

BENCHMARK REPORT 2022

CROSS-CHANNEL MARKETING

 blueshift



BENCHMARK REPORT

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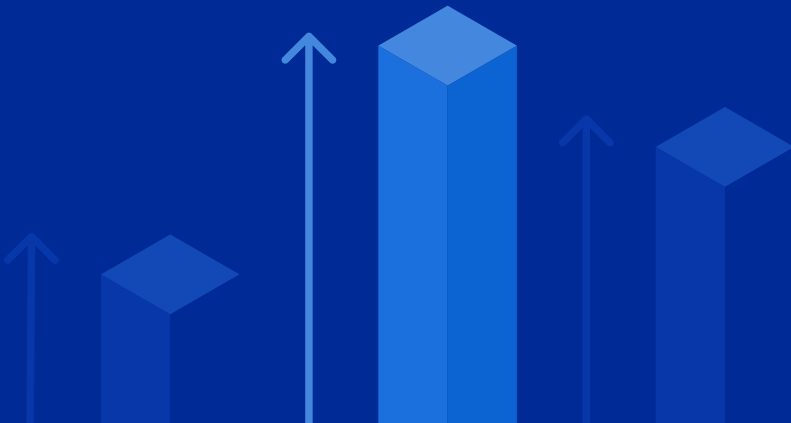
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OUR METHODOLOGY

10 Billion Messages Analyzed

Blueshift analyzed 10 billion messages sent by Blueshift customers between January 1, 2021, and September 30, 2021. We analyzed this data in order to understand the variances in core engagement metrics, including open, click, and conversion rates, between different types of campaigns and messages. This dataset represents multiple industry verticals including Retail & Ecommerce, Media & Publishing, eLearning, Personal Finance, and more.

The results of this analysis are presented in this report.



RESPONDING TO CUSTOMER SHIFTS

The Growing Importance of a Cross-Channel Approach

For companies and brands across industries, customer experience is today's competitive advantage due to changing customer behaviors, rising customer expectations, and increasingly stiff competition. In fact, in the U.S., 73% of customers point to experience as a important factor in their purchasing decisions and 65% of customers find a positive experience with a brand to be more influential than great advertising.

Meeting the needs of your customers should be at the top of your priority list as a marketer. That means taking a customer-centric stance — rather than being channel-centric — is crucial to acquire, engage, and retain customers. With the digital shift in customer channel behaviors and a ever-growing number of channels, meeting customer's evolving expectations requires an cross-channel approach.

¹PwC (2018) Experience is everything: Here's how to get it right



73% of customers point to experience as an important factor in their purchasing decisions¹

65% of customers find a positive experience with a brand to be more influential than great advertising¹



CHANNEL-CENTRIC VS. CUSTOMER-CENTRIC

What Is Cross-Channel Engagement?

Cross-channel marketing eliminates disconnects between channels by creating dynamic experiences built around a unified view of the customer; it puts the customer at the center of every interaction. While single-channel campaigns use one channel to engage customers and multi-channel campaigns use multiple channels independent of one another, cross-channel campaigns allow you to create seamless experiences across the most relevant channels and see a holistic view of the entire customer journey.

As opposed to a channel-centric approach, cross-channel experiences:

- Are connected, customer data-driven experiences across 2+ channels
- Respond to customer behaviors in real time
- Optimize the next best action (content, channel, message timing)

What kind of results can you expect from adopting a cross-channel approach?
Let's find out.



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.

Engage Time Optimization

Sending messages when each customer is most likely to fully engage with your brand, allowing you to drive conversion with relevant, timely messages.

Click-Through Rate

The ratio of users who click on a specific link to 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 amount 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.

1:1 Personalization

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



KEY FINDINGS

Open Rates

Let's compare open rates between various campaign types, including personalized campaigns, batch sends, and triggered campaigns.

1:1 Recommendations

Campaigns with personalized recommendations yielded a **50%** higher open rate than campaigns without 1:1 recommendations.

Batch Sends

Cross-channel batch sends resulted in a **49%** higher open rate than single-channel batch sends.

Triggered Campaigns

Triggered cross-channel campaigns yielded a **35%** higher open rate than triggered single-channel campaigns.

As seen above, personalized and cross-channel campaigns beat out their unpersonalized and single-channel counterparts.



KEY FINDINGS

Click-Through Rates (CTR)

Now, let's look at how CTR varies among campaigns, including batch sends, triggered campaigns, cross-channel campaigns, and more.

Batch Sends

Cross-channel batch sends resulted in a **34%** higher CTR.

Triggered Campaigns

Triggered cross-channel campaigns yielded a **93%** higher CTR.

Cross-Channel Campaigns

Cross-channel campaigns resulted in a **68%** higher CTR.

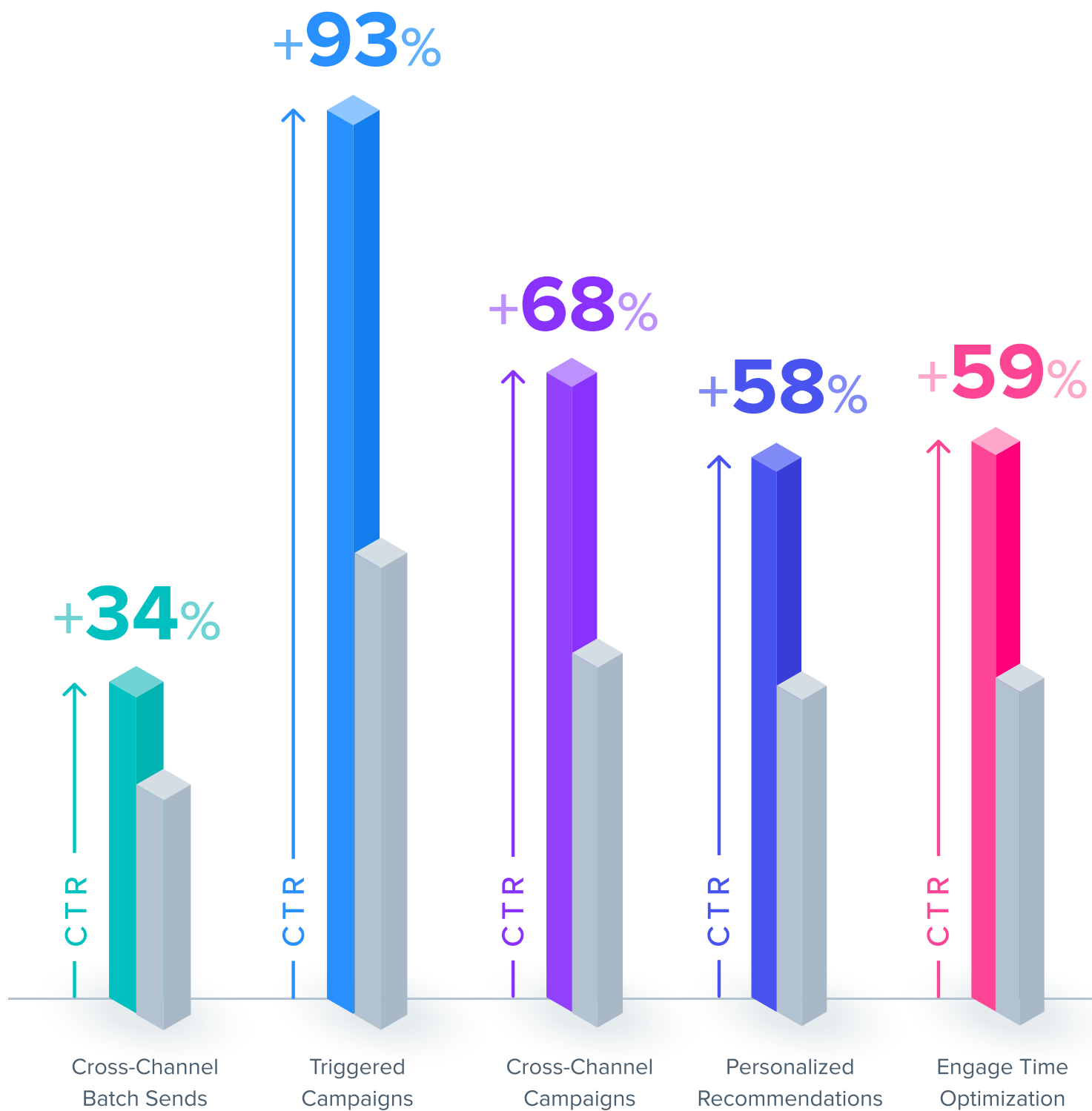
1:1 Recommendations

Personalized recommendations yielded a **58%** higher CTR.

Engage Time Optimization

Optimizing send time drove a **59%** higher CTR.

A dynamic, personalized campaign across the most relevant channels resulted in higher click-through rates than a more generic campaign.



BATCH SENDS

2+ Channels Are More Effective Than One

Communicating with customers across channels, whether with an individual communication or a mass message (such as a newsletter), is more effective than connecting with them on one siloed channel. Cross-channel batch sends resulted in a **49%** higher open rate and a **34%** higher click-through rate than single-channel batch sends.



INDUSTRY HIGHLIGHT

Media & Publishing

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

OPEN RATE

49%

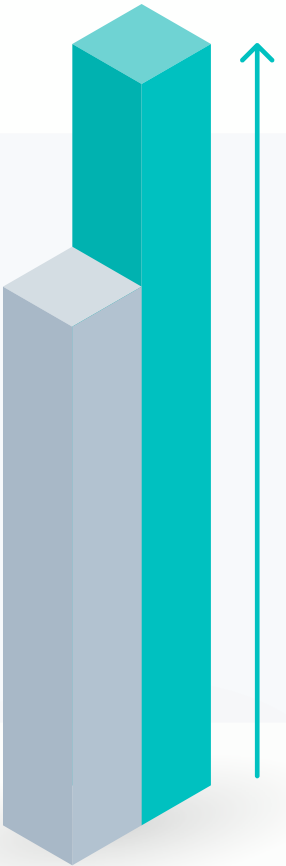
Cross-channel batch sends have a **49%** higher open rate than single-channel batch sends.



CLICK-THROUGH RATE

34%

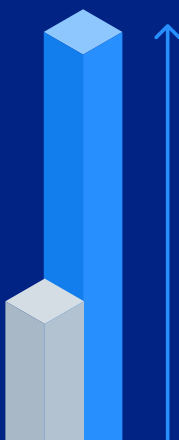
Cross-channel batch sends have a **34%** higher click-through rate than single-channel batch sends.



TRIGGERED CAMPAIGNS

Cross-Channel Wins Out Again

Triggered campaigns delivered across channels are more effective than single-channel because they establish consistent brand messaging throughout an individual customer’s journey. Triggered cross-channel campaigns resulted in a **35%** higher open rate and a **93%** higher click-through rate than triggered single-channel campaigns.



INDUSTRY HIGHLIGHT

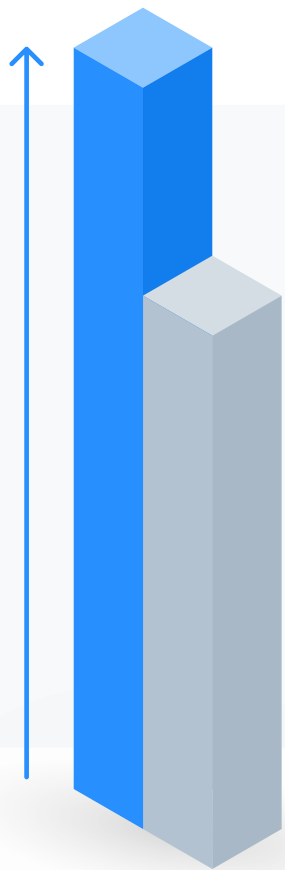
eLearning

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

OPEN RATE

35%

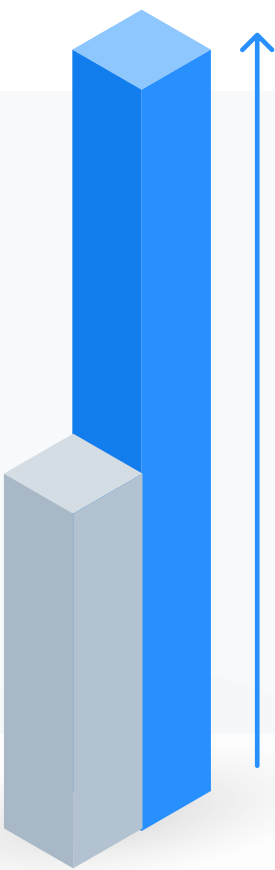
Triggered cross-channel campaigns have a **35%** higher open rate than triggered single-channel campaigns.



CLICK-THROUGH RATE

93%

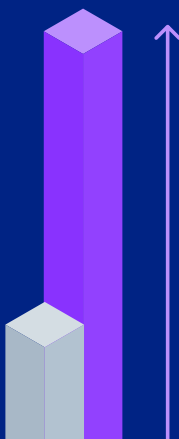
Triggered cross-channel campaigns have a **93%** higher click-through rate than triggered single-channel campaigns.



CROSS-CHANNEL CAMPAIGNS

Real-Time Messages Amplify Engagement

When cross-channel messages are communicated in real time, customers are more likely to engage with your content and convert, helping to cultivate brand loyalists in the future. Triggered cross-channel campaigns resulted in a **68%** higher click-through rate and a **500%** higher conversion rate than cross-channel batch sends.



INDUSTRY HIGHLIGHT

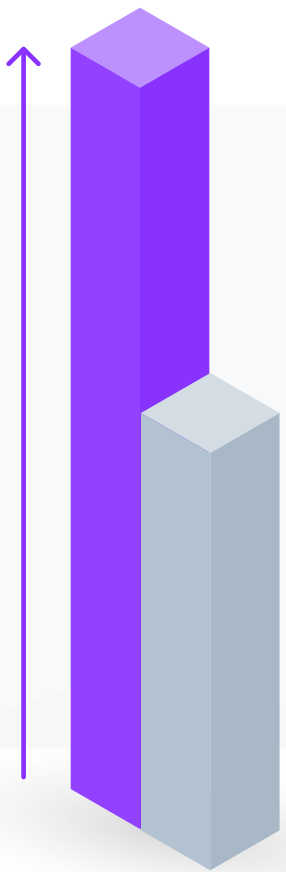
Retail & Ecommerce

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

CLICK-THROUGH RATE

68%

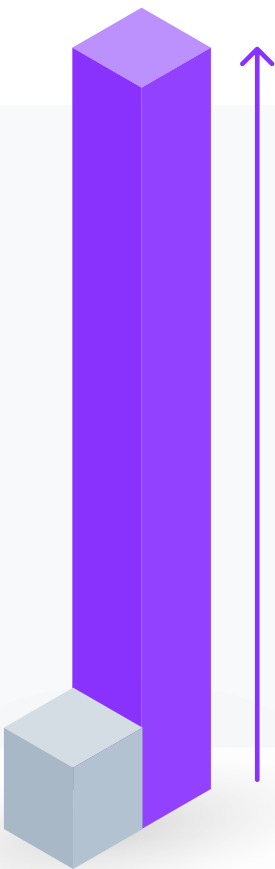
Real-time cross-channel campaigns have a **68%** higher click-through rate than cross-channel batch sends.



CONVERSION RATE

500%

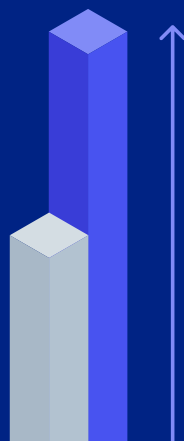
Real-time cross-channel campaigns have a **500%** higher conversion rate than cross-channel batch sends.



1:1 RECOMMENDATIONS

Personalization Drives Relevance & Impact

Personalized, AI-powered recommendations add relevance across every interaction with your brand to increase customer engagement along each stage of their individual journeys. Triggered campaigns with personalized recommendations resulted in a **50%** higher open rate and a **58%** higher click-through rate than triggered campaigns without personalized recommendations.



INDUSTRY HIGHLIGHT

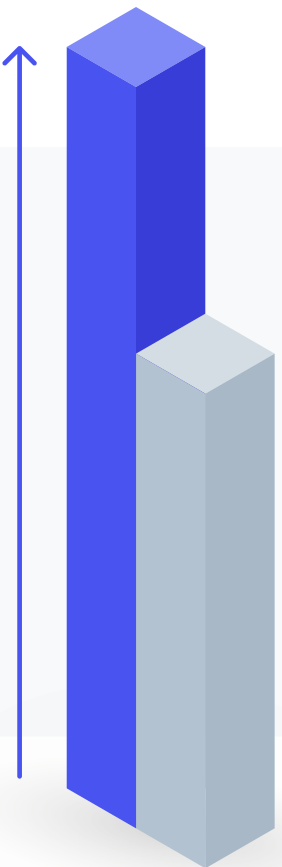
Personal Finance

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

OPEN RATE

50%

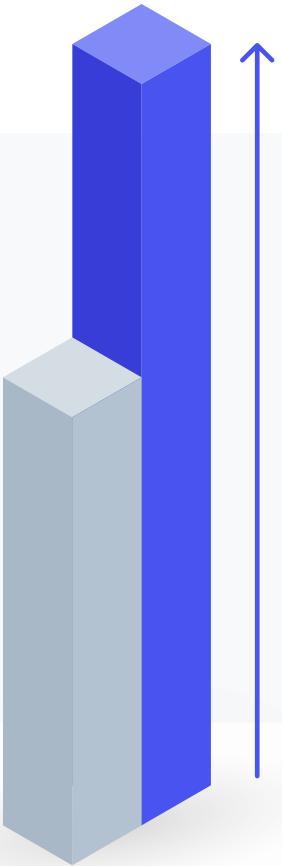
1:1 recommendations have a **50%** higher open rate than campaigns without.



CLICK-THROUGH RATE

58%

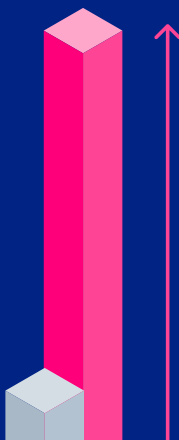
1:1 recommendations have a **58%** higher click-through rate than campaigns without.



ENGAGE TIME OPTIMIZATION (ETO)

Optimized Timing Increases Responses

Customers are more likely to respond to communications sent at a time determined by their personal browsing or purchase behavior instead of a generalized send time based on channel. Campaigns using engage time optimization resulted in a **59%** higher click-through rate and a **56%** higher click-to-open rate than campaigns not using engage time optimization.



INDUSTRY HIGHLIGHT

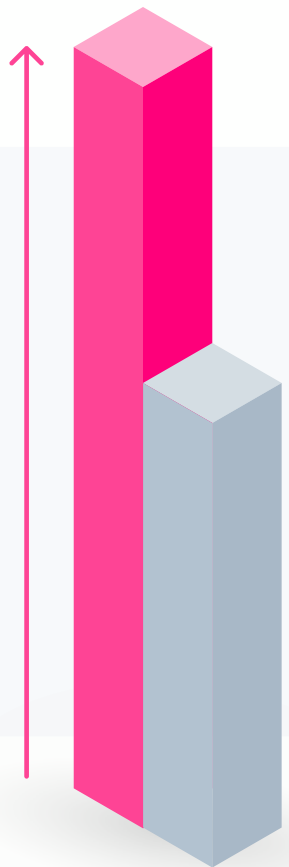
Retail & Ecommerce

Brands averaged a **389%** higher click-through rate using campaigns with engage time optimization.

CLICK-THROUGH RATE

59%

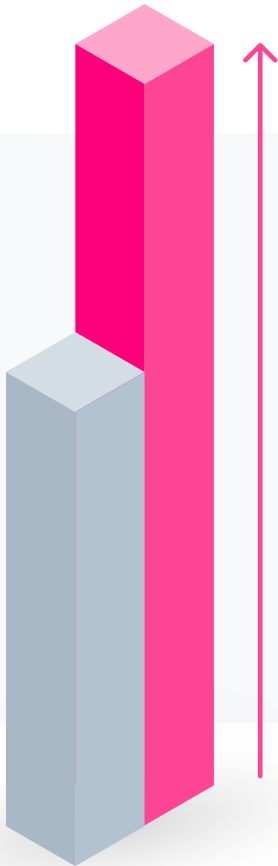
Campaigns using engage time optimization resulted in a **59%** higher click-through rate.



CLICK-TO-OPEN RATE

56%

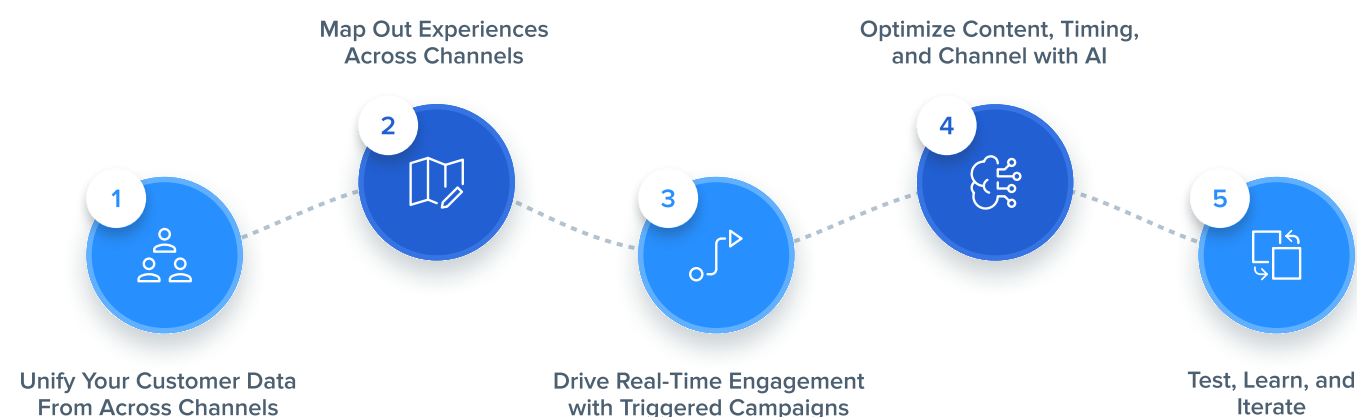
Campaigns using engage time optimization resulted in a **56%** higher click-to-open rate.



GETTING STARTED

Best Practices for Implementing Cross-Channel Campaigns

To get started with cross-channel campaigns, there are five main steps you need to follow:



Creating cross-channel experiences may sound complicated, but getting started is easier than you may expect when you have the right technology platform to back you up — one that connects all your channels within a single journey builder and enables you to create, automate, and scale sophisticated campaigns and journeys that are powered by a unified view of your customer data.



PERSONAL FINANCE PLATFORM

Grows Customer Engagement with Intentional Lifecycle Journeys

“The magic with Blueshift is its agility and ability to handle data for segmentation, journeys, and personalization across all channels, no matter the speed or attributes that we put in. We have the flexibility to use our data to improve results across many different use cases.”



Joyce Poole

Sr. Director, Marketing CRM, LendingTree

MAKE THE SHIFT

About Blueshift

San Francisco-based Blueshift helps brands deliver relevant, connected experiences across every customer interaction. Blueshift uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications. Through unified data, cross-channel orchestration, intelligent decisioning, and unmatched scale, Blueshift gives brands all the tools to seamlessly deliver 1:1 experiences in real-time across the entire customer journey. Leading consumer brands such as LendingTree, Udacity, Discovery, PayPal, Groupon, and the BBC use Blueshift to drive continued revenue growth through elevated customer engagement.

Talk to a Cross-Channel Marketing Expert Now

To learn more about how you can start implementing seamless cross-channel campaigns, schedule a demo with a Blueshift expert today.

SCHEDULE DEMO

LEARN MORE

