting a unified view of our customers and understanding the crossover is my biggest pain point.”


 **VP of Marketing & E-Commerce** now

“Our biggest challenge has been differentiating from email campaigns effectively, and personalizing messages appropriately through SMS.”




72% of survey respondents expect SMS marketing to become a more important channel in their e-commerce marketing strategy.<sup>1</sup>



 **Director of Brand & Integrated Marketing** now

“SMS is a great counterpart to email and can be even more powerful during specific promotionally heavy periods of the year.”

 **VP of Marketing** now

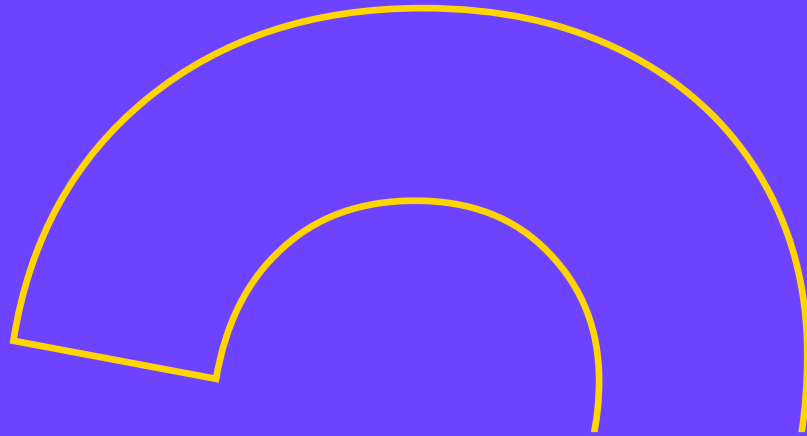
“We launched a promotional campaign to support National Beer Day with a discount and it ended up being our strongest sale to date.”

## \$0 to Try Bloomreach SMS Marketing for Yourself

30-Day Free Trial of Bloomreach SMS Marketing – no upfront commitment, no credit card, no reason to say ‘no.’

[Learn More](#)





# Industry Data on the Popularity of SMS & Email Marketing



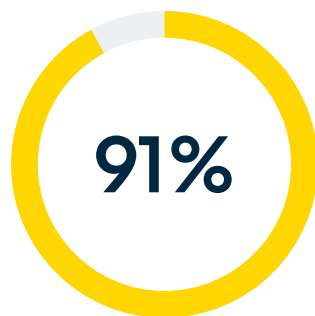
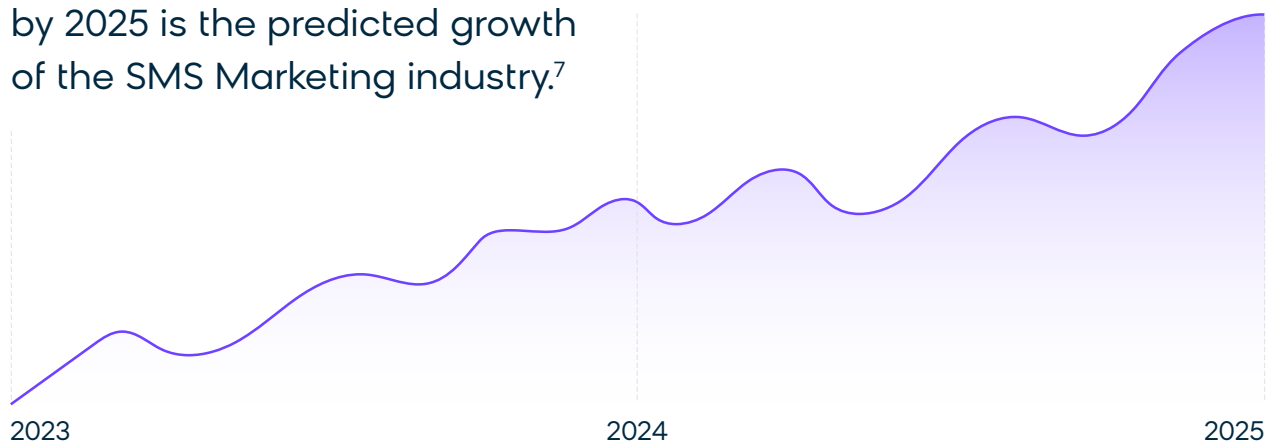
# Industry Data on the Popularity of SMS & Email Marketing

Data collected across numerous companies and various industries indicates strong growth for SMS marketing, while email marketing continues to be a popular channel among consumers.

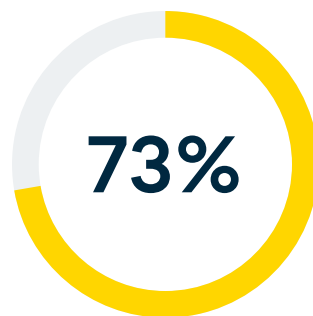
Last year e-commerce brands worldwide sent **62.3%** more SMS campaigns than the previous year. This surge in SMS campaigns resulted in a **23.8%** growth in orders.<sup>6</sup>

## \$12.6B

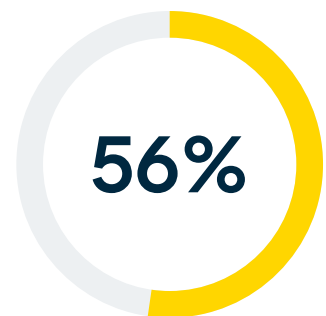
by 2025 is the predicted growth of the SMS Marketing industry.<sup>7</sup>



of consumers are subscribed to at least one SMS marketing program.<sup>4</sup>



of consumers have made a purchase after receiving a text from a brand.<sup>4</sup>

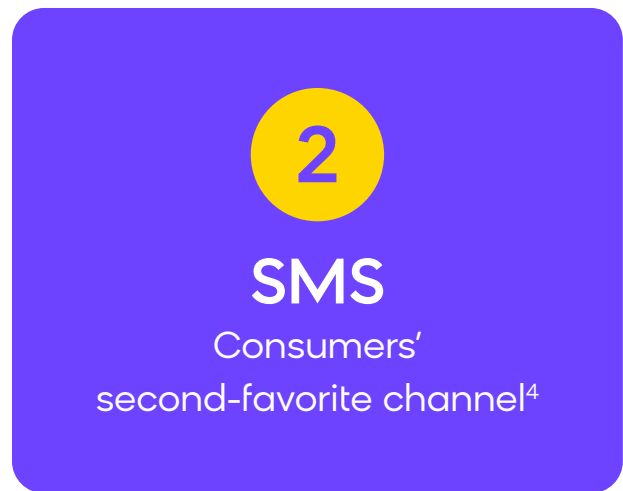
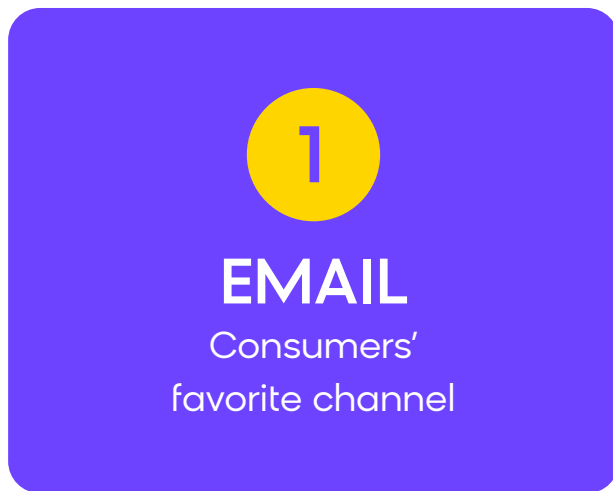


of surveyed consumers said they've been reminded about a brand they'd forgotten thanks to an SMS message.<sup>4</sup>

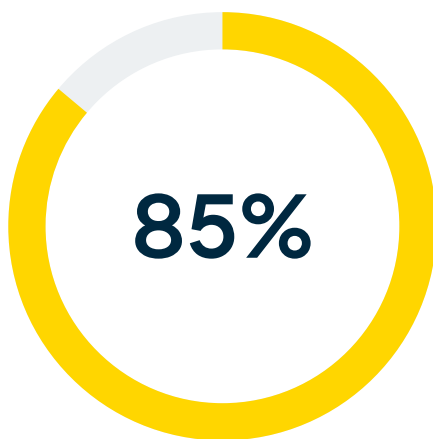


Despite declines in overall click and conversion rates in 2022, email marketing saw a reasonable level of success with a **6.34% click-to-conversion rate for e-commerce campaign e-mails**.<sup>8</sup>

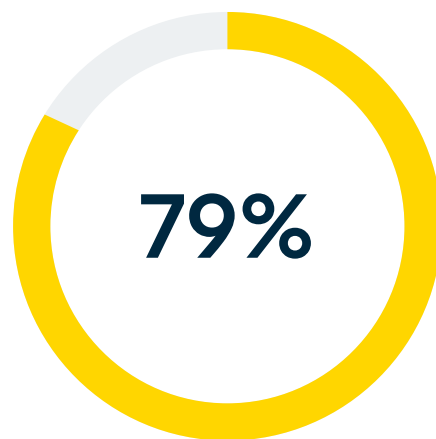
**Email is still a fan favorite** among consumers.



**Bring email & SMS together** instead of making them fight for the top position.



of people that subscribe to a brand's SMS messages also subscribe to their email<sup>4</sup>



of marketers already align their SMS campaigns with email marketing campaigns.<sup>4</sup>



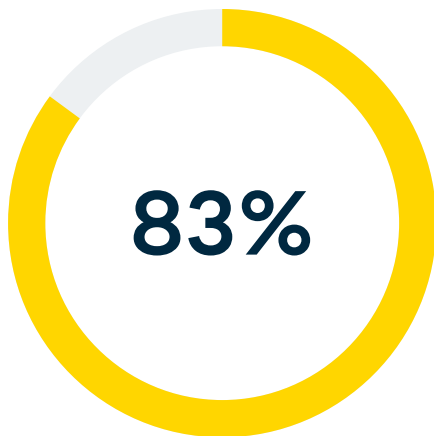


## Director of Brand & Integrated Marketing

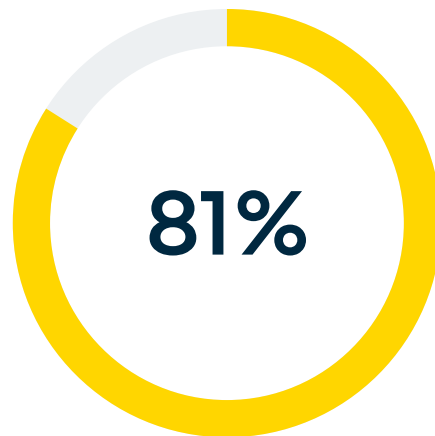
now

“Our 100k SMS list was sent a series of conversational texts that asked about their preferences in products, price, roadmap wishlist, etc. We used that data to shape our email and SMS flows to provide tailored content based on each customer segment. Our flow and campaign revenue increased 8%.”

| AI for SMS marketing is rapidly growing in popularity.



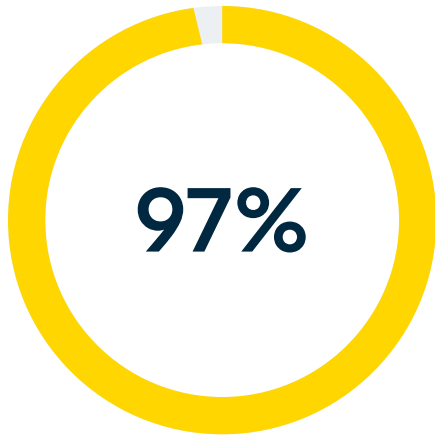
of companies using SMS marketing have incorporated AI this year.<sup>4</sup>



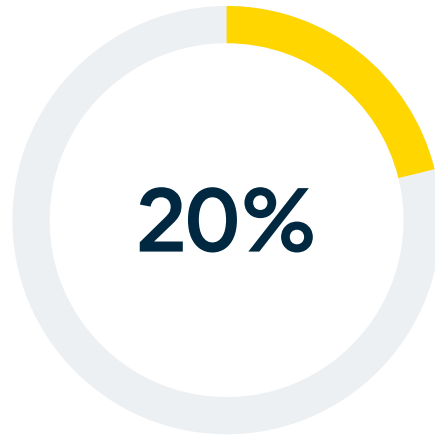
of companies have used ChatGPT or other generative AI to help them write SMS marketing messages.<sup>4</sup>



**AI can also help balance SMS & email in campaigns with the same audience** by learning the preferred channel for each customer and sending messages on that channel. And, **AI can identify the best time for each customer** and deliver the message when customers are most likely to convert.



of survey respondents say they'd prefer to be able to customize the frequency at which they receive brand SMS text messages.<sup>4</sup>



of surveyed consumers say brands often text at inappropriate times.<sup>4</sup>



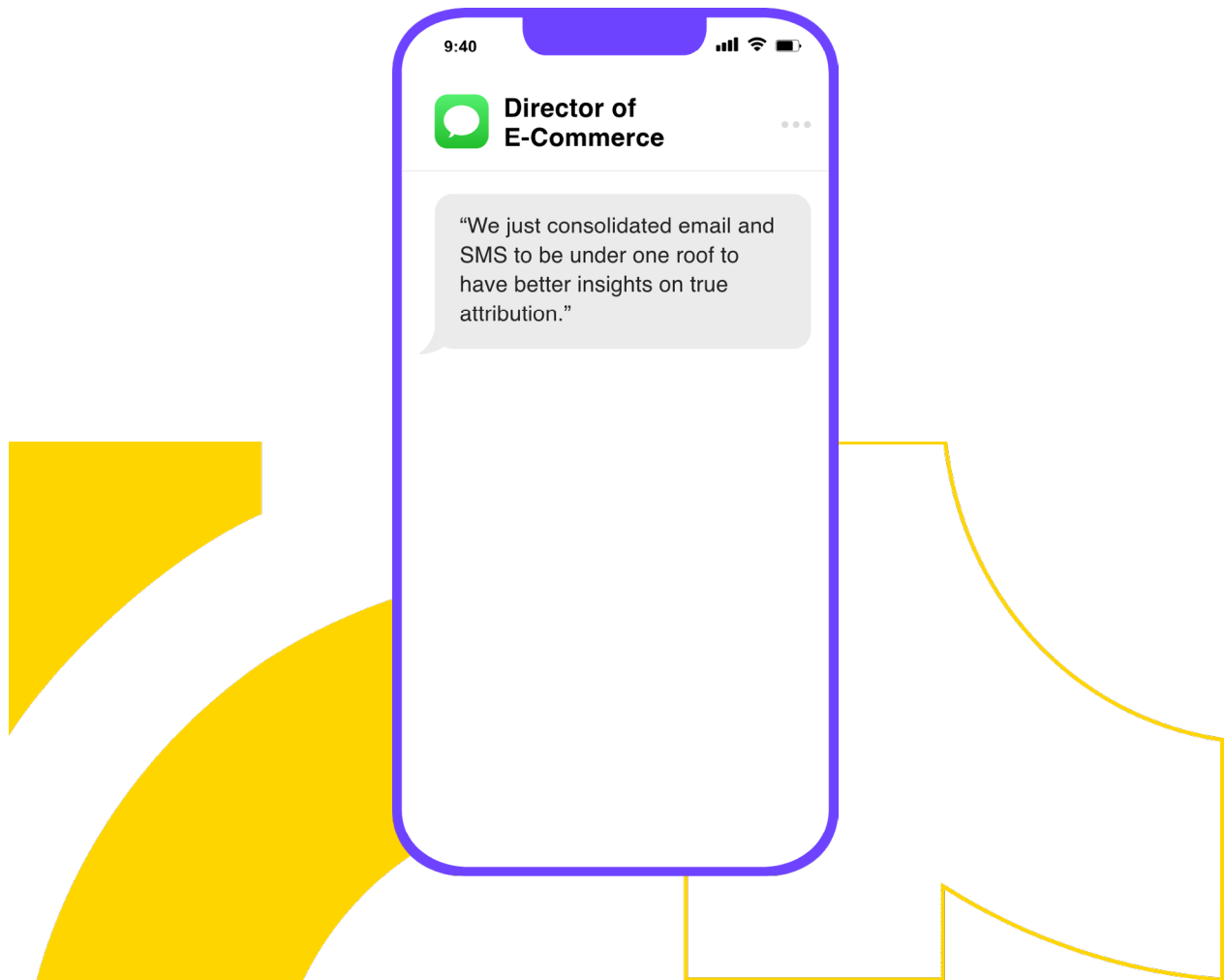


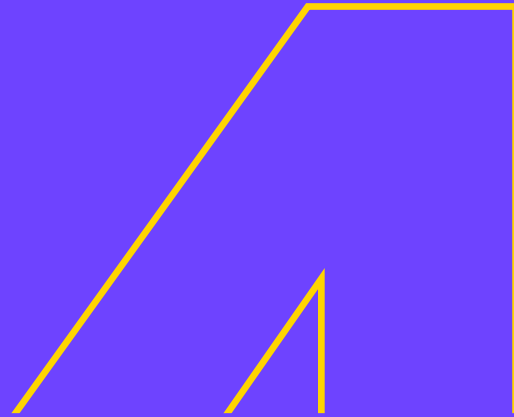
**Benchmark Performance  
Data Across Industries  
and Companies**



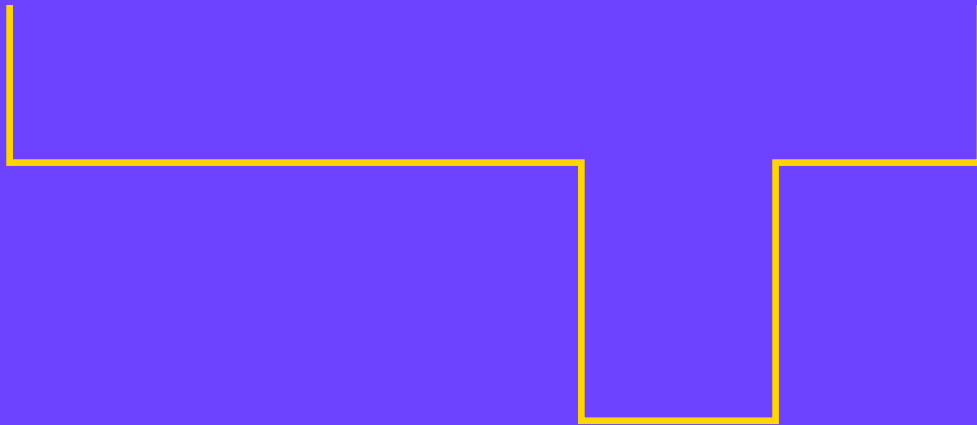
# Benchmark Performance Data Across Industries and Companies

Reliable data & actionable analytics are key to strategically bringing SMS & Email marketing together. Business intelligence and analytics represented a challenge for **35%** of retail companies selling online, according to a 2022 global survey.<sup>10</sup> Benchmark data helps set realistic targets and milestones for incremental improvement and ultimate success.



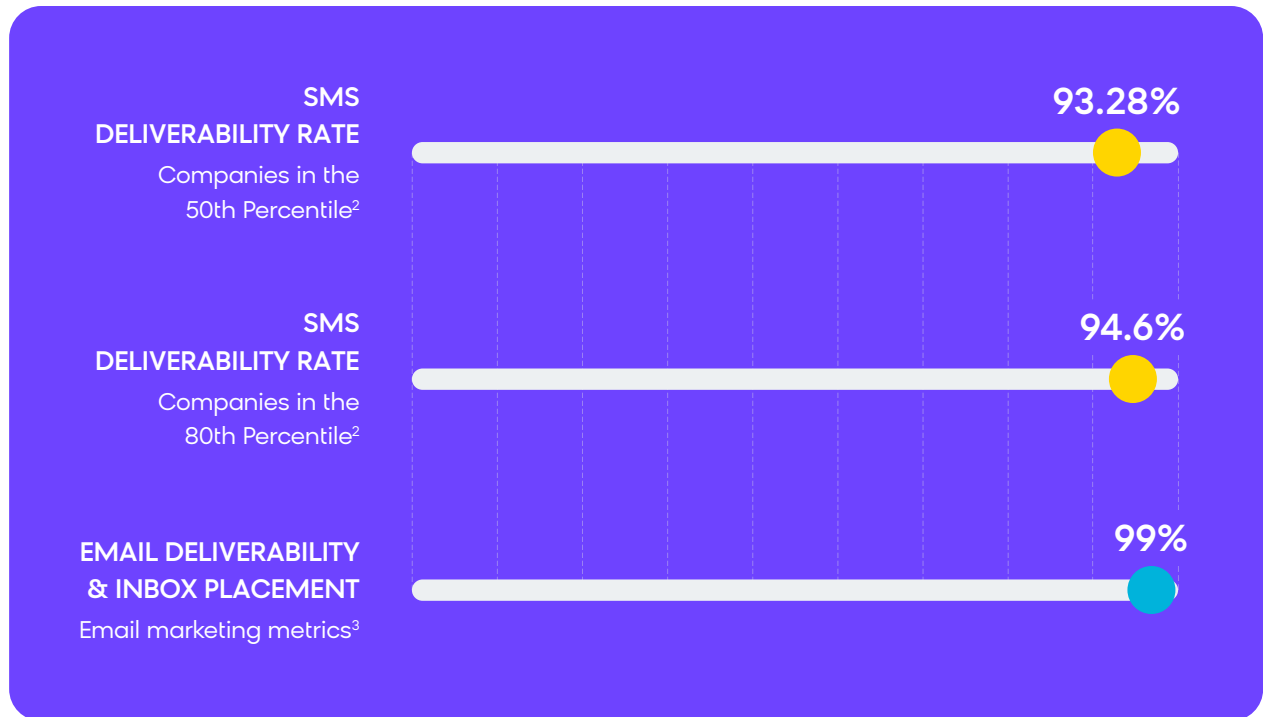


# Benchmarks for Deliverability



# Benchmarks for Deliverability

Companies should go beyond deliverability and target 99% inbox placement for email campaigns, ensuring messages don't get trapped in spam folders.



# 30-Day Free Trial of Bloomreach SMS Marketing

Say goodbye to basic and inefficient SMS software. To bring SMS & email marketing together, you need a tool that meets your growing needs for **better segmentation, automation, personalization, and believable attribution.**

## | You need a tool with the flexibility to:

✓ **Manage both your email and SMS from one place** without sacrificing deliverability.

✓ **Harness AI-driven and rule based product recommendations** that display the right products for every subscriber based on their unique behaviors and attributes.

✓ **Connect your email tool, e.g. Klaviyo, and get a two-way data sync of customer profiles, campaign events, and consents** which allows you to use the same list or segment in both Klaviyo and Bloomreach.

✓ **Use your customer data from various sources to run campaigns and AI to send them** at the exact right time and preferred channel for each customer.

✓ **Create limitless campaign combinations across SMS, email, and all other marketing channels** for a truly holistic customer experience.

The tool you need is Bloomreach and you can try it now for yourself – free for 30 days.

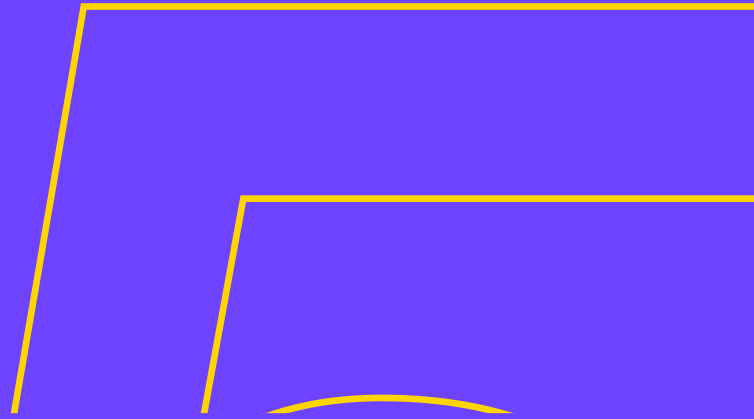
## SMS Marketing for Limitless Possibilities

[Start Free Trial](#)

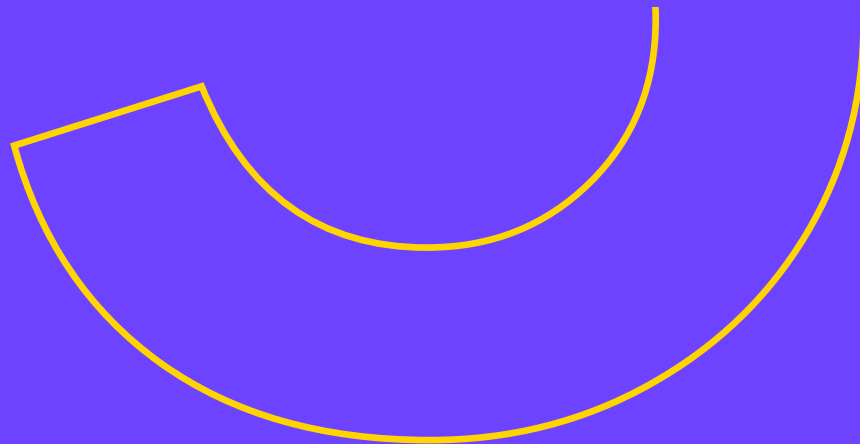
[Schedule a Demo](#)

- Hassle-free, white-glove setup with our dedicated advisor that will connect your Shopify store and help with other integrations like Klaviyo.
- Send 500,000 SMS messages for free as part of the trial.
- No upfront commitment, no credit card, no reason to say 'no.'



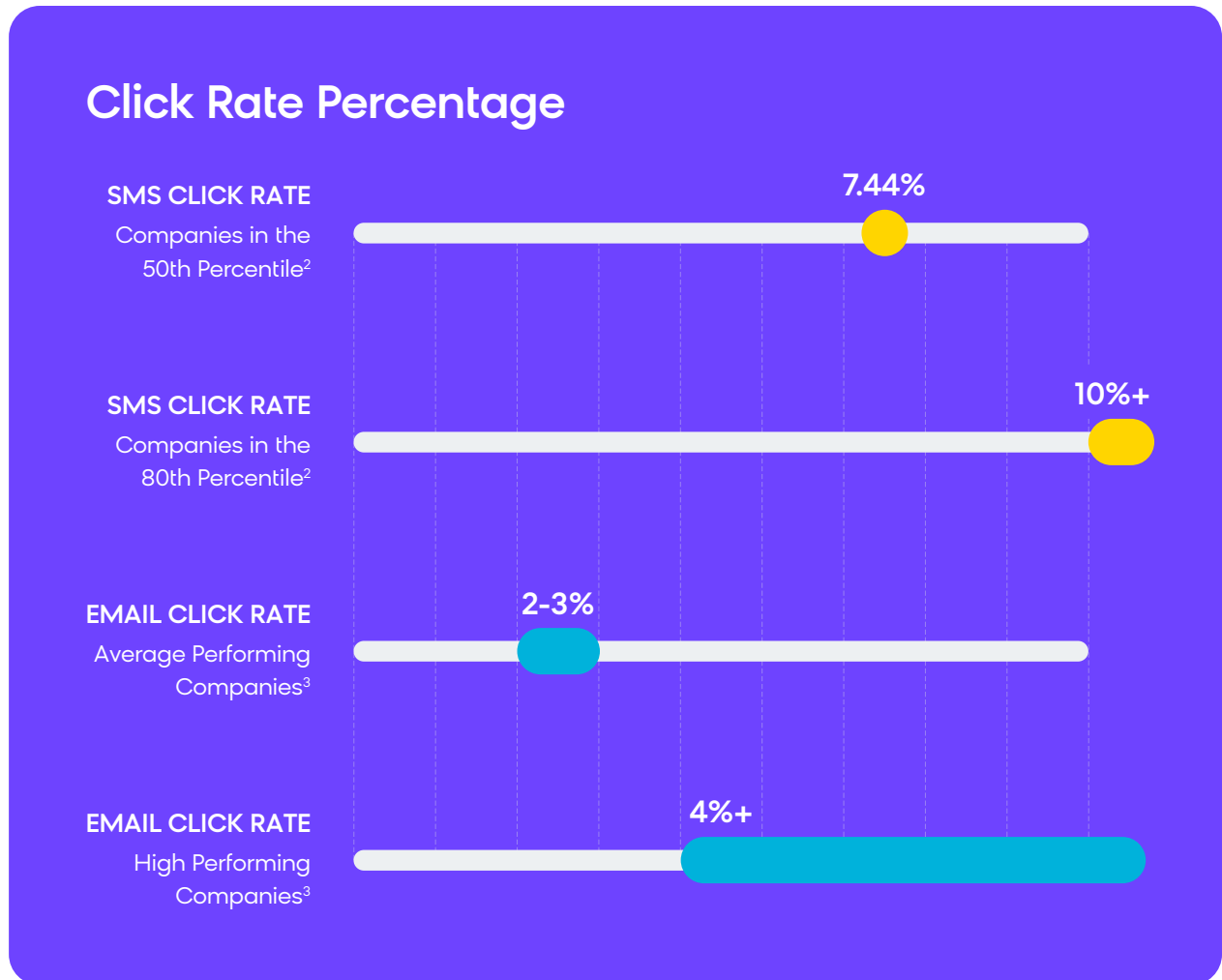


# Benchmarks for Click Rates



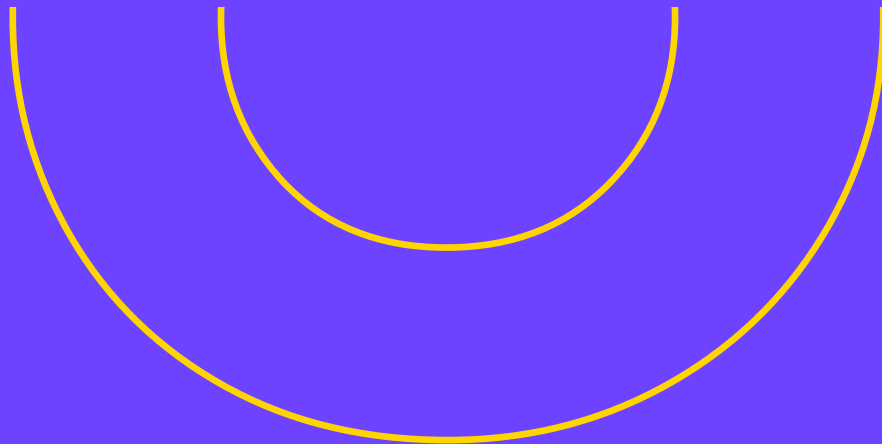
# Benchmarks for Click Rates

SMS campaigns have much higher click rates than email, and can vary substantially by industry and message type.



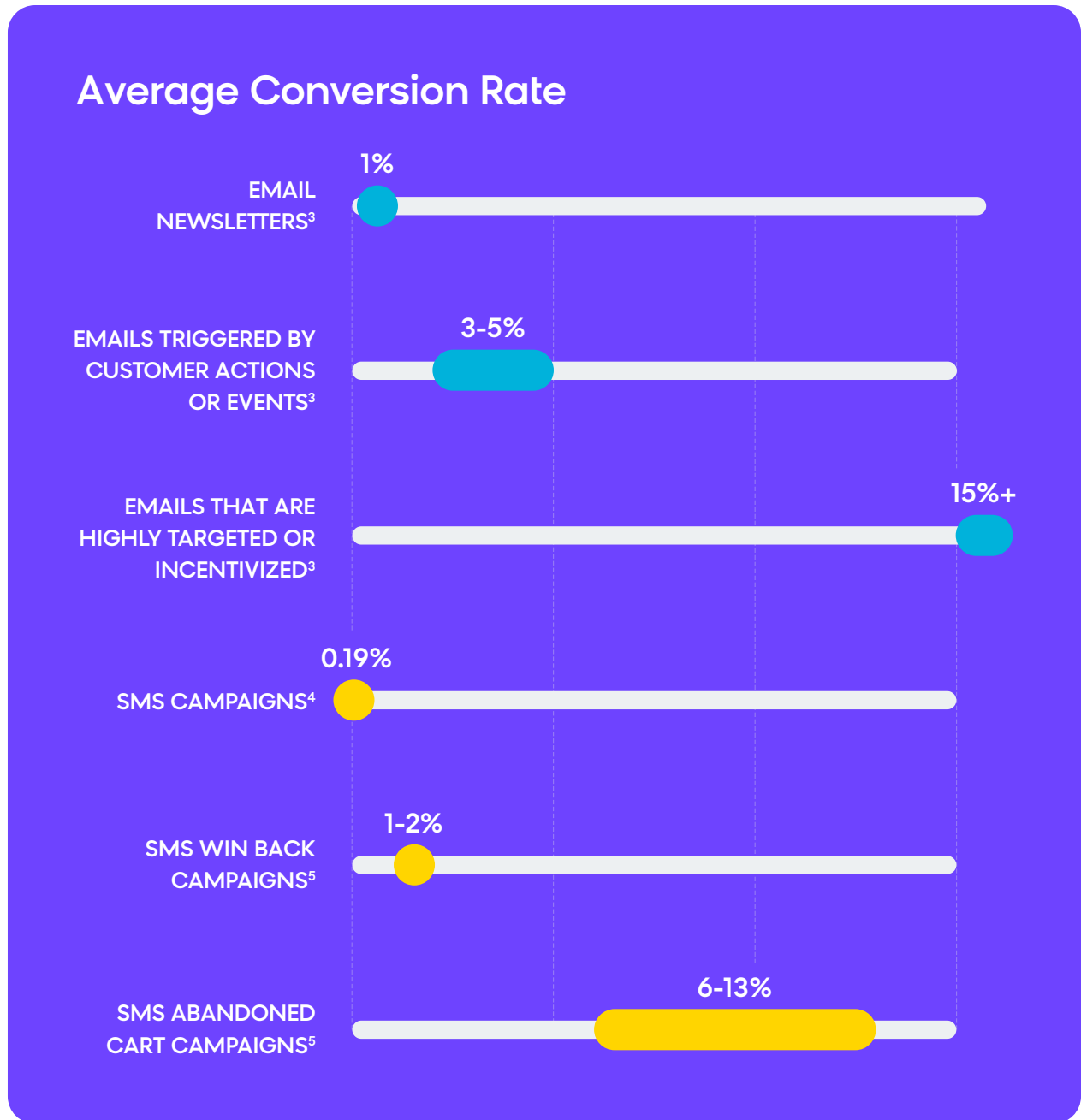


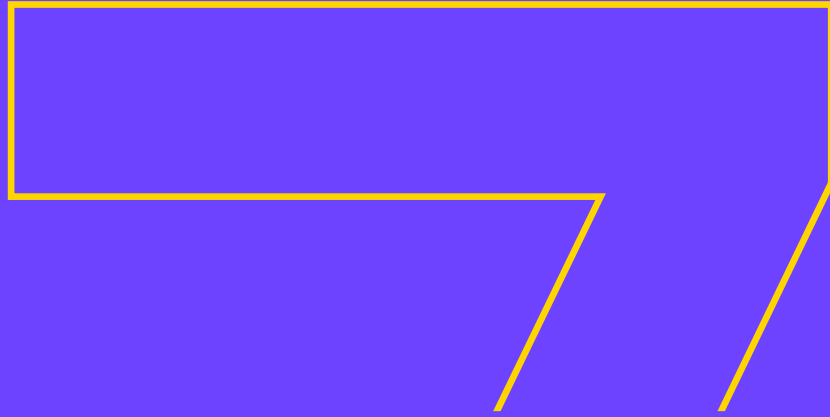
# Benchmarks for Conversion Rates



# Benchmarks for Conversion Rates

Hyper-targeted, personalized campaigns always out-perform generalized promotions and messages.



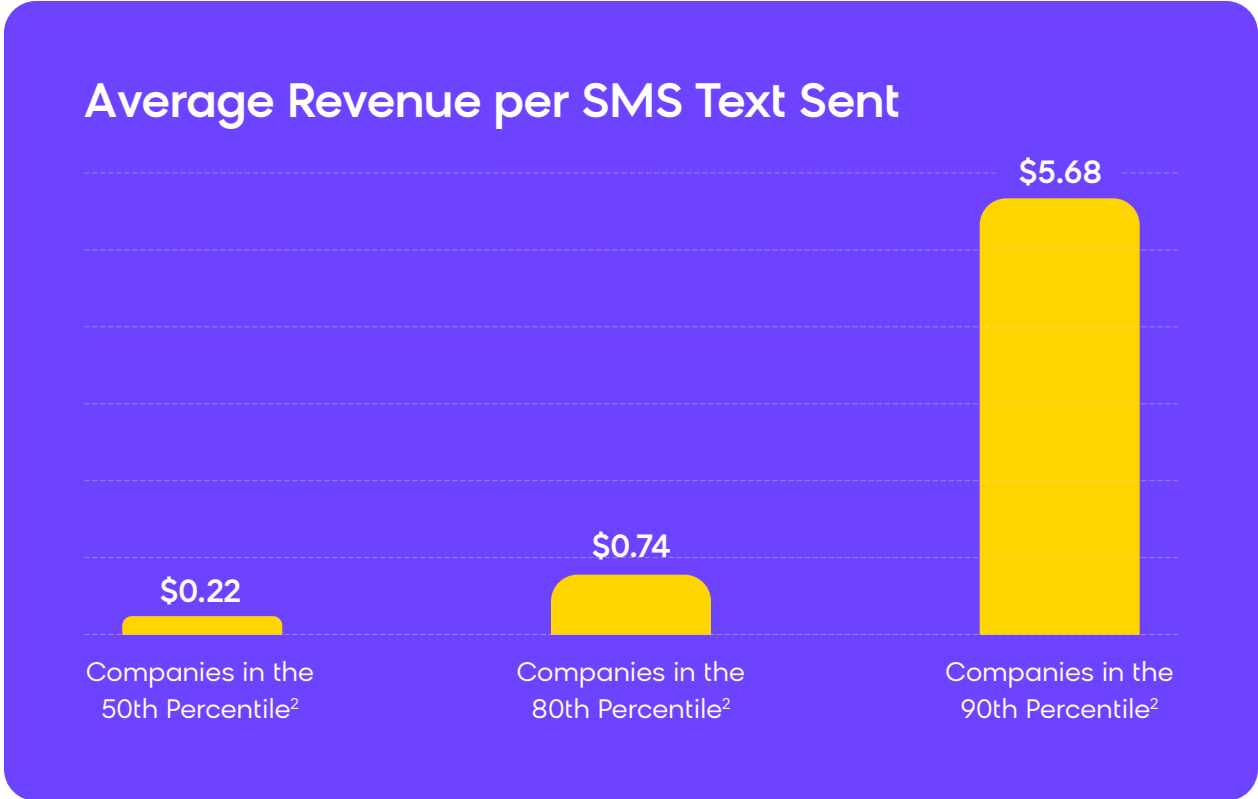


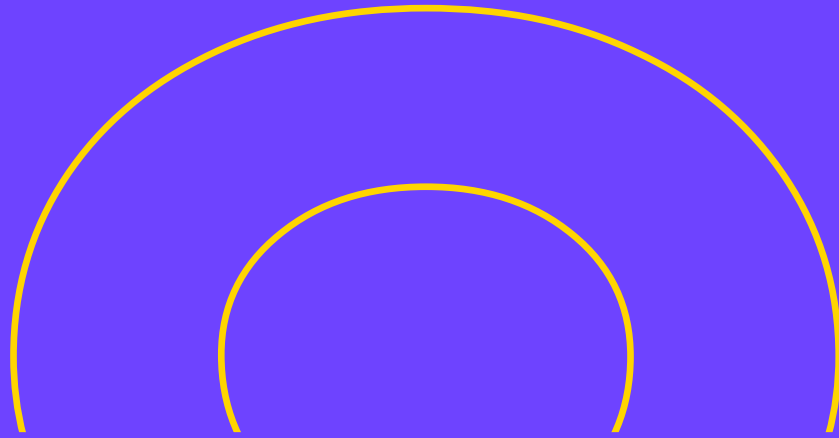
# Benchmarks for Revenue Per SMS Text Sent



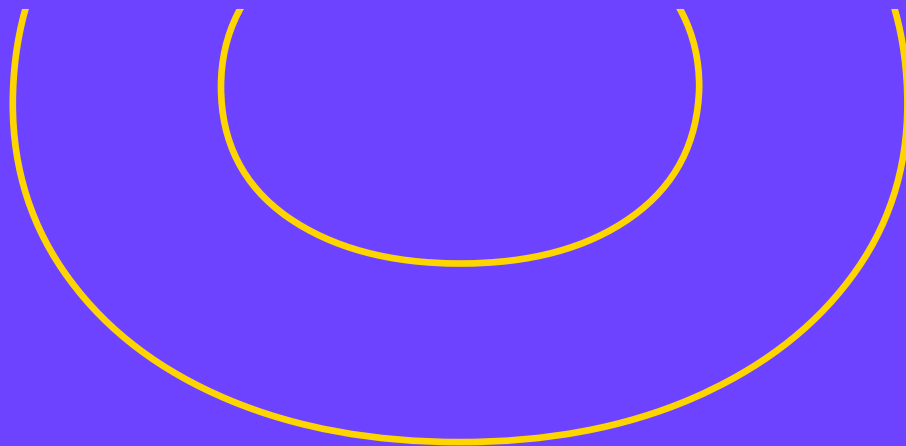
# Benchmarks for Revenue Per SMS Text Sent

Revenue per message sent can vary greatly depending on company, industry, and products sold.



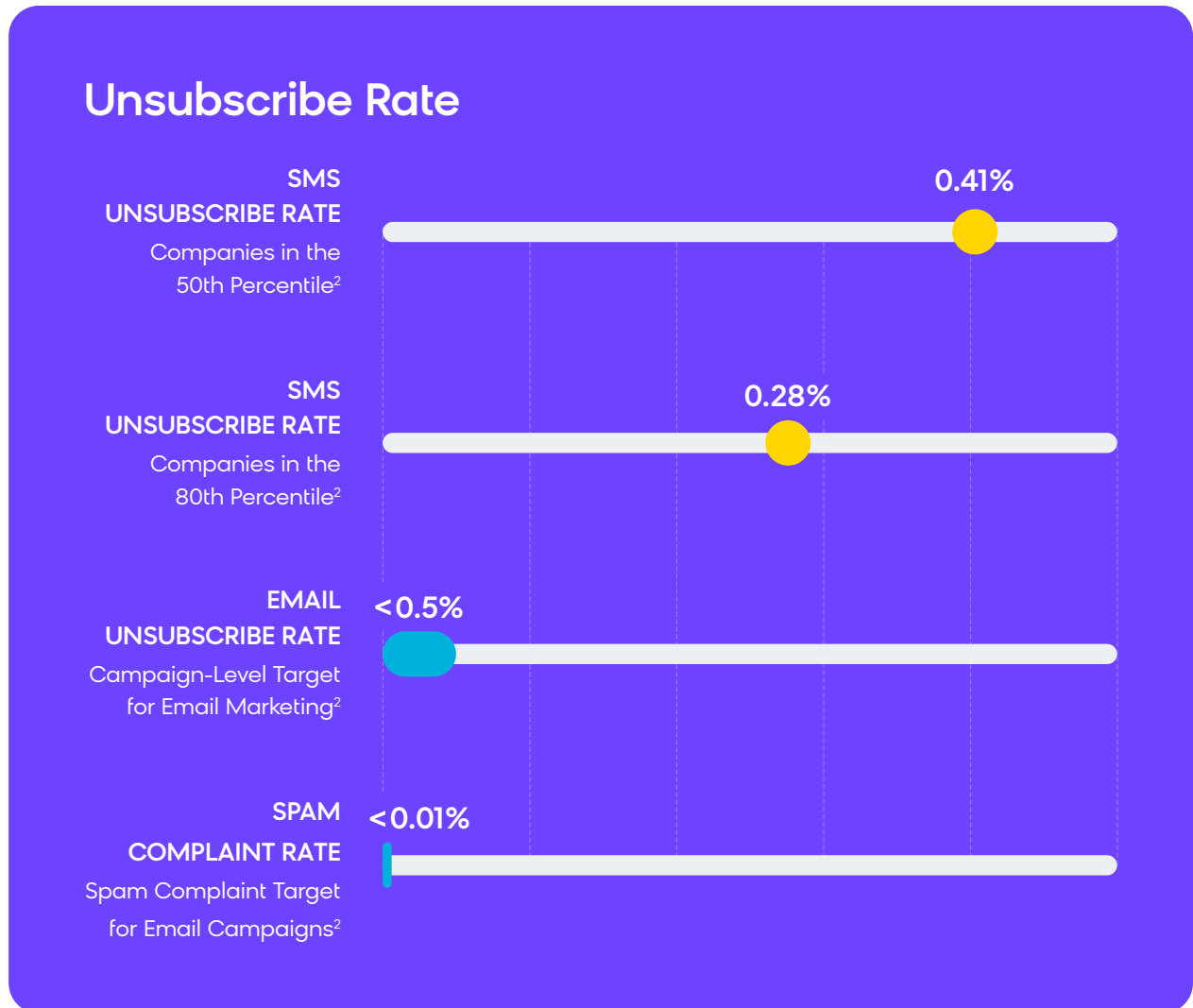


# Benchmarks for Unsubscribe Rates



# Benchmarks for Unsubscribe Rates

Unsubscribes often happen due to too many messages or when promotions aren't personalized to the interests of the recipients.



## Sources

<sup>1</sup> Bloomreach survey data

<sup>2</sup> Based on Bloomreach customer data

<sup>3</sup> <https://documentation.bloomreach.com/engagement/docs/email-marketing-metrics>

<sup>4</sup> <https://startupbonsai.com/sms-marketing-statistics/>

<sup>5</sup> <https://postscript.io/sms-benchmarks-2023>

<sup>6</sup> <https://www.statista.com/statistics/1387722/e-commerce-sms-marketing-benchmarks-worldwide/>

<sup>7</sup> <https://www.grandviewresearch.com/industry-analysis/us-sms-marketing-market>

<sup>8</sup> <https://www.statista.com/statistics/1387717/e-commerce-e-mail-marketing-benchmarks-worldwide/>

<sup>9</sup> <https://blog.hubspot.com/marketing/email-marketing-stats#b2c>

<sup>10</sup> <https://www.statista.com/statistics/1361585/e-commerce-marketing-tech-challenges/>

