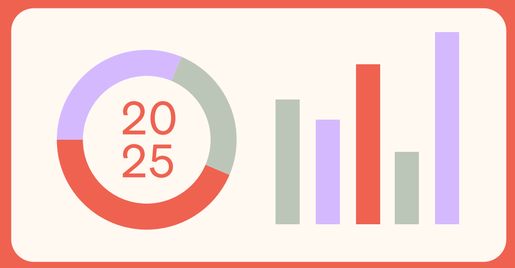
THE 2025 BENCHMARK REPORT



Email and SMS performance data
to guide your marketing strategy

Learn from benchmarks based on similar businesses

DATA IS A MARKETER'S BEST FRIEND—PARTICULARLY PERFORMANCE DATA.

In this 2025 benchmarks report, we share data based on a selection of billions of emails and text messages to help marketers across verticals including apparel & accessories, health & beauty, and more.

Whether you want to understand how your current metrics stack up next to industry averages or you're looking for inspiration on what types of emails and texts yield the highest revenue per recipient, this report is for you.

In this report, you'll learn what "good" and "great" look like based on real results from Klaviyo, specific to your industry vertical. Plus, you'll hear from experts to guide your own best practices and drive more revenue and power smarter digital relationships.

Contents

HOW TO USE THIS GUIDE

As you browse these key performance indicators (KPIs), here's how you can get the most from this report:

SEPARATE APPLES FROM ORANGES

You'll notice this report breaks down KPIs by type of message.

That's because benchmarks only work when you're comparing apples to apples. If you compare a welcome email click rate to an abandoned cart email click rate, you'll get an inaccurate sense of your performance.

Make sure you're looking at the most closely aligned metric and industry when comparing your own performance.

WANT TO GO DEEPER?

The data in this report is high-level, and shows benchmarks across all ecommerce industries. Use our interactive version to compare your metrics to your industry-specific benchmarks.

GET THE INTERACTIVE VERSION

PRIORITIZE AREAS WHERE YOU WANT TO EXCEL

This guide includes both average performance and performance of the top 10% of businesses.

Based on your goals, you might want to hit the top 10% for your abandoned cart series, but maybe you feel okay sitting on par with the average for your welcome flow.

Or, if your broader business and marketing goals include driving loyalty, you'll probably want to see if your post-purchase flow is in the top 10%—and learn how to improve it if not.

MAKE A CONCRETE LIST OF NEXT STEPS

For the areas you want to focus on improving, take the advice of Klaviyo customers and partners who rank impressively high on these benchmarks.

Then, from your list of next steps, choose 1–2 ideas to act on immediately.

LEARN MORE ABOUT KPIS AND TERMS IN THIS REPORT

OPEN RATE:

number of people who open email / total recipients

Note: due to Apple's iOS 15 update in 2021, open rates are a less reliable measure and may be inflated.

CLICK RATE:

number of people who click a link in email or text / total recipients

Note: Klaviyo has excluded bot clicks from both email and SMS when reporting this data.

PLACED ORDER RATE:

number of people who place an order from an email or text / total recipients

UNSUBSCRIBE RATE:

number of people who unsubscribed after receiving an email or text / total recipients

REVENUE PER RECIPIENT (RPR):

total amount in USD from purchases made from an email or text / total recipients

KEY TAKEAWAYS FOR 2025

01

CAMPAIGN RELEVANCE MATTERS TO CONSUMERS, AND YOUR BOTTOM LINE.

These days, shoppers expect sales all year, not just on Black Friday. Year-round, brands often compete for consumer attention with clever discounts and limited-time offers. But spending extra time to find the campaign dates and messages that will most resonate with your audience, or segments of your audience, really matters.

Campaign order rates are more than 5x higher for the top 10% of campaigns across both email and SMS. RPR for the top 10% of campaigns is even higher at 7x the average.

Brands that want to excel beyond the status quo need to go beyond discounts to develop smarter digital relationships. Effectively using customer data for smarter segmentation and better personalization is key to standing out. (Keep an eye out—more tactical advice on this later in the report.)

02

AUTOMATION IS THE CONVERSION-DRIVEN MARKETER'S SECRET ADVANTAGE.

While one-time email and SMS campaigns often get the glory, automated flows (like abandoned cart or post-purchase messages) generate up to 30x more RPR* than campaigns because they are so timely and targeted.

Of course, campaigns still drive plenty of purchases, and they can be even more effective with smart segmentation. But marketers who want to drive revenue while they sleep will do well to focus on their flows.

**Based on the difference between average RPR for email campaigns ($0.10) and average RPR for abandoned cart flows ($3.07)*

03

SMS HAS THE POTENTIAL TO DRIVE EVEN MORE REVENUE PER RECIPIENT THAN EMAIL.

Average RPR for SMS campaigns was slightly higher than average email RPR across all ecommerce industries—and that represents exciting things for marketers currently leading the way with this relatively new channel.

This is especially true in specific verticals, including apparel & accessories, health & beauty, jewelry, and toys & hobbies.

Texting is already proving ROI for high-intent buyers. As SMS marketing strategies get more sophisticated and marketers integrate them even more effectively with email best practices, the potential for texting-driven revenue could be significant.

EMAIL AND SMS CAMPAIGNS

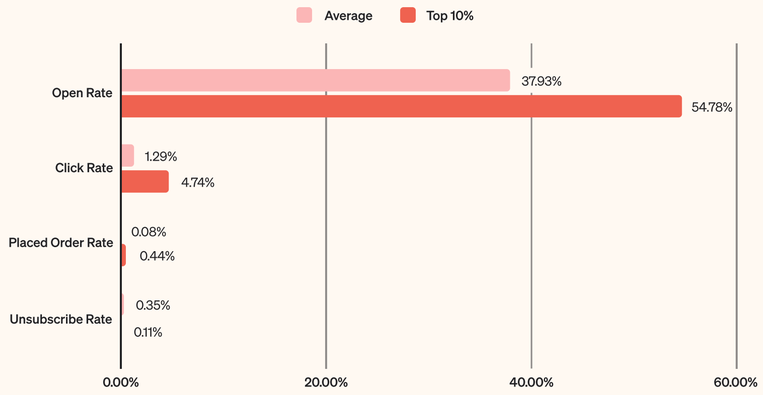
DIVE INTO CAMPAIGN PERFORMANCE DATA FOR YOUR INDUSTRY.

To set the scene for this section, let's clarify what a campaign is: email and SMS campaigns are one-off sends to a specific marketing list (whereas an automation, or flow, triggers automatically based on a subscriber's behavior).

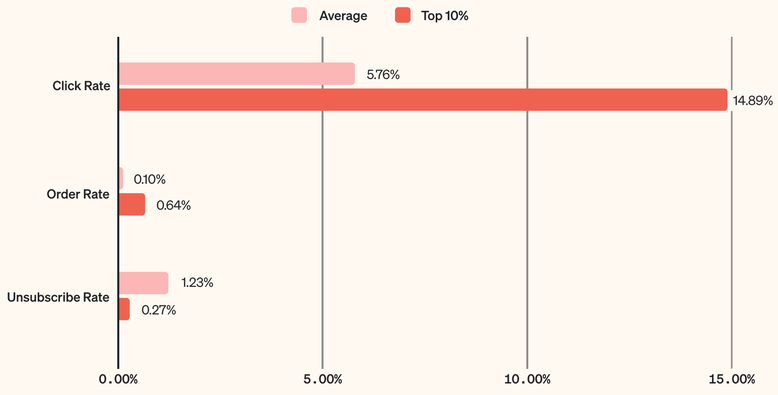
But not all campaigns are created equally. A message sent to your entire marketing list will almost certainly have lower engagement and conversion than a highly targeted campaign sent only to VIP customers, for example.

In this section, you'll see how "good" and "great" email and SMS campaigns perform—plus how experts recommend using segmentation to target messages and drive more revenue.

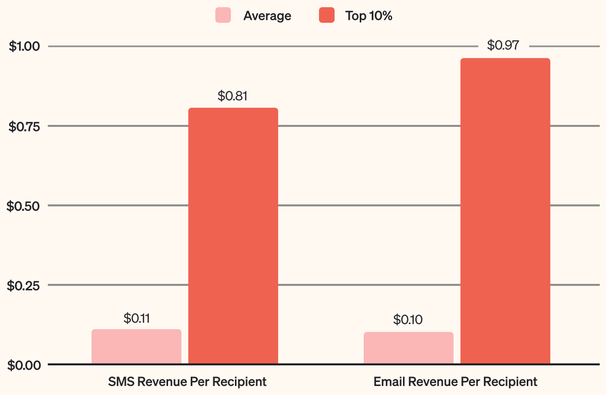
EMAIL CAMPAIGN ENGAGEMENT RATES



SMS CAMPAIGN ENGAGEMENT RATES



EMAIL AND SMS CAMPAIGN REVENUE PER RECIPIENT



Note: Your product price point influences the positioning of your metrics relative to RPR. RPR may not be an accurate benchmark if your product prices deviate from the average within your industry.

KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

There's high variability between the average and top 10% of performance for email and SMS campaigns.

The norm is easy to follow—but the industry-leading top 10% emails convert 5x more subscribers and drive 9x more RPR. For SMS, the top 10% of messages drive 7x RPR versus the average.

This likely comes down to the difference between batch-and-blast tactics vs. highly segmented campaigns designed to be ultra-relevant for a specific audience.

02

On average, SMS marketing returns slightly more RPR, though the top 10% benchmarks show that high-performing SMS campaigns yielded slightly less RPR than email.

This signals a gap where marketers have room to evolve their strategy to be as advanced as it is for email—and take home the resulting paycheck.

HOW TO IMPROVE EMAIL CAMPAIGN PERFORMANCE

The key to an effective email campaign is combining smarter segmentation with highly targeted content.

> “As a marketer, you should remove these phrases from your vocabulary: ‘batch and blast,’ ‘full send,’ or anything else implying sending a piece of content to every active profile on your email list. The power of Klaviyo’s segmentation functions is in identifying users that may receive a message using any of literally hundreds of data points. Why is that important? It allows you to personalize so deeply. One of the reasons automated flows generate up to 30x more RPR is because they're personalized and timed to meet the customer where they are in their journey."
>
> **BEN ZETTLER**, FOUNDER, ZETTLER DIGITAL

HOW TO IMPROVE SMS CAMPAIGN PERFORMANCE

> “Implementing two-way SMS goes beyond customer experience. You can use it to educate consumers on products and to re-engage lapsing subscribers. SMS is a conversational channel and should be treated as such. SMS will always be great for flash sales and time-sensitive communications, but there’s so much more opportunity in this channel. Two-way SMS distinguishes the channel’s capabilities even more from email marketing.”
>
> **DAVID RETTER**, OPERATING PARTNER, STRIDE CONSUMER

AUTOMATED EMAIL FLOWS

SEE BOTH HIGH-LEVEL AND FLOW-SPECIFIC BENCHMARKS.

While email campaigns are sent to a targeted audience, an automated flow is an email triggered when a subscriber takes a certain action—like subscribing, visiting a product page, or making a purchase.

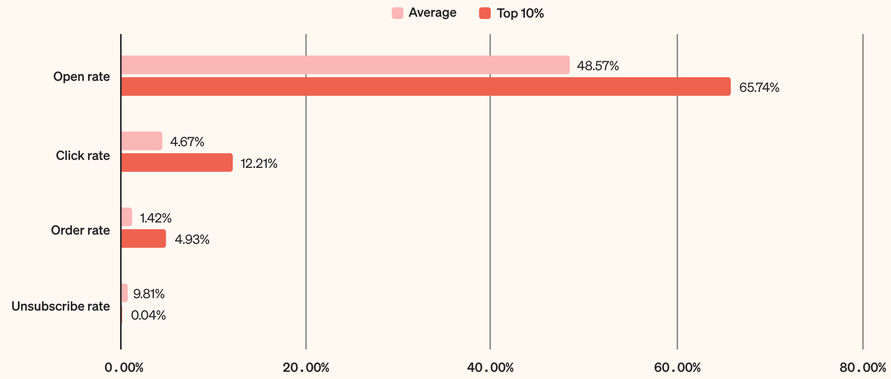
Because flows are based on what's important and relevant to customers, they're incredibly effective at driving engagement and revenue.

Personalization = engagement. Nothing new there, right?

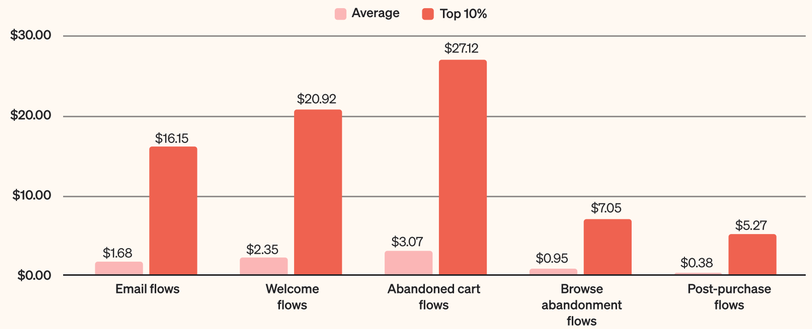
As you'll see in this section, top-performing flows can convert 3x more recipients* than average flows—so there's a high degree of variability between what a "good" and "great" flow can mean for your bottom line.

Use the benchmarks and guidance in this section to break into the top 10% of automations. Your revenue will thank you for it.

AUTOMATED EMAIL FLOW ENGAGEMENT RATE



EMAIL FLOW REVENUE PER RECIPIENT BY FLOW TYPE



*As measured by the performance of the median placed order rate (1.42%) compared to the top 10% placed order rate (4.93%) for all flows across all industries

KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

Flows are the secret advantage of a conversion-driven marketer.

Compared to campaigns, flows generate more engagement at every stage of the funnel, all the way to placing an order.

While campaigns often get the acclaim, a well-segmented, highly relevant flow continues to engage a consumer throughout their lifecycle with your company. Flows are how marketers send the right message to the right person, at the right time––without over-extending their team.

02

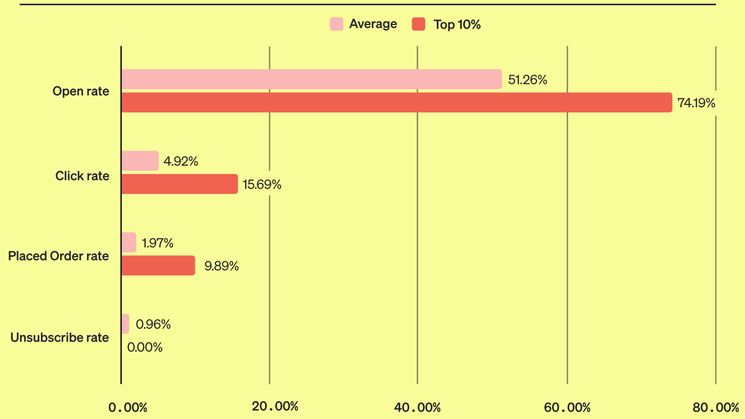
Certain flows tend to drive higher revenue.

These flows tend to drive the highest average RPR across all combined ecommerce industries:

1. ABANDONED CART FLOW: **$3.07**
2. WELCOME FLOW: **$2.35**
3. BROWSE ABANDONMENT FLOW: **$0.95**
4. POST-PURCHASE FLOW: **$0.38**

DEEPER ANALYSIS: WELCOME FLOW

WELCOME FLOW



KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

A welcome series is the second-highest converting flow overall, with an average placed order rate of 1.97%.

02

Starting off strong can make all the difference. The top 10% of welcome flows convert 5x as many people as the average (9.89% vs. 1.97% placed order rate).

To break into this high-revenue group, make sure your welcome emails are personalized to your new customer or subscriber to push performance from the average—an already healthy nearly 2% conversion—to as high as nearly 10%.

WANT TO SEE THIS IN ACTION?

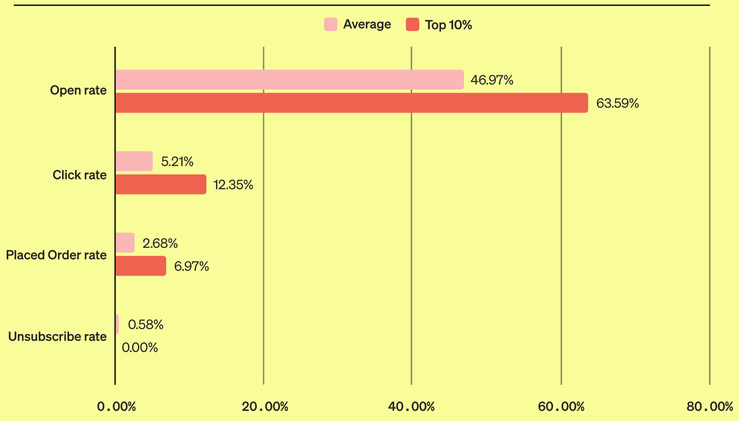
See how Otherland's welcome flow "has the biggest impact on our business," Otherland's brand manager Jenna Catalon Songer.

ADVICE TO IMPROVE PERFORMANCE

> “Collect zero-party data in sign-up forms and serve content in a welcome flow that personalizes messaging based on subscriber responses. Sell coffee? Ask people if they prefer whole beans, grounds, cups, or decaf. Showcase content in-message based on what potential customers tell you they’re most interested in.”
>
> **BEN ZETTLER**, FOUNDER, ZETTLER DIGITAL

DEEPER ANALYSIS: ABANDONED CART FLOW

ABANDONED CART FLOW



KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

Abandoned cart flows drive the highest RPR and average placed order rate of all flows.

If you're looking for a single flow to set up to drive revenue, you've found it in the abandoned cart series.

02

But compared to other flows, **abandoned cart flows show the least disparity between the median and top 10% of conversions**—which suggests that few abandoned cart flows diverge from the status quo.

It may also signal that you can't go wrong with even a basic abandoned cart flow.

LOOKING TO DIFFERENTIATE THE FLOW THAT'S PROBABLY YOUR NO. 1 REVENUE DRIVER?

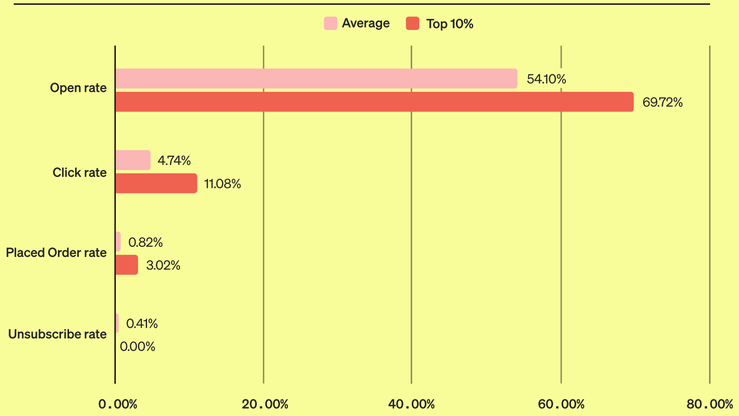
Get inspired by how Manly Bands uses a survey in their abandoned cart flow to see a 4.8x median order rate.

ADVICE TO IMPROVE PERFORMANCE

> “If you’re an ecommerce brand and you don’t have an abandoned cart flow set up, you’re leaving money on the table. When a customer adds a product to their cart, they’re showing the highest level of buying intent among all of your website visitors. If that customer leaves your site before completing their purchase, it’s important to reach out to them while they’re still in that buying mindset. Capitalize on one of the highest-converting flows by sending a personalized message that reminds the customer about the items they left behind, and incentivize them to return to complete their purchase.”
>
> **ASHLEY ISMAILOVSKI**, DIRECTOR OF EMAIL MARKETING, SMARTSITES

DEEPER ANALYSIS: BROWSE ABANDONMENT FLOW

BROWSE ABANDONMENT FLOW



KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

This flow shines in bringing people back to your site over generating immediate purchases.

Perhaps considered more of a nice-to-have than the 3 other flows in this report, the browse abandonment flow yields an impressive average click rate (nearly 5%) that shows subscribers value it enough to engage.

Since a browser's intent to buy is lower than a new subscriber's or a cart abandoner's, it makes sense that clicks are more likely than purchases.Make sure your own flow answers this need by including education and reasons to tempt subscribers to purchase.

02

While ranked 3rd out of the 4 flows in placed order rate, the browse abandonment flow still converts.

When comparing placed order rate, browse abandonment emails still pull in 10x higher conversion rates than a standard email campaign (placed order rate of 0.82% vs. campaigns at 0.08%).

ADVICE TO IMPROVE PERFORMANCE

“Bringing customers back to browse your site is no easy task, but abandon browse flows have a 0.92% conversion rate—10x higher than the average email campaign. So, it’s a message well worth sending. Consider these strategies for building out your best browse abandonment flow:

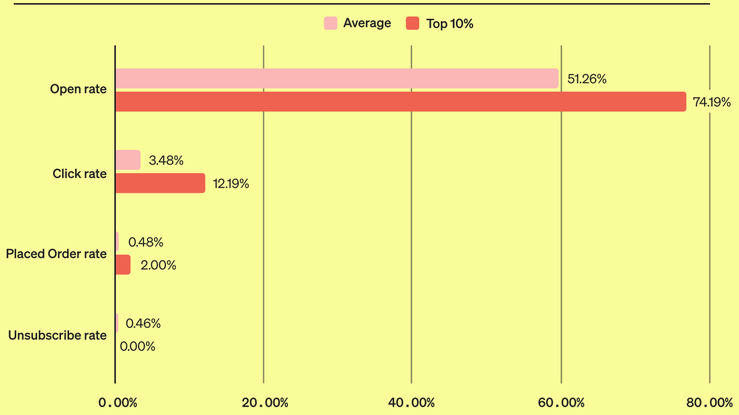
- Personalize your email with the top products someone viewed.
- Optimize cadence and frequency by sending the first email or SMS touchpoint 4–24 hours after site activity, and be sure to send 2–3 more touchpoints over the next few days.
- Increase 1:1 personalization by adding Klaviyo AI-powered product recommendations to the emails.

Once you’ve established baselines, test an incentive. In the second or third message, try giving the customer 10% off or free shipping.”

MICHAEL PATTISON, LEAD DIGITAL STRATEGIST, KLAVIYO

DEEPER ANALYSIS: POST-PURCHASE FLOW

POST-PURCHASE FLOW



KEY TAKEAWAYS

Based on the performance data of all aggregated ecommerce industries, here are two key learnings:

01

Post-purchase flows have the highest average flow open rate (59.77%) but the lowest average placed order rate (0.48%).

The immediate post-purchase experience is more about driving loyalty with your new customers than driving immediate purchases—though it's worth noting that average placed order rate is still significantly higher than that of email campaigns.

02

The top 10% of performers have unlocked 4x more purchases with a 2% placed order rate. So up-selling isn't impossible.

Bottom line: In the post-purchase flow, you have your new customer's attention. While an immediate additional purchase isn't going to happen every time, the post-purchase flow is certainly an opportunity to frame up- and cross-sell messages—in a sensitive and timely manner, so as to not appear overly pushy.

See how Freshly Cosmetics drives 136% increase in revenue through their post-purchase flow.

ADVICE TO IMPROVE PERFORMANCE

> “With the highest average flow open rate, the post-purchase flow is the best opportunity to get in front of a first-time shopper and turn them into a loyal customer. Include educational content for your customer and start to plant the seed for repeat purchases. Just bought a new skincare product? Tell them how to best make it part of their routine. Coffee beans? Barista tips and recipes. A vacuum cleaner? Tips on cleaning the filter. Build out your post-purchase flow with conditional splits based on the collection(s) or product(s) purchased to focus on delivering highly relevant and personalized recommendations.”
>
> **DAVID VISSER**, CEO, ZYBER

BETTER THAN YOUR AVERAGE BENCHMARK REPORT

WANT ONGOING SUGGESTIONS BASED ON YOUR PERFORMANCE?

Try Klaviyo's personalized benchmarks to find out how you compare to the 100 businesses most similar to yours—and where you can take steps to improve.

TRY KLAVIYO'S PERSONALIZED BENCHMARKS