

BENCHMARK REPORT 2023

CROSS-CHANNEL MARKETING

 blueshift



BENCHMARK REPORT

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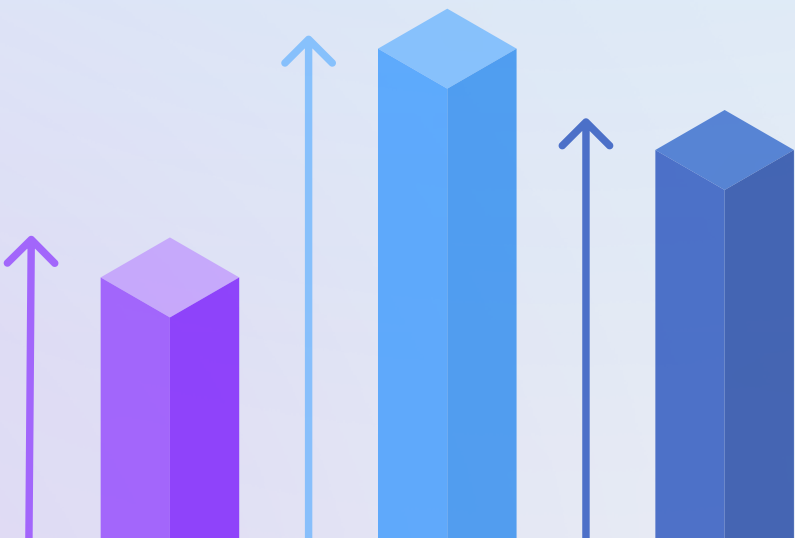
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OUR METHODOLOGY

38 Billion Messages Analyzed

Blueshift analyzed 38 billion messages sent by Blueshift customers between Jan. 1, 2022 and Nov. 30, 2022. We analyzed this data in order to understand the variances in engagement metrics, including open, click, and conversion rates, between different types of campaigns and messages. This dataset represents multiple industry verticals, including retail and e-commerce, media and publishing, e-learning, personal finance, and more.

The results of this analysis are presented in this report.



CONNECTED ENGAGEMENTS

Customers Want to Connect Across Channels

Customers want to engage with brands across multiple different channels—and they expect this engagement to be dynamic, so that their activities on one channel informs messages they receive on the next. This means marketers need to create dynamic and connected cross-channel journeys that are driven by rich and current customer data.

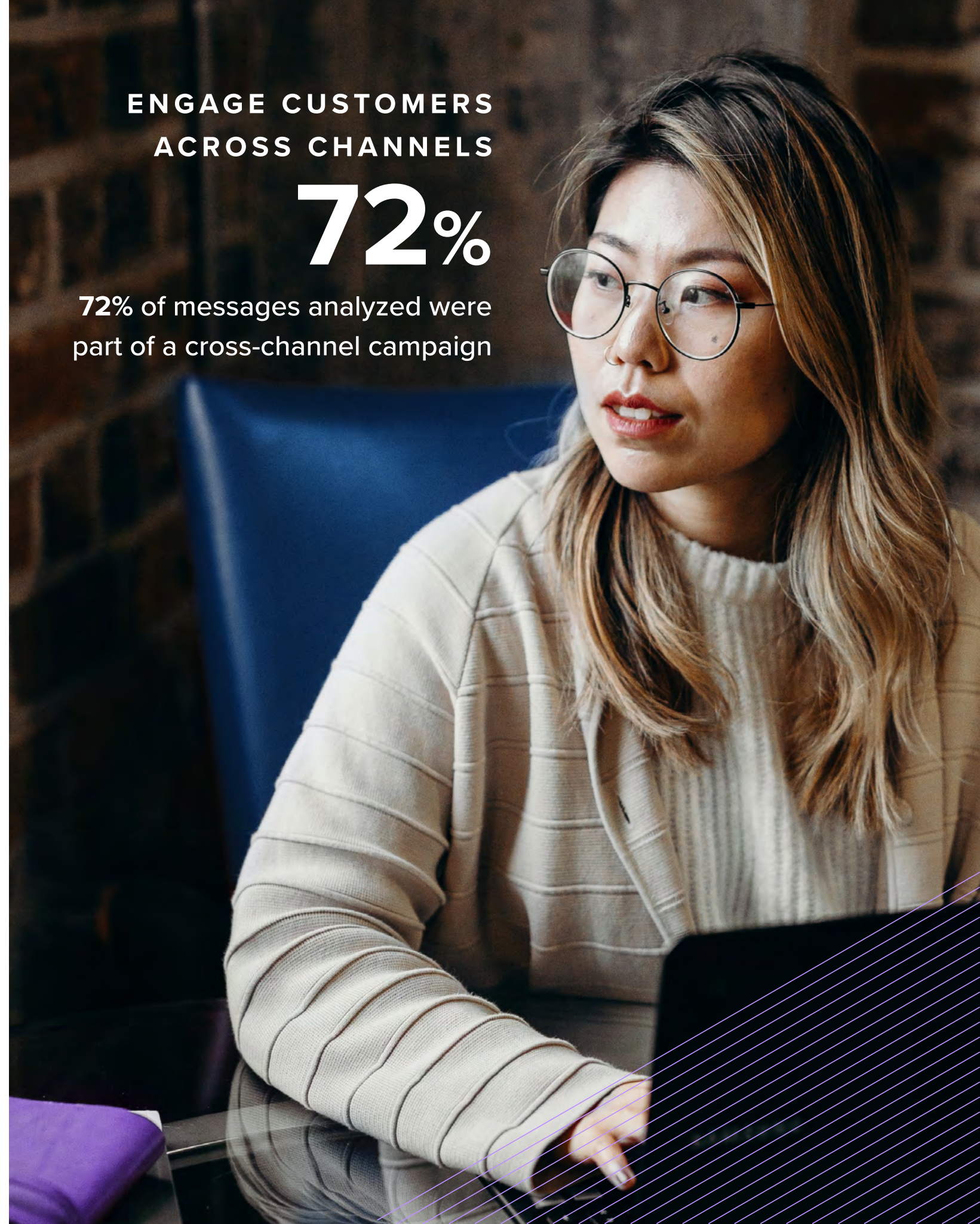
Your role is to nail the ideal message across every channel for each customer to stand out in a loud, crowded market. With customer engagement platforms becoming even more powerful with marketer-accessible AI, **marketers can identify the right audience and send the best message across every channel in real time, at scale.**

Our customers use a range of channels to distribute their messages. While email continues to be the leading channel for volume, more marketers are finding success engaging customers through mobile marketing, including in-app, push, and SMS.

ENGAGE CUSTOMERS
ACROSS CHANNELS

72%

72% of messages analyzed were part of a cross-channel campaign



MORE POWERFUL MARKETING

The Benefits of Cross-Channel

Cross-channel marketing is delivering seamless, connected customer experiences across two or more channels. It employs an integrated approach across **email**, **SMS**, **website**, **paid media**, **IVR**, **mobile push notifications**, as well as offline channels, such as **in-store** and **direct mail**. A customer engagement platform powered by AI can help you identify the ideal combination of channels for each customer, as well as where to send what message and at the precise time when a customer will interact.

Customer Benefits:

- Connected and seamless brand experience
- Every interaction flows from one channel to the next
- Customers receive relevant and consistent information through personalization

Marketer Benefits:

- Unifies customer data making it accessible for marketers to use across campaigns
- Campaigns are driven by rich and immediate data so marketers can quickly personalize messages



DEFINING KEY TERMS

Concepts to Keep in Mind

Batch Sends

A marketing message sent by a brand to multiple recipients at once. These often include newsletters, one-off sends, FAQs, and informational emails.

1:1 Personalization

Customizing each message to each individual customer based on their engagement, browsing behaviors, affinities, purchase history, trends, etc.

Click-Through Rate

The ratio of users who click on a specific link and the number of total users who received an email or push message, or viewed an advertisement.

Triggered Campaigns

Personalized marketing communications based on an individual's engagement with your website, mobile app, emails, and other marketing channels.

Open Rate

The number of users who view or open a marketing communication, such as an email campaign, SMS, or push notification.

Conversion Rate

The number of users who completed a desired goal—a conversion—out of the total number of users who received marketing.

Engage Time Optimization

Sending messages at specific times when each customer is most likely to engage with your brand. It prioritizes times of the day when customers are more likely to click through and interact.



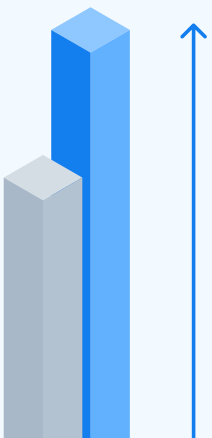
1:1 RECOMMENDATIONS

Personalization Drives Relevance and Impact

Using **highly personalized AI recommendations** in messages resulted in a 166% higher conversion rate than ones that didn't include personalized recommendations.

You can increase engagement rates with personalized messages by using an intelligent customer engagement platform to automate three critical activities:

1. **Predictive Segmentation:** Identify customers' likelihood to engage, purchase, churn, and more
2. **AI-Powered Recommendations:** Select the right content and product to message to each customer
3. **Engage Time Optimization:** Choose the most engaging channel for the targeted customer to drive timely messages



INDUSTRY HIGHLIGHT

Personal Finance

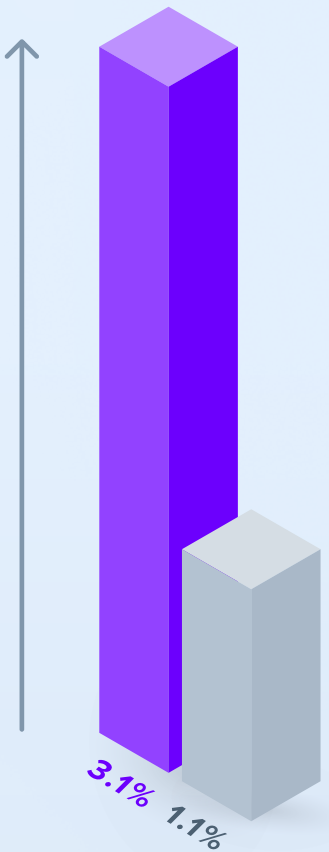
Companies that used recommendations in cross-channel campaigns saw a **187% higher** click-through rate.

AI RECOMMENDATIONS INCREASE CONVERSION RATES

166%

Messages with AI-powered content and product recommendations yield a **166%** higher conversion rate.

- **WITH RECOMMENDATIONS**
- **WITHOUT RECOMMENDATIONS**



AI-POWERED PERSONALIZATION

How Zumper Uses Predictive AI to Drive Revenue

“About half a million apartments live on the site at any point and we’re expecting close to 100 million users. We use Blueshift AI to match people and apartments, and send users the right apartments at the right time through the right campaigns.”



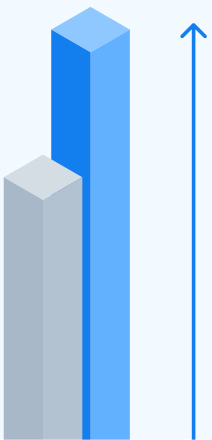
Russell Middleton
Co-Founder, Zumper

TRIGGERED CAMPAIGNS

Triggered Messages Further Interactions And Conversions

Triggered messages resulted in a 41% higher click-through rate and had a 600% higher conversion rate than batch messages.

Triggered campaigns are a great opportunity to engage or re-engage customers based on their real-time behaviors, activity levels, interests, and more. Use these campaigns to **inspire further interactions and conversions** from customers who have purchased or saved their cart, or re-engage customers who are showing signs of churn. Send these messages to customers' favorite channels to **maximize engagement rates**.



INDUSTRY HIGHLIGHT

E-Learning

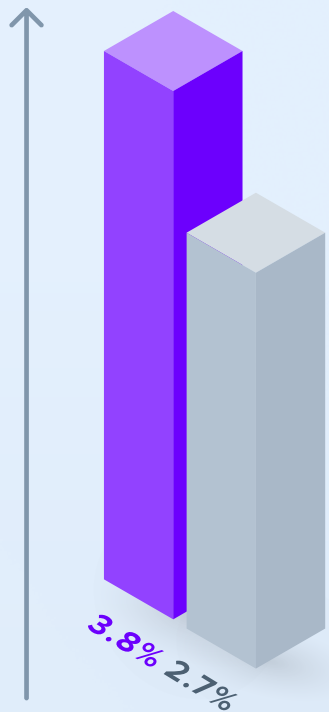
Companies saw a **85% higher click-through rate** with triggered cross-channel campaigns.

HIGHER CTR WITH TRIGGERED MESSAGES

41%

Triggered messages had a **41% higher click-through rate** than batch messages.

- TRIGGERED CTR
- BATCH CTR



INCREASE CONVERSIONS WITH TRIGGERED MESSAGES

600%

Triggered messages resulted in a **600% higher conversion rate** than batch messages.

- TRIGGERED CONVERSION RATE
- BATCH CONVERSION RATE

OPTIMIZE SEND TIME

Engage Time Optimization Ensures Messages Are Seen

Campaigns using engage time optimization resulted in a 23% higher click-through rate and a 200% increase in conversion rate.

Engage time optimization helps you **maximize the success of your messages** being seen and customers converting because you’re sending messages that are triggered at critical moments of the customer journey. With an intelligent customer engagement platform, you **take advantage of AI** to optimize send times by analyzing past messaging activity, customer attributes, and site activity. You’re also optimizing send times for downstream behaviors that lead to revenue rather than initial open rates.

“Blueshift has been key to creating automated journeys while also increasing efficiencies. We’re able to leverage predictive capabilities to identify the secret recipe for finding the right time and the right channel to send the right message.”



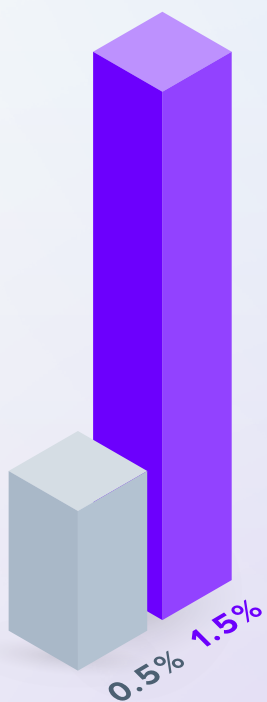
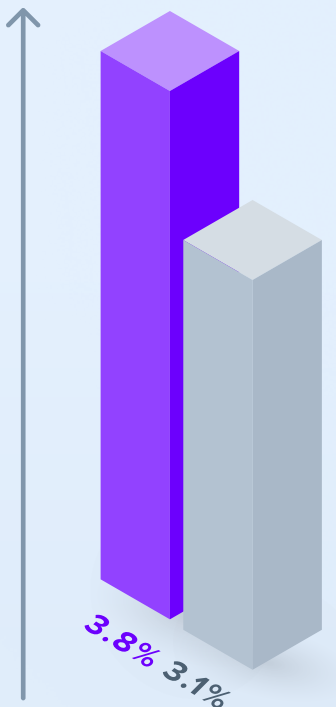
Kristina Paulos
Sr. Director, Marketing CRM, Slickdeals

HIGHER CTR WITH AI-POWERED “RIGHT TIME”

23%

Campaigns using AI-powered engage time optimization (ETO) resulted in a **23% higher click-through rate.**

- CTR WITH ETO
- CTR WITHOUT ETO



BETTER CONVERSION WITH AI

200%

Campaigns using engage time optimization resulted in a **200% higher conversion rate.**

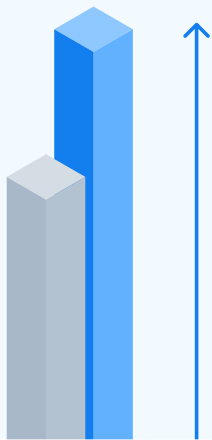
- CONVERSION RATE WITH ETO
- CONVERSION RATE WITHOUT ETO

CROSS-CHANNEL CAMPAIGNS

Expand Your Reach and Engage Across Channels

Cross-channel campaigns achieved a 24% higher open rate than single channel campaigns. And triggered cross-channel campaigns resulted in a 325% higher conversion rate than batch campaigns.

Your customers are anywhere and everywhere – and they expect your brand to meet them where they are with messages that respond to their **in-the-moment needs**. While batch sends are sometimes necessary, it’s important that the majority of your messages are triggered based on customer behavior and **delivered on the best channel for each user**. When using an intelligent customer engagement platform that leverages AI, you can deliver more precisely targeted customer experiences that adapt to each user across channels.



INDUSTRY HIGHLIGHT

Media & Publishing

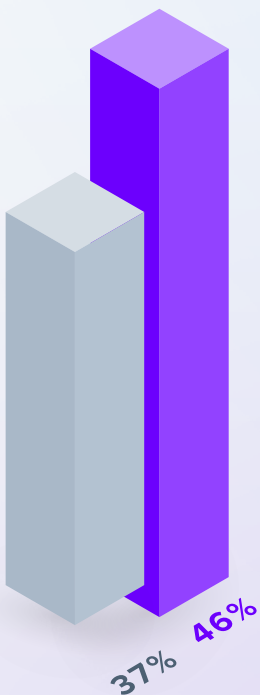
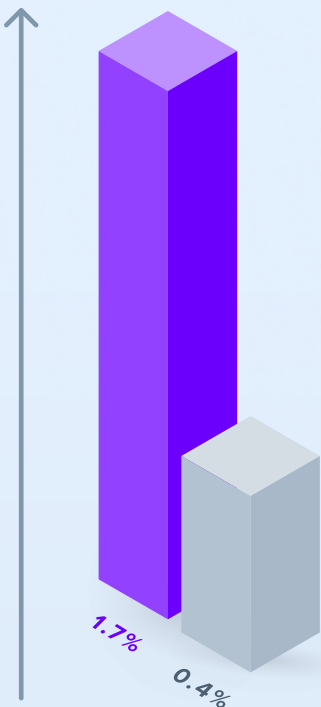
Companies saw a **40% higher click-through rate** with cross-channel campaigns.

CROSS-CHANNEL DRIVES BETTER RESULTS

325%

Triggered cross-channel campaigns had a **325% higher conversion rate** than batch campaigns.

- TRIGGERED
- BATCH



INCREASE OPEN RATES WITH CROSS-CHANNEL

24%

Cross-channel batch sends resulted in a **24% higher open rate** than single-channel campaigns.

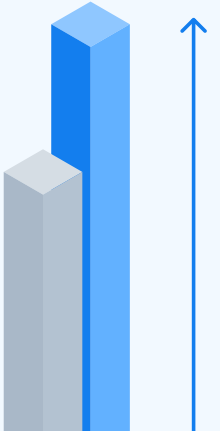
- CROSS-CHANNEL
- SINGLE-CHANNEL

SMS MARKETING

SMS Gets Your Message in Front of Customers in an Instant

SMS messages resulted in a higher click-through rate than any other channel, and SMS performed 26% higher than email. Also, SMS messages that are part of a cross-channel campaign achieved a 102% higher click-through rate.

SMS marketing is extremely effective as part of a cross-channel campaign and it's a channel where customers want to hear from you. **Sinch found that 89% of the consumers it surveyed want to initiate and reply to two-way conversations.** SMS notifications drive customers back to your brand with perfectly timed messages. You can also increase conversion rates by including personalized recommendations and showcasing relevant and timely messages that auto-trigger based on user activity and predictive intelligence.



INDUSTRY HIGHLIGHT

Retail & E-commerce

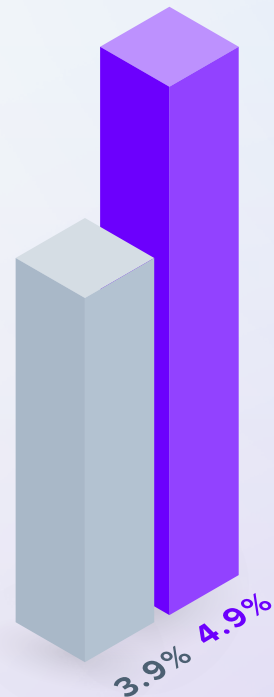
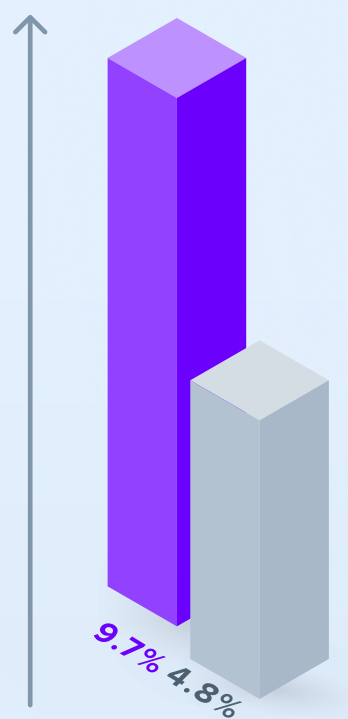
Companies saw a **294% increase in click-through rate** with SMS vs. email.

SMS YIELDS HIGHER CTR

102%

Campaigns using SMS messages as part of a cross-channel campaign resulted in a **102% higher click-through rate.**

- CROSS-CHANNEL CTR
- SINGLE-CHANNEL CTR



BETTER ENGAGEMENT WITH SMS

26%

SMS messages resulted in a higher click-through rate than any other channel, and **26% higher than email.**

- SMS CTR
- EMAIL CTR

INTELLIGENT CUSTOMER ENGAGEMENT

Drive Cross-Channel Marketing With an AI-Powered Platform

The best foundation for cross-channel marketing is a single customer engagement platform that uses AI to connect all your channels within a journey builder. With this, you can create, automate, and scale sophisticated campaigns and journeys that are powered by a unified and current view of your customer data.

Here are five key considerations to keep in mind:

1. Invest in an **intelligent customer engagement platform** that enables your marketing team to learn about each customer’s interactions, behaviors, and intentions in real time.
2. Be sure that your marketing team can **unify and easily access your customer data** immediately so that you can take the right action on these customer insights.
3. Use your marketing technology to **quickly and easily segment your customers** so that you can put the right customers on the right journey.
4. Use the power of AI through your marketing technology to **drive cross-channel personalization** – determine **who to target, what to recommend, when to engage, and where to message your customer.**

Connect and automate cross-channel campaigns so that you can orchestrate outreach across many different audience segments at scale.


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