Postscript Presents

2025 SMS Marketing Benchmarks for Ecommerce

View our full report and access your own industry benchmarks

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Fashion & Apparel

Fashion & Apparel

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.50	1.05	2.01	4.14
Revenue Per Message	$0.37	$0.79	$1.73	$3.19
Messages Per Subscriber	1.64	3.19	5.58	8.20
Retention Rate	84.40%	90.47%	94.85%	97.42%
Subscriber LTV	$30.52	$78.54	$212.59	$517.37

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.64%	22.06%	4.76%	9.55%	1.29%	0.12%	$4.00	$10.19
Back in Stock	32.57%	66.34%	1.83%	11.89%	0.51%	0.00%	$1.27	$9.51
Browse Abandonment	7.51%	14.42%	0.90%	1.95%	1.51%	0.40%	$0.77	$1.99
Campaign	3.19%	7.93%	0.15%	0.50%	0.78%	0.28%	$0.13	$0.49
Keyword	20.00%	48.56%	4.20%	20.05%	2.49%	0.00%	$3.01	$16.91
Popup	10.89%	21.58%	12.00%	24.57%	3.35%	1.07%	$8.90	$21.29
Post Purchase	6.24%	18.03%	0.60%	2.09%	0.78%	0.00%	$0.35	$1.65
Welcome Series	5.05%	10.68%	0.85%	2.78%	2.71%	0.98%	$0.66	$2.75
Win-Back	3.55%	10.23%	0.22%	0.92%	1.25%	0.18%	$0.16	$0.87

Popup Examples

Food & Beverage

Food & Beverage

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.40	0.80	1.37	2.46
Revenue Per Message	$0.39	$0.86	$1.42	$2.31
Messages Per Subscriber	1.54	3.15	4.82	6.99
Retention Rate	79.59%	85.28%	91.37%	95.06%
Subscriber LTV	$20.39	$51.42	$116.92	$274.01

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.51%	19.36%	4.81%	10.09%	2.21%	0.69%	$3.40	$7.37
Back in Stock	32.99%	75.38%	6.16%	18.13%	0.68%	0.00%	$4.00	$13.42
Browse Abandonment	7.59%	13.64%	1.30%	2.79%	2.46%	0.90%	$1.00	$2.14
Campaign	2.53%	5.06%	0.22%	0.63%	1.20%	0.44%	$0.17	$0.49
Keyword	18.33%	49.80%	6.67%	24.40%	3.67%	0.74%	$4.43	$14.55
Popup	12.70%	25.27%	15.06%	30.00%	4.34%	1.93%	$11.39	$20.55
Post Purchase	4.26%	12.86%	0.56%	1.64%	1.21%	0.18%	$0.33	$1.15
Welcome Series	5.20%	11.56%	1.02%	3.73%	3.51%	1.96%	$0.66	$2.97
Win-Back	3.64%	8.31%	0.70%	2.12%	1.71%	0.55%	$0.45	$1.52

Popup Examples

Beauty & Cosmetics

Beauty & Cosmetics

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.45	0.89	1.42	2.58
Revenue Per Message	$0.28	$0.58	$1.16	$2.77
Messages Per Subscriber	1.57	3.21	5.96	8.25
Retention Rate	81.10%	87.46%	92.22%	96.84%
Subscriber LTV	$20.66	$49.37	$122.02	$221.46

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	9.30%	17.16%	4.88%	8.27%	1.69%	0.43%	$3.41	$9.55
Back in Stock	29.92%	56.46%	5.28%	13.76%	0.84%	0.00%	$2.41	$8.67
Browse Abandonment	6.55%	12.50%	1.37%	2.63%	1.61%	0.58%	$0.98	$2.54
Campaign	1.96%	4.58%	0.16%	0.40%	0.78%	0.30%	$0.12	$0.33
Keyword	20.49%	49.77%	7.99%	22.37%	3.19%	0.54%	$4.97	$18.55
Popup	13.48%	24.85%	13.32%	24.65%	3.21%	1.14%	$8.77	$18.59
Post Purchase	3.12%	11.19%	0.52%	1.31%	0.96%	0.20%	$0.26	$1.00
Welcome Series	3.90%	8.52%	0.78%	3.19%	2.63%	1.20%	$0.67	$2.79
Win-Back	2.79%	6.30%	0.41%	1.33%	1.02%	0.33%	$0.31	$1.06

Popup Examples

DRMTLGY
MEDICAL GRADE SKIN CARE

Want savings

Up to $70 Off?

Continue to claim all of the best offers!

CLAIM SAVINGS

No thanks

DRMTLGY
MEDICAL GRADE SKIN CARE

Enter your email to unlock

Up to $70 Off

and more savings during The New Year Sale

Enter your email

CONTINUE

DRMTLGY
MEDICAL GRADE SKIN CARE

Don't Miss Out!

Enter your phone number to access the sale

🇺🇸 +1 ▾

*By providing your phone number, you agree to receive recurring automated marketing text messages (e.g. cart reminders) from this shop and third parties acting on its behalf. Consent is not a condition to obtain goods or services. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. You also agree to the TERMS OF SERVICE and PRIVACY POLICY.

GET SALE ACCESS

Consumer Goods

Consumer Goods

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.44	0.83	1.39	2.87
Revenue Per Message	$0.38	$0.85	$1.64	$3.66
Messages Per Subscriber	1.80	3.02	5.16	7.68
Retention Rate	80.88%	88.02%	93.80%	96.71%
Subscriber LTV	$23.88	$62.64	$162.67	$424.15

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.23%	20.00%	4.88%	9.56%	1.84%	0.40%	$3.86	$10.80
Back in Stock	32.14%	68.00%	5.58%	12.50%	1.04%	0.00%	$2.93	$8.76
Browse Abandonment	7.02%	12.84%	1.49%	2.66%	1.88%	0.48%	$1.05	$3.00
Campaign	2.73%	6.15%	0.18%	0.51%	0.99%	0.37%	$0.16	$0.46
Keyword	20.30%	47.27%	8.55%	22.68%	3.37%	0.20%	$6.31	$18.57
Popup	13.83%	24.70%	15.69%	32.29%	4.08%	1.62%	$11.49	$24.60
Post Purchase	5.12%	15.39%	0.51%	1.82%	0.93%	0.06%	$0.27	$1.46
Welcome Series	4.62%	11.16%	0.90%	3.54%	3.03%	1.29%	$0.82	$3.76
Win-Back	2.95%	8.68%	0.32%	1.42%	1.60%	0.40%	$0.21	$1.04

Popup Examples

TULA
SKINCARE

want 20% off your
first order?

SIGN UP NOW

continue shopping

TULA
SKINCARE

want 20% off your
first order?

SIGN UP NOW

continue shopping

TULA
SKINCARE

you've got 20% off
enter your email to receive your
discount

SUBSCRIBE

By registering, I agree to receive emails from TULA and other
trusted P&G brands and programs (us.pg.com) . View P&G
Terms & Conditions at (termsandconditions.pg.com) and View
privacy at (privacypolicy.pg.com)

TULA
SKINCARE

don't miss a thing!
finish signing up
with your phone number to activate 20% off
and get first access to our best holiday deals

+1 ▼

*By providing your phone number, you agree to receive recurring
automated marketing text messages (e.g. cart reminders) from this
shop and third parties acting on its behalf. Consent is not a condition
to obtain goods or services. Msg & data rates may apply. Msg
frequency varies. Reply HELP for help and STOP to cancel. You also
agree to the TERMS OF SERVICE and PRIVACY POLICY.
View P&G Terms & Conditions at (termsandconditions.pg.com) and
View privacy at (privacypolicy.pg.com)

SUBSCRIBE

Health & Wellness

Health & Wellness

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.34	0.68	1.04	1.58
Revenue Per Message	$0.33	$0.70	$1.87	$6.88
Messages Per Subscriber	2.19	3.69	5.52	7.96
Retention Rate	82.85%	87.31%	91.33%	97.19%
Subscriber LTV	$28.72	$68.49	$175.71	$503.79

Message Metrics

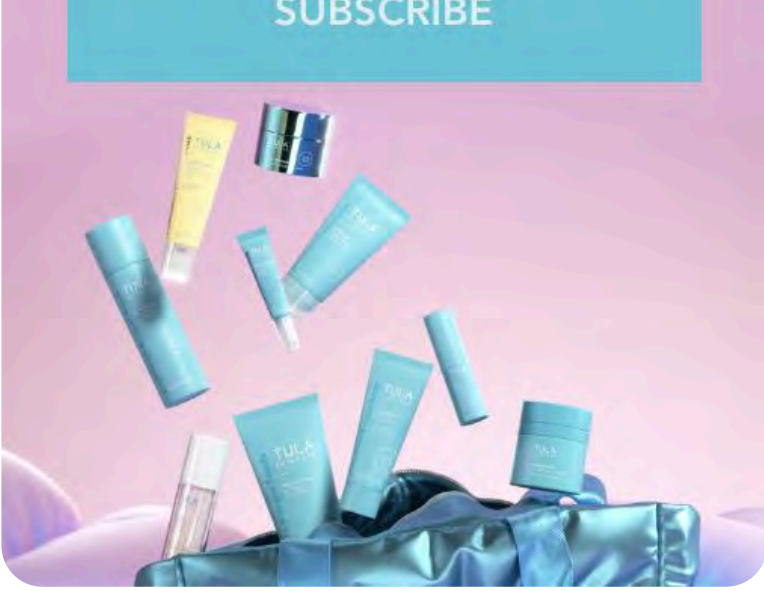| Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.77%	22.85%	5.88%	10.48%	1.89%	0.48%	$4.58	$14.00
Back in Stock	32.95%	52.63%	4.95%	14.10%	0.78%	0.00%	$4.86	$13.22
Browse Abandonment	8.00%	14.95%	1.47%	2.72%	1.58%	0.58%	$1.35	$2.78
Campaign	1.94%	4.18%	0.16%	0.38%	0.83%	0.30%	$0.16	$0.46
Keyword	23.94%	57.39%	10.22%	26.55%	3.06%	0.50%	$7.38	$24.59
Popup	12.96%	26.88%	17.92%	29.56%	4.15%	1.63%	$14.39	$28.29
Post Purchase	3.71%	12.52%	0.47%	1.36%	0.79%	0.16%	$0.31	$0.90
Welcome Series	4.89%	10.04%	0.90%	3.08%	2.61%	1.41%	$0.89	$4.29
Win-Back	2.98%	6.50%	0.66%	1.71%	1.04%	0.29%	$0.56	$1.34

Popup Examples

Outdoor & Sporting Goods

Outdoor & Sporting Goods

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.25	0.58	1.06	1.64
Revenue Per Message	$0.42	$1.19	$3.18	$7.67
Messages Per Subscriber	1.28	3.47	4.55	6.80
Retention Rate	80.02%	87.49%	93.46%	98.21%
Subscriber LTV	$21.93	$77.47	$193.32	$832.37

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	9.89%	18.89%	5.69%	8.63%	1.80%	0.65%	$6.13	$21.24
Back in Stock	27.67%	69.53%	3.31%	18.03%	0.54%	0.00%	$1.61	$21.12
Browse Abandonment	7.52%	12.52%	1.17%	1.98%	1.80%	0.57%	$1.32	$3.29
Campaign	2.83%	7.29%	0.15%	0.34%	1.23%	0.39%	$0.16	$0.61
Keyword	17.96%	48.52%	3.51%	26.13%	3.51%	0.11%	$5.08	$30.85
Popup	12.72%	24.05%	15.30%	28.81%	4.63%	1.76%	$14.48	$43.60
Post Purchase	6.38%	13.79%	0.72%	1.78%	1.08%	0.14%	$0.48	$1.53
Welcome Series	4.89%	11.61%	1.05%	4.49%	3.50%	1.40%	$1.35	$6.65
Win-Back	3.02%	6.97%	0.26%	0.72%	1.98%	0.48%	$0.27	$0.96

Popup Examples

YOU'VE GOT A DISCOUNT!

CLAIM MY DISCOUNT

No thanks

GET 10% OFF

when you join!

Phone number

+1 ▾

*By providing your phone number, you agree to receive recurring automated marketing text messages (e.g. cart reminders) from this shop and third parties acting on its behalf. Consent is not a condition to obtain goods or services. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. You also agree to the TERMS OF SERVICE and PRIVACY POLICY.

Yes Please!

Home & Home Decor

Home & Home Decor

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.32	0.82	1.26	3.00
Revenue Per Message	$0.59	$1.13	$2.35	$5.03
Messages Per Subscriber	1.77	3.77	6.18	8.05
Retention Rate	75.15%	82.23%	90.43%	97.67%
Subscriber LTV	$25.17	$7.45	$134.46	$435.80

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.97%	21.65%	4.76%	8.31%	2.14%	0.96%	$6.45	$24.66
Back in Stock	34.09%	48.37%	0.00%	10.20%	0.24%	0.00%	$0.00	$10.60
Browse Abandonment	7.81%	16.10%	1.33%	2.32%	2.01%	0.76%	$1.35	$7.71
Campaign	2.35%	4.64%	0.11%	0.29%	0.95%	0.37%	$0.16	$0.60
Keyword	15.54%	47.10%	3.56%	20.55%	4.20%	0.43%	$9.13	$27.95
Popup	12.30%	23.86%	11.59%	29.94%	4.41%	1.64%	$18.30	$48.68
Post Purchase	4.14%	12.14%	0.60%	1.46%	1.56%	0.32%	$0.53	$2.67
Welcome Series	4.11%	9.86%	0.95%	2.97%	3.71%	1.81%	$1.91	$7.00
Win-Back	2.70%	6.68%	0.24%	0.47%	1.35%	0.52%	$0.22	$1.03

Popup Examples

We'll Text You Your Sitewide Offer

COMPLETE SIGN UP

By clicking "Submit", I agree to receive recurring automated marketing text messages (e.g. cart reminders and event invites) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.

Your Mystery Offer

Join us to unlock your first offer. Plus, enjoy deals, tips, and more!

Please enter a valid email.

GET MY CODE

By signing up, you agree to Ruggable's Privacy Policy and Terms of Service, and to receive Ruggable offers, promotions and other commercial messages. You may unsubscribe from our marketing emails at any time.

Luxury Goods & Jewelry

Luxury Goods & Jewelry

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.45	0.86	1.49	2.50
Revenue Per Message	$0.41	$0.67	$1.67	$3.39
Messages Per Subscriber	1.63	3.68	5.88	9.75
Retention Rate	84.75%	89.16%	94.69%	97.13%
Subscriber LTV	$45.52	$107.41	$206.89	$347.65

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	14.31%	27.78%	4.89%	8.44%	1.35%	0.23%	$3.70	$9.37
Back in Stock	30.31%	51.58%	6.84%	11.54%	1.34%	0.00%	$3.07	$9.32
Browse Abandonment	8.99%	16.87%	1.14%	2.56%	1.51%	0.38%	$1.06	$2.47
Campaign	3.89%	7.86%	0.19%	0.53%	0.69%	0.35%	$0.18	$0.49
Keyword	17.91%	54.19%	3.48%	17.68%	1.87%	0.00%	$1.88	$15.33
Popup	11.80%	21.18%	13.03%	27.32%	3.50%	1.45%	$8.53	$24.18
Post Purchase	7.47%	17.50%	1.13%	2.50%	0.73%	0.00%	$0.71	$2.47
Welcome Series	6.73%	13.11%	0.98%	2.92%	2.31%	1.08%	$0.73	$3.03
Win-Back	5.51%	11.74%	0.38%	1.09%	0.60%	0.37%	$0.15	$0.57

Popup Examples

Automotive & Accessories

Automotive & Accessories

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.69	1.06	2.44	3.19
Revenue Per Message	$0.82	$2.14	$9.99	$19.14
Messages Per Subscriber	1.77	2.49	4.00	6.62
Retention Rate	86.84%	91.18%	94.03%	97.64%
Subscriber LTV	$106.09	$221.28	$656.02	$1,613.69

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	14.51%	22.80%	6.52%	10.17%	0.96%	0.13%	$11.16	$41.30
Back in Stock	35.61%	44.85%	8.66%	15.20%	0.45%	0.00%	$5.84	$25.42
Browse Abandonment	9.37%	15.90%	1.02%	2.42%	1.33%	0.34%	$3.13	$7.93
Campaign	3.28%	7.05%	0.09%	0.29%	0.80%	0.37%	$0.24	$0.74
Keyword	36.74%	60.45%	7.52%	18.44%	2.94%	0.52%	$11.43	$68.67
Popup	15.87%	22.42%	8.83%	21.11%	3.51%	1.80%	$20.59	$54.21
Post Purchase	7.19%	21.31%	0.86%	2.92%	0.48%	0.00%	$0.54	$3.27
Welcome Series	6.57%	9.83%	0.69%	1.68%	2.12%	1.08%	$0.98	$7.31
Win-Back	4.72%	10.31%	0.27%	0.82%	1.66%	0.45%	$0.16	$0.80

Games & Electronics

Games & Electronics

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.35	0.80	1.27	2.48
Revenue Per Message	$0.73	$1.18	$3.14	$5.16
Messages Per Subscriber	1.36	2.08	3.90	5.07
Retention Rate	81.84%	86.54%	91.09%	94.68%
Subscriber LTV	$27.18	$64.14	$190.40	$278.75

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	11.90%	22.05%	5.11%	9.97%	3.70%	0.81%	$5.50	$12.08
Back in Stock	47.70%	73.42%	8.33%	27.62%	4.43%	0.00%	$9.26	$24.60
Browse Abandonment	9.00%	15.52%	1.40%	2.94%	3.61%	0.92%	$1.27	$4.60
Campaign	3.43%	9.89%	0.19%	0.58%	1.54%	0.49%	$0.16	$0.66
Keyword	20.81%	57.33%	5.20%	29.21%	4.95%	1.57%	$4.98	$14.33
Popup	14.13%	33.45%	11.15%	31.21%	5.50%	2.56%	$15.69	$34.01
Post Purchase	7.28%	22.03%	0.46%	2.48%	1.93%	0.20%	$0.54	$1.68
Welcome Series	5.37%	11.82%	0.66%	3.09%	2.61%	1.59%	$0.75	$2.36
Win-Back	2.35%	8.54%	0.24%	0.67%	1.52%	0.73%	$0.11	$0.40

Popup Examples

NEW YEAR SALE!
SAVE UP TO
30% OFF
YOUR ORDER

CLAIM DISCOUNT

No thanks

GET UP 55% OFF

when you subscribe to texts and emails

Email

CONTINUE

FINISH SIGNING UP!

Phone number

+1 ▾

*By providing your phone number, you agree to receive recurring automated marketing text messages (e.g. cart reminders) from this shop and third parties acting on its behalf. Consent is not a condition to obtain goods or services. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. You also agree to the TERMS OF SERVICE and PRIVACY POLICY.

SIGN UP NOW

Art & Entertainment

Art & Entertainment

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.29	0.55	1.10	3.94
Revenue Per Message	$0.34	$2.76	$5.19	$10.93
Messages Per Subscriber	0.59	1.33	3.28	7.19
Retention Rate	86.32%	91.18%	96.85%	97.77%
Subscriber LTV	$9.39	$76.18	$411.77	$1,430.09

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	11.2%	18.31%	3.70%	9.29%	1.29%	0.38%	$3.60	$11.79
Back in Stock	53.26%	78.57%	6.29%	15.69%	0.06%	0.00%	$5.40	$19.80
Browse Abandonment	10.18%	15.46%	1.03%	1.31%	1.61%	0.52%	$0.99	$2.18
Campaign	3.66%	9.93%	0.15%	0.80%	0.87%	0.39%	$0.15	$1.18
Keyword	30.67%	48.32%	6.81%	27.15%	2.39%	0.00%	$5.61	$27.46
Popup	14.55%	21.09%	12.58%	29.08%	3.97%	1.21%	$14.92	$42.97
Post Purchase	8.11%	17.00%	1.81%	2.75%	1.10%	0.16%	$1.23	$2.33
Welcome Series	6.24%	10.74%	0.64%	1.55%	2.16%	1.02%	$0.96	$2.51
Win-Back	3.69%	11.20%	0.00%	0.45%	1.96%	0.27%	$0.00	$0.19

Children Apparel & Goods

Children Apparel & Goods

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.48	0.82	1.04	1.56
Revenue Per Message	$0.74	$1.11	$1.78	$3.63
Messages Per Subscriber	1.61	3.08	6.38	9.53
Retention Rate	77.28%	85.48%	89.07%	91.24%
Subscriber LTV	$23.59	$48.03	$107.62	$356.07

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	9.23%	14.07%	4.90%	7.70%	1.97%	0.78%	$3.96	$8.03
Back in Stock	39.68%	50.20%	10.60%	11.12%	1.63%	1.60%	$9.55	$13.81
Browse Abandonment	7.45%	9.73%	1.63%	2.93%	2.57%	0.66%	$1.35	$3.11
Campaign	2.34%	5.13%	0.12%	0.43%	0.96%	0.54%	$0.11	$0.40
Keyword	29.69%	44.02%	16.91%	31.33%	4.36%	2.16%	$8.00	$37.63
Popup	9.58%	21.13%	16.05%	35.46%	3.71%	2.06%	$11.74	$33.75
Post Purchase	1.50%	13.46%	0.33%	0.95%	2.20%	0.45%	$0.15	$1.15
Welcome Series	4.36%	7.38%	0.84%	3.72%	3.49%	2.30%	$0.51	$4.60
Win-Back	0.00%	3.43%	0.00%	0.82%	1.52%	0.25%	$0.00	$0.58

Popup Examples

Pet Food & Supplies

Pet Food & Supplies

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.22	0.67	0.85	0.96
Revenue Per Message	$0.40	$1.46	$2.19	$4.52
Messages Per Subscriber	1.69	2.69	4.98	7.23
Retention Rate	79.37%	87.42%	91.67%	95.36%
Subscriber LTV	$28.37	$70.12	$108.06	$437.21

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	12.95%	23.27%	6.19%	9.88%	0.37%	1.68%	$5.32	$9.50
Back in Stock	32.43%	46.90%	5.86%	13.74%	0.26%	0.93%	$8.30	$12.89
Browse Abandonment	9.54%	13.92%	1.68%	3.01%	0.58%	1.60%	$1.55	$3.29
Campaign	2.47%	5.21%	0.15%	0.47%	0.43%	0.70%	$0.11	$0.37
Keyword	16.96%	46.51%	19.80%	29.37%	0.50%	4.17%	$12.88	$25.72
Popup	12.98%	23.23%	18.54%	28.67%	2.54%	3.90%	$15.76	$21.29
Post Purchase	6.86%	11.96%	0.44%	1.60%	0.00%	1.50%	$0.25	$0.97
Welcome Series	5.72%	10.66%	1.79%	4.85%	2.28%	3.49%	$2.30	$4.43
Win-Back	2.12%	5.17%	0.10%	1.03%	0.60%	1.75%	$0.08	$0.58

Popup Examples

Other

Other

ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.50	1.26	2.91	7.58
Revenue Per Message	$0.35	$0.83	$1.66	$3.65
Messages Per Subscriber	1.23	2.35	4.07	6.63
Retention Rate	89.40%	94.73%	97.40%	99.30%
Subscriber LTV	$37.86	$124.53	$305.89	$629.87

Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	11.11%	23.44%	4.56%	10.42%	1.32%	0.54%	$3.36	$9.98
Back in Stock	32.46%	72.69%	0.00%	9.77%	0.22%	0.00%	$0.00	$7.06
Browse Abandonment	7.93%	15.43%	0.74%	1.98%	1.58%	0.90%	$0.54	$1.86
Campaign	3.77%	10.28%	0.21%	0.68%	0.87%	0.56%	$0.16	$0.60
Keyword	19.68%	59.09%	1.14%	16.33%	2.01%	0.68%	$0.79	$11.23
Popup	10.73%	21.70%	9.95%	23.58%	2.82%	1.49%	$6.53	$16.71
Post Purchase	6.25%	18.45%	0.20%	2.10%	0.49%	0.00%	$0.07	$1.40
Welcome Series	5.72%	13.19%	0.66%	2.31%	2.14%	1.15%	$0.51	$1.95
Win-Back	3.08%	8.82%	0.04%	0.89%	1.30%	0.68%	$0.00	$0.74

Overall Benchmarks

Overall Benchmarks

Key Improvement Strategies:

Acquisition rates for the 90th percentile almost doubled YOY, largely due to industry-changing features like Onsite Opt-in and our new Popup Editor.

We've seen huge improvements in CTR across most automations, most notably Abandoned Cart and Welcome Series—two crucial pieces of your SMS marketing strategy to get right. If you haven't refreshed your brand's automations, doing so is an important part of seeing improvements in this area. Test different lengths, different incentives, and set up personalized messaging based on different products. Our Infinity Testing automations not only makes this easier, it helps continually optimize your automations moving forward.

Unsubscribe rates improved across nearly every message type. Taking the time to segment and personalize, regardless of message type, helps keep your unsubs low and your subscribers more engaged. Higher engagement and a lower unsubscibe rate will improve your entire SMS program.

SLTV + ARMR Benchmarks

Overall ARMR Metrics	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.45	0.96	1.91	4.19
Revenue Per Message	$0.3	$0.81	$1.75	$3.58
Messages Per Subscriber	1.47	2.85	4.98	7.57
Retention Rate	84.3%	90.6%	95.7%	98.1%
Subscriber LTV	$28.26	$81.10	$215.65	$529.87

Message Metrics

Overall Message Metrics	CTR		Conversion Rate		Unsubscribe Rate		EPM	
Message Type	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.59%	21.74%	4.00%	9.69%	1.57%	0.21%	$3.07	$10.76
Back in Stock	31.84%	66.67%	2.17%	12.23%	0.56%	0.00%	$1.06	$9.50
Browse Abandonment	7.60%	14.47%	0.78%	2.27%	1.71%	0.49%	$0.62	$2.36
Campaign	2.87%	7.79%	0.13%	0.53%	0.89%	0.33%	$0.11	$0.52
Keyword	20.00%	51.41%	1.47%	20.83%	2.82%	0.00%	$1.07	$17.06
Linked Clicked	13.01%	26.18%	0.31%	1.07%	1.12%	0.43%	$0.28	$1.26
Popup	11.45%	22.71%	9.05%	26.02%	3.49%	1.07%	$6.90	$21.43
Post Purchase	5.31%	16.67%	0.28%	1.91%	0.84%	0.00%	$0.14	$1.49
Welcome Series	5.05%	11.50%	0.62%	2.86%	2.77%	0.95%	$0.50	$2.85
Win-Back	3.17%	8.84%	0.15%	1.19%	1.38%	0.28%	$0.11	$0.99

Popup Benchmarks

Popup Benchmarks

We've broken out overall popup benchmarks between our older Popup Editor V1 and the new Popup Editor V2 (released 9/24) given the increased CVR from our latest version.

Key Improvement Strategies:

Popup formatting can make a meaningful impact on engagement rates. Try **A/B testing a partial-screen variant vs. a full-screen variant** to see which version has higher engagement and opt-in rates. Run this test on mobile and desktop to find the highest converting popup format for each device type. Start with a desktop version and run a full screen popup for two weeks. If you see a significant lift, keep it on and then run that same test on mobile.

Based on Postscript Plus customers, we've seen **a 3-7 second delay** perform best, but it's hard to come up with an industry-wide standard, since much of this can depend on your customer and visitor experience on-site. Look at your visitors' average time on site and set up the popup to show at about 50% – 60% of the average time on page. This is easy enough to find in your store's Google Analytics. Run that window of time against your current time delay to see if there's a lift in subscribers.

Popup Editor Benchmarks

Metric	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Popup Editor V2 Phone CVR	2.3%	4.2%	6.5%	9.2%
Popup Editor V2 Email CVR	2.0%	4.5%	7.5%	10.7%

Legacy Popup Benchmarks

Metric	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Popup Editor V1 Phone CVR	1.6%	2.8%	4.3%	6.2%
Popup Editor V1 Email CVR	0.8%	1.8%	3.5%	6.1%

BFCM Benchmarks

BFCM Benchmarks

Key Improvement Strategies:

With some of the highest retention and revenue rates across all personas, don't be afraid to keep send volume high to these subscribers, as they are eager to purchase from you more than just once. Infinity Testing for Campaigns will help make sure every send to your list is fully optimized to drive even more EPM.

The EPM for Popup-originated messages for this persona is through the roof. Subsequently, you truly can't underestimate the power of Onsite Opt-in and our new Popup Editor to capture and convert more visitors.

Campaign CTR by day during BFCM

Industry	11-26	11-27	11-28	11-29 (BF)	11-30	12-1 (CM)	12-2	12-3	12-4	12-5
Art & Entertainment	4.41%	2.73%	2.82%	3.80%	2.89%	3.63%	5.20%	7.07%	2.51%	2.40%
Home & Home Decor	3.32%	2.38%	2.44%	3.10%	3.83%	3.26%	2.75%	2.32%	1.95%	4.16%
Luxury Goods & Jewelry	3.22%	5.04%	5.97%	4.29%	3.83%	3.50%	3.50%	2.39%	8.55%	3.40%
Games & Electronics	2.72%	14.97%	8.33%	4.36%	3.69%	3.77%	2.54%	1.97%	6.22%	4.06%
Food & Beverage	3.39%	2.63%	2.30%	3.11%	3.04%	2.66%	2.64%	2.51%	2.64%	2.61%
Outdoor & Sporting Goods	3.95%	4.36%	3.19%	3.34%	3.43%	2.81%	3.21%	2.49%	2.61%	5.44%
Other	4.72%	3.74%	4.07%	5.17%	4.12%	3.05%	3.41%	3.07%	4.46%	4.73%
Pet Food & Supplies	1.63%	2.80%	3.45%	3.12%	3.36%	2.06%	2.33%	0.45%	4.47%	7.11%
Fashion & Apparel	5.07%	3.60%	3.80%	4.20%	3.67%	3.29%	3.23%	2.64%	3.35%	5.49%
Consumer Goods	4.98%	3.27%	3.48%	3.31%	3.87%	2.96%	2.28%	2.53%	3.75%	5.06%
Automotive & Accessories	3.57%	5.19%	5.67%	3.94%	4.70%	4.27%	2.78%	3.24%	2.28%	3.53%
Beauty & Cosmetics	3.34%	2.56%	2.20%	2.66%	2.71%	2.57%	2.19%	2.16%	3.22%	4.05%
Health & Wellness	3.30%	2.32%	1.80%	2.52%	3.94%	2.21%	2.26%	1.62%	3.30%	3.66%
Children Apparel & Goods	3.42%	2.97%	3.07%	2.77%	3.73%	3.64%	1.92%	1.34%	2.06%	2.59%
Avg	**3.65%**	**4.18%**	**3.76%**	**3.55%**	**3.63%**	**3.12%**	**2.87%**	**2.56%**	**3.67%**	**4.16%**

BFCM Benchmarks

Key Improvement Strategies:

If you your industry isn't as sought after for gifts during BFCM, consider setting up your big sale after the BFCM window has passed. Once customers are done doing their gifting, they may be more likely to stock up on items for themselves, which could be one factor as to why we EPM spiked for a category like pet supplies two days after Cyber Monday.

Most industries saw their highest EPM on the days leading up to Black Friday, so if you think it's worth saving your biggest messages for that day—think again. Consider scheduling your sends earlier in 2025.

Campaign EPM by day during BFCM

Industry	11-26	11-27	11-28	11-29	BF 11-30	12-1	CM 12-2	12-3	12-4	12-5
Art & Entertainment	$0.11	$0.21	$0.08	$0.11	$0.17	$0.06	$0.43	$0.16	$0.09	$0.06
Home & Home Decor	$0.38	$0.28	$0.31	$0.62	$0.61	$0.49	$0.49	$0.32	$0.25	$0.29
Luxury Goods & Jewelry	$0.17	$0.18	$0.38	$0.29	$0.33	$0.30	$0.26	$0.03	$0.12	$0.06
Games & Electronics	$0.12	$0.46	$0.19	$0.22	$0.16	$0.15	$0.14	$0.02	$0.00	$0.10
Food & Beverage	$0.29	$0.24	$0.23	$0.33	$0.19	$0.24	$0.29	$0.27	$0.13	$0.10
Outdoor & Sporting Goods	$0.19	$0.43	$0.29	$0.41	$0.27	$0.22	$0.38	$0.23	$0.24	$0.31
Other	$0.20	$0.21	$0.20	$0.28	$0.18	$0.18	$0.19	$0.17	$0.16	$0.11
Pet Food & Supplies	$0.00	$0.20	$0.05	$0.30	$0.40	$0.08	$0.15	$0.03	$0.96	$0.07
Fashion & Apparel	$0.27	$0.20	$0.27	$0.28	$0.20	$0.17	$0.18	$0.14	$0.15	$0.11
Consumer Goods	$0.22	$0.26	$0.27	$0.29	$0.29	$0.26	$0.24	$0.21	$0.16	$0.14
Automotive & Accessories	$0.68	$0.10	$0.49	$0.65	$0.23	$0.41	$0.57	$0.36	$0.03	$0.07
Beauty & Cosmetics	$0.26	$0.26	$0.25	$0.30	$0.25	$0.17	$0.22	$0.16	$0.17	$0.09
Health & Wellness	$0.23	$0.28	$0.16	$0.27	$0.21	$0.25	$0.24	$0.18	$0.17	$0.15
Children Apparel & Goods	$0.27	$0.05	$0.02	$0.32	$0.08	$0.27	$0.14	$0.30	$0.08	$0.14
Avg	**$0.24**	**$0.24**	**$0.23**	**$0.33**	**0.26**	**0.23**	**0.28**	**0.18**	**0.19**	**$0.13**

Brand Personas

Benchmarks by Product Personas

Purchase Frequency is calculated based on subscribers with multiple purchases
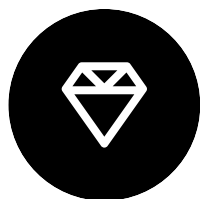
One-Time Luxuries

Small Subscription Spends

Single-Stop Gifts

Occasional Orders

Recurring Splurges

Brand Persona Source

The variables below are used to group similar merchants into peer groups that interact with their subscribers in a similar manner.

*Purchase Frequency is calculated by the average time between a customer's first and second purchase during 2024.

Brand Persona	AOV	Repurchase Rate	Purchase Frequency
One Time Luxuries	>$100	<25%	-
Small Subscription Spends	<$100	>25%	<45 Days
Single Stop Gifts	<$100	<25%	-
Occasional Orders	<$100	>25%	>45 Days
Recurring Splurges	>$100	>25%	-

Brand Personas
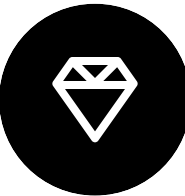
One-Time Luxuries

Defined As:
- AOV: <$100
- Repurchase Rate: >25%
- Purchase Frequency: >45 days between purchases

Key Improvement Strategies:

The Subscriber Lifetime Value for this persona increased significantly YOY with a lift of xx% for those in the 90th percentile. Even though repurchase rate is less frequent for brands in this persona, the overall value of subscribers continue to trend upwards.

You can't afford to have a basic Abandoned Cart automation for this persona. We saw an increase of 59% in EPM here for the 75th percentile—a huge YOY lift! Make sure you come up with a personalized and unique automation here in order to capitalize on conversions.

Our Popup Editor may be new to our report this year, but the acquisition numbers don't lie when you compare Postscript's Popup Editor conversion rate/EPM to that of Keyword opt-ins.

One Time Luxuries ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.51	1.32	3.07	7.08
Revenue per Message	$0.75	$1.67	$4.28	$9.57
Messages per Subscriber	1.44	2.47	3.90	6.02
Retention Rate	82.99%	89.21%	95.95%	97.92%
Subscriber LTV	$58.71	$136.28	$356.39	$991.14

One Time Luxuries Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.78%	22.17%	4.00%	9.69%	1.57%	0.21%	$3.07	$10.76
Back in Stock	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Browse Abandonment	7.95%	15.31%	0.75%	1.83%	2.12%	1.60%	$1.21	$3.94
Campaign	2.94%	7.75%	0.47%	0.29%	1.35%	0.70%	$0.15	$0.60
Keyword	16.01%	52.31%	0.20%	13.89%	3.10%	4.17%	$1.35	$26.35
Popup	10.68%	23.40%	1.01%	17.85%	3.95%	3.90%	$11.99	$39.52
Post Purchase	5.33%	17.21%	0.00%	1.62%	0.93%	1.50%	$0.24	$2.00
Welcome Series	5.60%	12.13%	1.00%	1.99%	3.14%	3.49%	$1.07	$5.45
Win-Back	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Brand Personas

Small Subscription Spends

Defined As:
- AOV: <$100
- Repurchase Rate: >25%
- Purchase Frequency: <45 days between purchases

Key Improvement Strategies:

Creative automations are even more critical for the Small Subscription category of brands. We saw a big lift in EPM for both Post Purchase and Welcome Series automations here. Make sure you're testing these every quarter to see how you can optimize them. Try adding additional messages to your Welcome Series to see if your subscriber base appreciates a shorter or longer welcome journey. For your Post Purchase automation, make sure you're including messages with instructions, upsell opportunities, and asking for reviews in exchange for deals on their next purchase.

Acquisition rates have improved year over year and there are a few strategies you can implement to make sure you're a part of that improvement. Consider a QR code insert for prompting customers to opt-in to your SMS list. And make sure your 'Thanks for your order' email confirmations encourage them to sign up for SMS, too.

Small Subscription Spends ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.50	0.91	1.59	2.54
Revenue per Message	$0.23	$0.58	$1.23	$2.38
Messages per Subscriber	1.53	3.57	6.25	10.28
Retention Rate	85.34%	90.44%	94.89%	97.57%
Subscriber LTV	$16.84	$55.06	$214.94	$507.78

Small Subscription Spends Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	11.54%	24.19%	5.17%	11.50%	1.29%	0.34%	$2.65	$7.64
Back in Stock	28.93%	68.10%	4.92%	17.73%	0.32%	0.00%	$0.84	$9.81
Browse Abandonment	8.37%	16.00%	1.31%	3.26%	1.42%	0.48%	$0.64	$2.10
Campaign	2.67%	7.20%	0.19%	0.78%	0.74%	0.31%	$0.08	$0.46
Keyword	21.78%	53.65%	6.37%	23.12%	2.57%	0.05%	$1.52	$14.09
Popup	11.71%	21.78%	13.58%	26.42%	3.13%	1.50%	$6.48	$15.51
Post Purchase	6.17%	17.65%	0.94%	3.77%	0.61%	0.10%	$0.32	$2.03
Welcome Series	5.31%	11.11%	0.90%	3.04%	2.49%	1.38%	$0.42	$2.03
Win-Back	4.00%	8.90%	0.56%	1.52%	1.23%	0.40%	$0.21	$1.04

Brand Personas

Single-Stop Gifts

Defined As:
- AOV: <$100
- Repurchase Rate: <25%

Key Improvement Strategies:

CTRs are up, but conversion rates are steady for Welcome Series across this category. Here's where testing can be crucial. To move the conversion rate needle, test different incentives to get new subscribers to convert. Consider adding more messages that address different potential objections proactively. Look to your website's FAQ page for inspiration on what points to address.

Single-Stop Gifts ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.57	1.43	3.69	9.93
Revenue per Message	$0.39	$0.76	$1.46	$2.60
Messages per Subscriber	1.29	2.18	3.51	5.39
Retention Rate	87.73%	93.76%	96.89%	98.19%
Subscriber LTV	$26.72	$81.83	$239.14	$470.74

Single-Stop Gifts Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	9.96%	21.51%	3.65%	7.85%	1.86%	0.58%	$1.80	$5.44
Back in Stock	29.58%	70.00%	0.00%	9.09%	0.62%	0.00%	$0.00	$5.48
Browse Abandonment	7.31%	13.85%	0.69%	1.72%	1.81%	0.86%	$0.34	$1.22
Campaign	3.30%	9.24%	0.15%	0.45%	1.03%	0.53%	$0.06	$0.29
Keyword	22.22%	59.35%	1.38%	15.43%	2.59%	0.65%	$0.28	$9.74
Popup	10.64%	20.93%	9.82%	23.23%	3.27%	1.34%	$4.41	$14.56
Post Purchase	4.95%	17.66%	0.00%	1.09%	0.89%	0.00%	$0.00	$0.59
Welcome Series	5.42%	13.34%	0.62%	2.02%	2.50%	0.92%	$0.30	$1.30
Win-Back	2.97%	7.37%	0.00%	0.51%	1.95%	0.74%	$0.00	$0.33

Brand Personas

Occasional Orders

Defined As:
- AOV: <$100
- Repurchase Rate: >25%
- Purchase Frequency: >45 days between purchases

Key Improvement Strategies:

It's getting easier and easier to acquire new subscribers for this brand persona. Capture them at every turn: the combination of Postscript's Onsite Opt-in and new Popup Editor is the most impactful way to keep your list growing each month.

Automations are your friend—especially in the Abandoned Cart and Browse Abandonment categories, which have notably high EPM compared to other message types. Infinity Testing your automations will help these numbers soar—so turn Infinity Testing on and watch the magic happen.

Occasional Orders ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.44	0.83	1.31	2.30
Revenue per Message	$0.35	$0.63	$1.27	$2.26
Messages per Subscriber	1.86	3.43	5.54	7.94
Retention Rate	82.75%	89.42%	93.56%	96.69%
Subscriber LTV	$28.40	$62.35	$139.97	$326.85

Occasional Orders Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.66%	21.59%	5.42%	10.71%	1.46%	0.46%	$3.34	$8.08
Back in Stock	33.33%	66.67%	6.14%	16.18%	0.57%	0.00%	$2.17	$9.89
Browse Abandonment	7.38%	13.62%	1.32%	2.51%	1.57%	0.63%	$0.74	$1.84
Campaign	2.68%	7.05%	0.23%	0.68%	0.79%	0.37%	$0.13	$0.48
Keyword	20.36%	48.81%	8.33%	24.65%	2.81%	0.67%	$3.37	$15.98
Popup	12.28%	23.43%	16.58%	30.29%	3.45%	1.73%	$8.48	$19.91
Post Purchase	5.32%	15.04%	0.68%	1.90%	0.79%	0.12%	$0.26	$1.08
Welcome Series	4.84%	10.25%	1.05%	3.53%	2.82%	1.58%	$0.55	$2.62
Win-Back	3.31%	9.19%	0.55%	1.64%	1.21%	0.43%	$0.23	$1.09

Brand Personas

🎁

Recurring Splurges

Defined As:
- AOV: >$100
- Repurchase Rate: >25%

Key Improvement Strategies:

With some of the highest retention and revenue rates across all personas, don't be afraid to keep send volume high to these subscribers, as they are eager to purchase from you more than just once. Infinity Testing for Campaigns will help make sure every send to your list is fully optimized to drive even more EPM.

The EPM for Popup-originated messages for this persona is through the roof. Subsequently, you truly can't underestimate the power of Onsite Opt-in and our new Popup Editor to capture and convert more visitors.

Recurring Splurges ARMR Metrics

	25th Percentile	50th Percentile	75th Percentile	90th Percentile
Acquisition Rate	0.50	0.95	1.65	3.18
Revenue per Message	$0.65	$1.32	$3.20	$6.13
Messages per Subscriber	1.86	3.43	5.54	7.94
Retention Rate	81.55%	88.19%	93.79%	97.28%
Subscriber LTV	$61.89	$139.00	$323.65	$906.16

Recurring Splurges Message Metrics

Message Type	CTR		Conversion Rate		Unsubscribe Rate		EPM	
	25th	75th	25th	75th	25th	75th	25th	75th
Abandoned Cart	10.81%	21.26%	5.51%	10.78%	1.30%	0.47%	$7.03	$22.98
Back in Stock	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Browse Abandonment	7.75%	14.82%	1.16%	2.40%	1.50%	0.63%	$1.59	$4.42
Campaign	2.90%	7.24%	0.18%	0.53%	0.81%	0.38%	$0.24	$0.94
Keyword	17.40%	46.69%	4.55%	20.91%	3.18%	0.67%	$4.29	$34.53
Popup	11.66%	23.68%	12.18%	25.01%	3.56%	1.84%	$13.95	$40.68
Post Purchase	4.94%	18.34%	0.75%	2.30%	0.79%	0.12%	$0.60	$3.75
Welcome Series	4.78%	11.26%	0.89%	3.16%	3.10%	1.64%	$1.13	$5.82
Win-Back	3.30%	10.02%	0.33%	1.13%	1.03%	0.45%	$0.32	$1.85

2025 SMS Marketing Benchmarks

How to Improve Your Acquisition Rate

The EPM for Popup messages is the highest across all message types in your industry. Make sure you're using Postscript's most powerful combination for growing your list faster: Onsite Opt-In and our improved Popup Editor.

Make More Revenue

Optimize your key automations and campaigns with Infinity Testing. This combines predictive analytics and generative AI technology to generate and test thousands of on-brand message variants that evolve over time. Driving an average 20% revenue lift— all proven by holdout testing.

Send More Messages, Create Better Segments

Create key segments for your audience and tailor your campaigns accordingly. Not only does this offer a more personalized experience, but you'll be able to analyze your strongest subscriber segments in time for big shopping windows like BFCM. A few to set up right away: Lapsed Buyer (Hasn't Purchased in 30 or 60 Days), VIP (More Than 2+ Purchases), Engaged (Has Clicked Last 3 Campaigns), etc. Tailor these based on your customers—you know best.

DR. Squatch TRUE CLASSIC MARY RUTH'S DRMTLGY GRAZA NEW ERA

Brands on Postscript Make More Money

Not on Postscript yet? **Let's talk.**

Postscript

ABOUT US

Trusted by more than 7,000 Shopify and Shopify Plus stores—like Brooklinen, Kopari, Native, and OLIPOP—Postscript gives ecommerce brands the tools they need to run a world-class SMS marketing program. Within minutes, shops can sync data, start collecting subscribers compliantly, have two-way conversations, and enable deeply targeted text marketing campaigns.

We're on a mission to make SMS the number-one revenue channel for ecommerce merchants by delivering an easy-to-use platform where they can grow their subscriber list, develop and test their messaging strategy, deliver excellent customer service, and drive sales and loyalty—all in one place. **We believe SMS is the most important marketing and sales channel of the decade, and that vision drives everything we do.**

Postscript was founded in 2018 as a 100% remote organization. With more than 230 employees (and counting!), we're backed by Greylock, Y Combinator, and other top investors.

Ready to make SMS your #1 revenue channel?

Start your free 30-day trial of Postscript now, or **schedule a demo** with our texperts and explore all the ways Postscript can help your specific brand get the most out of SMS.