



# 2026 2A Benchmarks


Evidence and Actionable Insights



 Veteran Owned



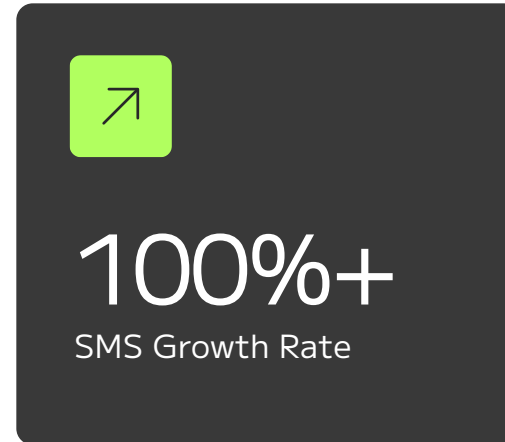
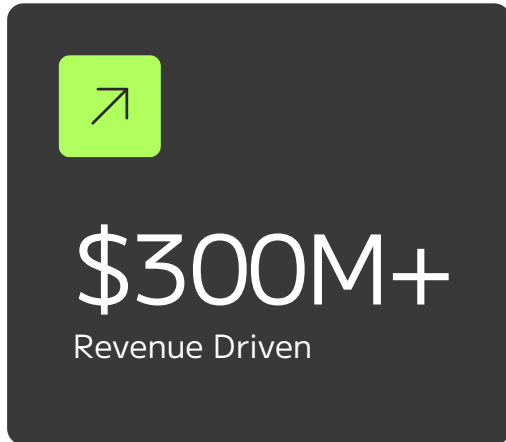
The Leading 2A Marketing  
Automation Platform

-  Mobile
-  Email
-  Web
-  Push



# Proven Results

Listrak drives measurable customer growth, maximizes operational efficiency, and delivers exceptional support and strategic guidance.





# 2026 Predictions



## AI Reshaping of ECommerce

Brands will ensure their sites are crawlable by AI agents, have question-based content on site, and integrate directly/allow for API based purchases. Consumers could buy without seeing retailer's sites. Conversational commerce is here to stay.



## The Death of Free Shipping & Free Returns

16% of retailer's annual sales were returned in 2025, and with margins being smaller given tariffs, brands simply can no longer give away these benefits for free. Most brands are offering these perks to paying loyalty members.



## Connection Matters More Than Ever

With AI automation taking front stage – human connection with customers will matter more than ever. Brands will look to craft more personalized touchpoints, and in-store experiences in 2026.



## VIP Personalization is Critical

The top 10% of earners, are spending 50% of GDP. This is the group not pulling back on expenditures. Targeting them will be crucial in 2026. Innovation is key to this group.

# Overall Benchmark Trends



## Email Anchors Engagement as SMS Adoption Accelerates

After last year's (2024) significant +43% Email growth, 2025 Email sends were flat YOY, reflecting increased inbox competition, evolving ISP requirements, and stricter relevance filtering. In contrast, SMS sends grew 19% YOY, as brands invested further in mobile as a high-intent engagement channel.

## Transactional Messages Deliver Unmatched Revenue Impact

Transactional email sends increased just 5% YOY, yet revenue growth significantly outpaced volume – signaling stronger engagement and purchase activity from these high-intent touchpoints. As inbox providers further separated promotional and transactional traffic across platforms, transactional messages benefited from increased and inherent relevance.

## SMS Triggered Campaigns Became a Core Growth Lever

Brands expanded beyond foundational SMS programs, scaling into additional triggered campaigns. Post-purchase and browse abandonment touchpoints saw substantial increases in send volume, demonstrating SMS's role in capturing high-intent demand.

## Personalized Post-Purchase Journeys Are the Next Frontier

Following broad adoption of alert-based messaging in 2024, retailers focused on personalizing the post-purchase journey, layering in product-based recommendations, cross-category offers, and targeted win-back strategies tied to prior purchases.

# Current Industry Environment

## Stabilized but Cyclical Demand

The market has moved into a more normalized demand cycle, though periodic spikes remain tied to external factors.

## Category Performance Divergence

Primary firearm sales remain variable, while accessory and consumable categories show more consistent demand patterns.

## Heightened Price Sensitivity

Consumers are more promotionally responsive, reinforcing the importance of margin strategy and inventory discipline.

## Repeat Purchaser Economics

Revenue is increasingly driven by existing owners investing in accessories, optics, parts, and ammunition rather than new buyer expansion.

## Longer Consideration Windows

Purchase journeys reflect deeper research and comparison behavior before transaction.



# Shaft



Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.4% - 1.2%	0.4% - 2.1%	\$0.01 - \$0.03
Recurring Automated Campaigns	0.9% - 3.6%	1.1% - 1.9%	\$0.04 - \$0.07
Welcome Series	6.6% - 19.2%	2.1% - 8.8%	\$0.39 - \$3.49
Browse Abandonment	6.3% - 12.6%	1.8% - 4.4%	\$0.41 - \$1.36
Shopping Cart Abandonment	8.4% - 17.6%	8.7% - 15.3%	<b>\$2.02 - \$7.08</b>
Back-In-Stock Alerts	14.1% - 33.1%	3.6% - 8.5%	<b>\$0.83 - \$5.69</b>
Low Inventory Alerts	8.6% - 15.1%	3.1% - 5.4%	\$0.63 - \$1.20
Price Drop Alerts	12.7% - 27.9%	3.3% - 5.3%	<b>\$1.33 - \$3.16</b>
Post-Purchase	7.6% - 16.1%	3.7% - 7.3%	\$0.66 - \$2.00
Re-engagement	0.3% - 0.7%	0.5% - 0.5%	\$0.01 - \$0.01
Loyalty	10.6% - 11.1%	0.1% - 5.0%	\$0.01 - \$0.04
Transactional	2.3% - 51.0%	0.6% - 13.0%	<b>\$0.01 - \$7.41</b>
Replenishment	5.8% - 11.4%	8.6% - 11.3%	\$0.93 - \$1.95
ReActivate	NA	NA	NA
<b>TOTAL OVERALL AVERAGE</b>	<b>0.4% - 5.7%</b>	<b>0.5% - 2.9%</b>	<b>\$0.04 - \$0.13</b>

Message Type	Clickthrough Rate	Conversion Rate	Revenue Per Send
Broadcast Marketing	0.1% - 13.3%	0.1% - 1.4%	\$0.01 - \$0.16
Recurring Automated Campaigns <sup>1</sup>	7.6% - 17.9%	0.4% - 2.3%	\$0.07 - \$0.71
Welcome Series	2.1% - 21.1%	0.1% - 9.5%	<b>\$0.01 - \$2.73</b>
Browse Abandonment	13.2% - 19.5%	0.7% - 2.0%	\$0.23 - \$0.77
Shopping Cart Abandonment	10.9% - 19.5%	4.3% - 8.8%	<b>\$0.71 - \$3.54</b>
Back-In-Stock Alerts	21.9% - 31.1%	1.0% - 3.1%	\$0.39 - \$1.92
Low Inventory Alerts	10.6% - 11.1%	0.1% - 5.0%	\$0.01 - \$0.04
Price Drop Alerts	25.0% - 31.6%	0.7% - 2.7%	<b>\$0.53 - \$3.21</b>
Post-Purchase	8.3% - 12.9%	0.7% - 2.9%	\$0.12 - \$0.89
Re-engagement	NA	NA	NA
Loyalty	0.1% - 0.1%	0.3% - 0.4%	\$0.01 - \$0.01
Transactional	4.6% - 31.4%	0.8% - 4.0%	\$0.01 - \$0.88
Replenishment	NA	NA	NA
Info Campaign	0.1% - 6.2%	0.1% - 0.5%	\$0.01 - \$0.01
<b>TOTAL OVERALL AVERAGE</b>	<b>2.6% - 19.2%</b>	<b>0.1% - 2.8%</b>	<b>\$0.19 - \$0.79</b>

**Bolded** = Across both email and SMS, high-intent automated programs dominate revenue performance.

<sup>1</sup> Recurring Automated Campaigns include automatically personalized broadcast messages that are sent on a recurring basis.

Please note: The Conversion Rate and Revenue Per Send data throughout this report use a 30-day lookback window. Other vendor reports may use an 'ever sent' or 'ever used a mobile provided coupon' form of attribution which can significantly overinflate impact.

# Key Findings

## Loyalty and Transactional Emails Drive Engagement Amid SMS Slowdown

- Email sends and revenue were flat YOY, while SMS saw a slight decline following 2024's massive growth.
- Triggered SMS campaigns declined, while Broadcast, Info, and Recurring Automated campaigns saw growth in sends and revenue.
- Loyalty messaging was a key focus: Email sends +50% and revenue +4X YOY.
- Transactional Emails followed the high-level trend of fewer sends but higher engagement, with revenue up 77% YOY.



**+50%**

Email Loyalty  
Sends YOY

**4X**

Email Loyalty  
Revenue YOY

**77%**

Transactional Email  
Revenue YOY



# Campaign Optimizations

- ✓ Ensure Loyalty Emails and Recurring Automated Campaigns are/remain active to engage repeat purchasers and maximize revenue from high-value customers.
- ✓ Leverage Transactional Emails for upsell and cross-sell opportunities, such as accessories or consumables related to the consumer's last purchase.
- ✓ Maintain triggered SMS for high-intent buyers using Back-in-Stock, Low Inventory, and Price Drop alerts to capture demand efficiently.
- ✓ Optimize Broadcast and Info campaigns through segmentation and timing to improve engagement without oversaturating audiences.
- ✓ Use performance data to adjust send frequency, timing, and messaging across Email and SMS based on seasonal trends and historical purchase cycles.

# Take your Digital Marketing to the next level.

Listrak is the person-first marketing automation platform that unifies data, identity, and cross-channel messaging to deliver hyper-personalized customer experiences. Designed for leading retailers and brands, our email, mobile, push, and web solutions drive growth, increase efficiency, and maximize revenue.

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