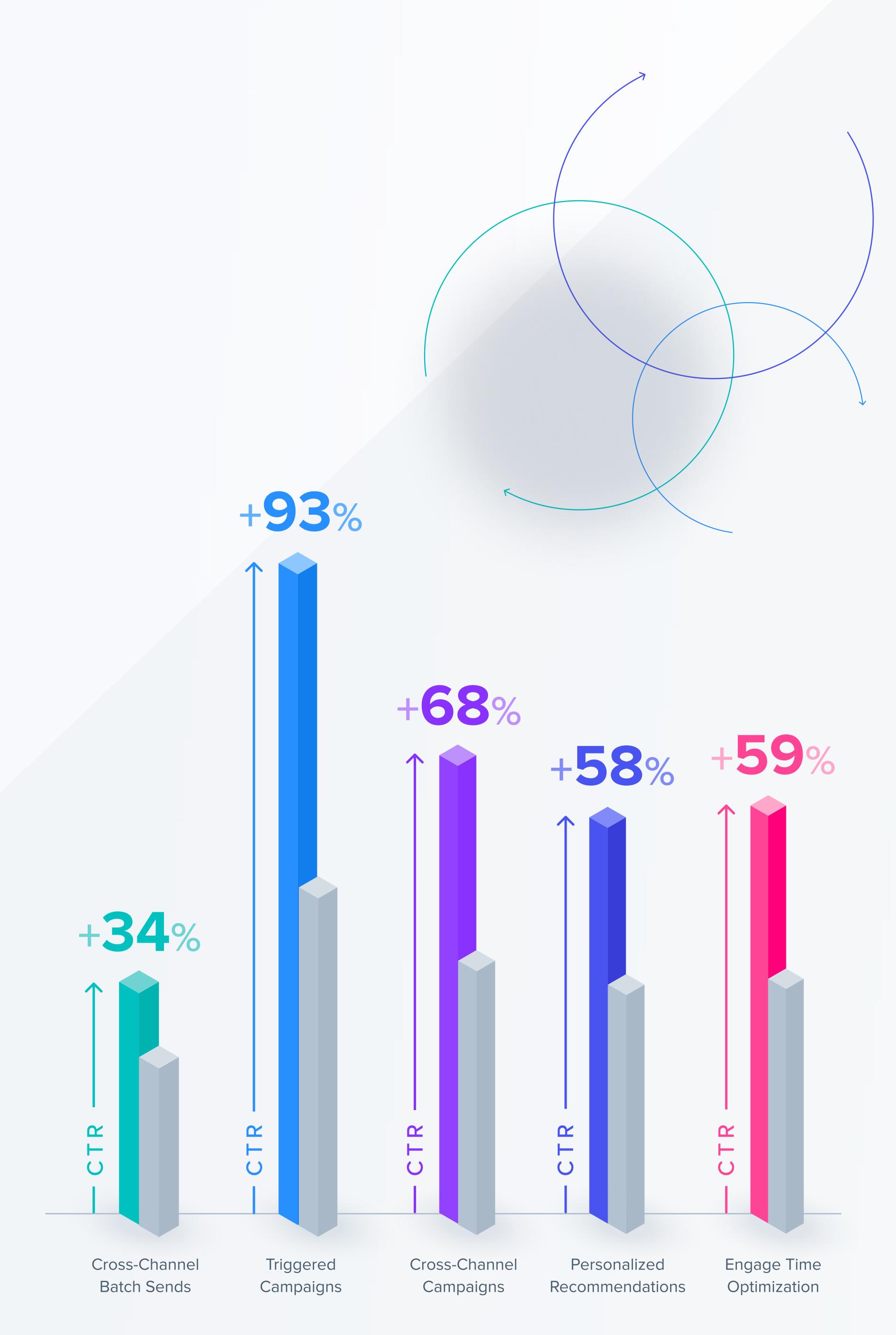
Iblueshift

BENCHMARK REPORT 2022

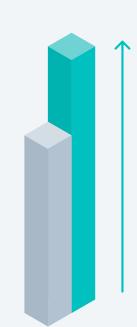
CROSS-CHANNEL MARKETING

We analyzed 10 billion messages sent by Blueshift customers to understand the variances in core engagement metrics — including open and click-through rates — between different types of campaigns and messages, representing multiple industry verticals.



BLUESHIFT CUSTOMERS Vertical Highlights

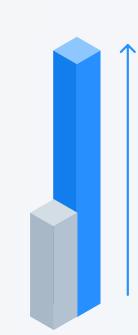
Personalized and cross-channel campaigns beat out their unpersonalized and single-channel counterparts with significantly higher click-through rates.



+39%

Media & Publishing

Brands averaged a **39**% higher click-through rate with cross-channel batch sends vs. single-channel.



+204%

eLearning

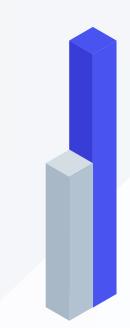
Platforms averaged a **204**% higher click-through rate with triggered cross-channel campaigns.



+222%

Retail & Ecommerce

Brands averaged a **222**% higher click-through rate with real-time cross-channel campaigns.



+66%

Personal Finance

Companies averaged a **66**% higher click-through rate using campaigns with personalized recommendations.