

2025 Email & SMS So Far

Data and Insights

Chase Dimond





Hello!

I'm Chase Dimond

- └ The Email Marketing Nerd
- └ Partner at Structured Agency, generated \$200M+ in email revenue for our clients
- └ Named by Shopify as one of the top Ecom influencers to follow
- └ Been in Ecom since 2016 where I've built multiple eCom agencies as well as an eCom brand

ECOM
EMAIL
MARKETER

SEND
IT

STRUCTURED®

What's happened in Email and SMS so far in 2025?



Diving Into 2024/2025 Metrics

The data (shoutout to Omnisend)

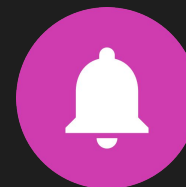
based on:



41 billion
Emails



694 million
SMS messages



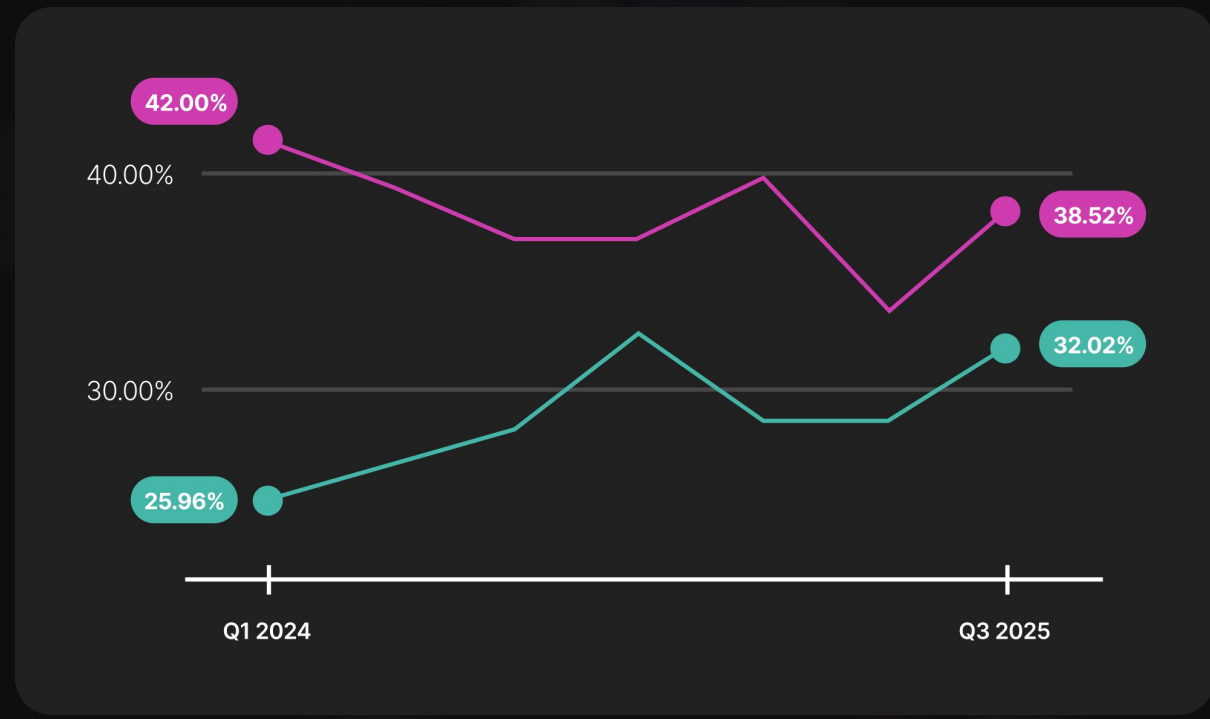
869 million
Push notifications

Email:
Open Rates

Automation
Opens Decrease

Campaign
Opens Increase

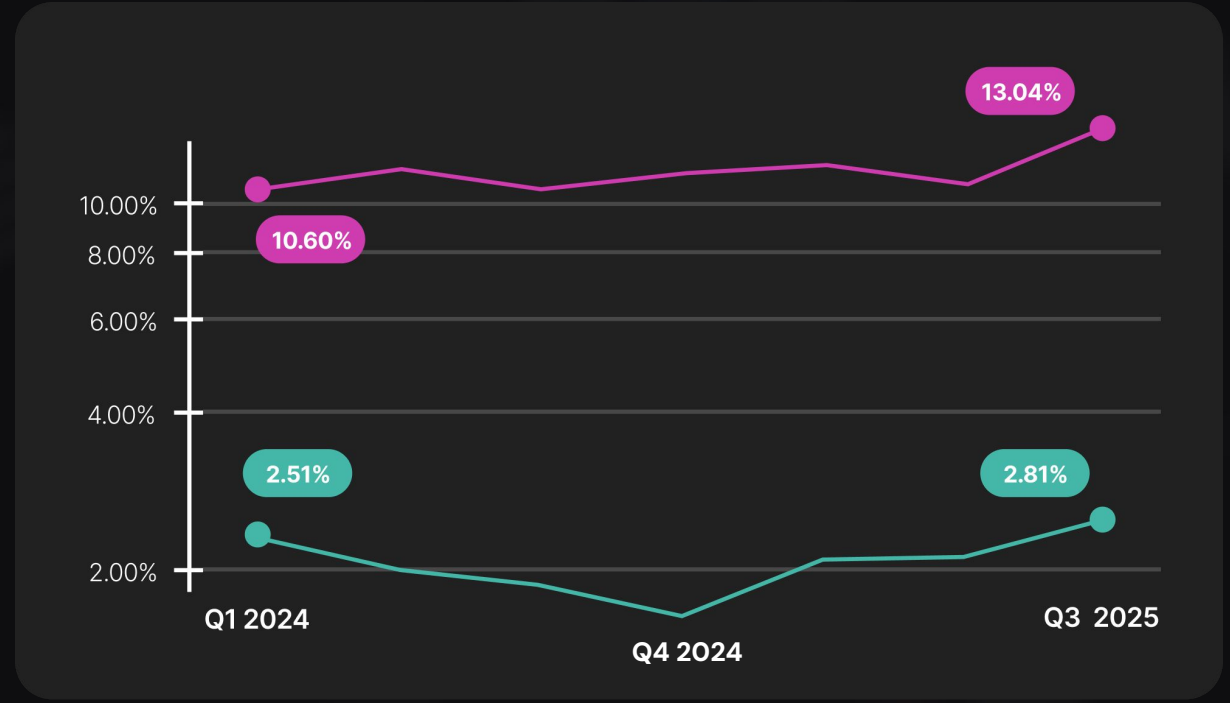
USA Campaigns USA Automations



Email: Click to Open Rates

YoY, click rates
are **on the rise!**

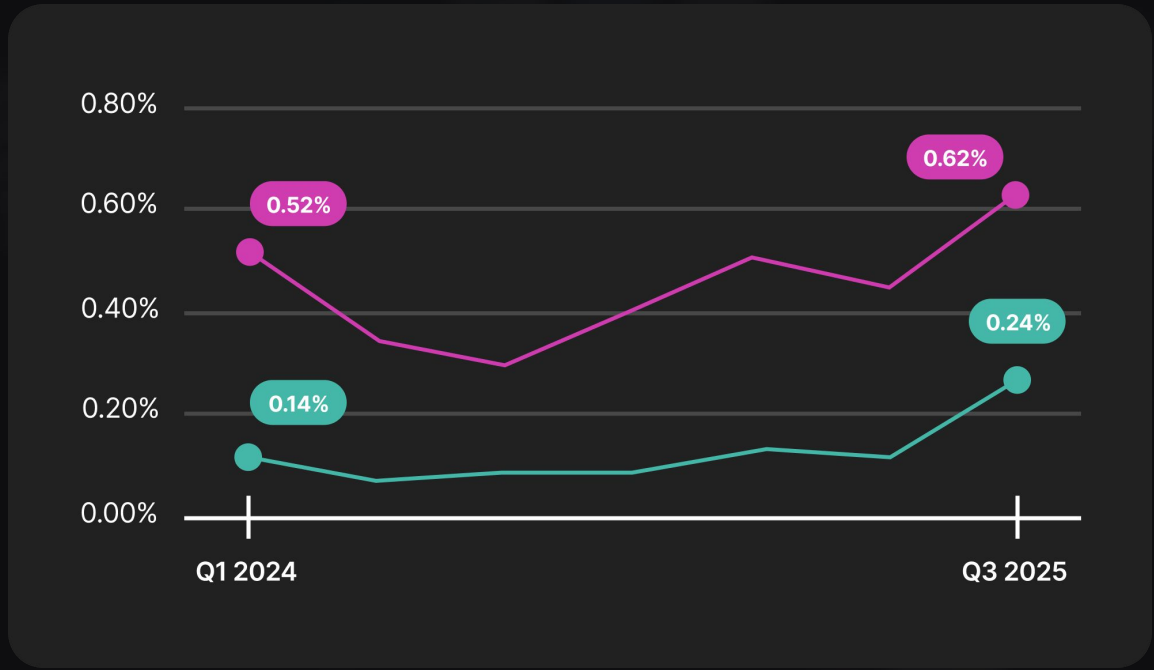
USA Campaigns USA Automations



Email: Unsubscribe Rates

Unsubscribe Rates are on the rise

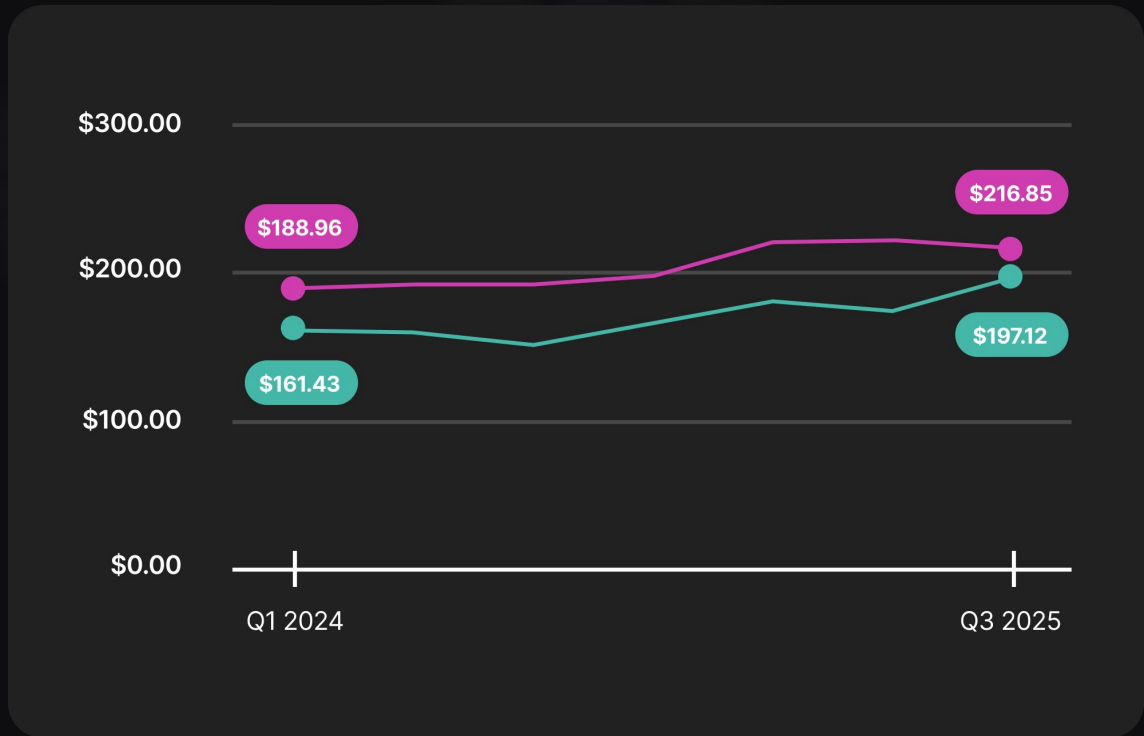
USA Campaigns USA Automations



Email:
AOV

AOV is
increasing
across the
conversion cycle

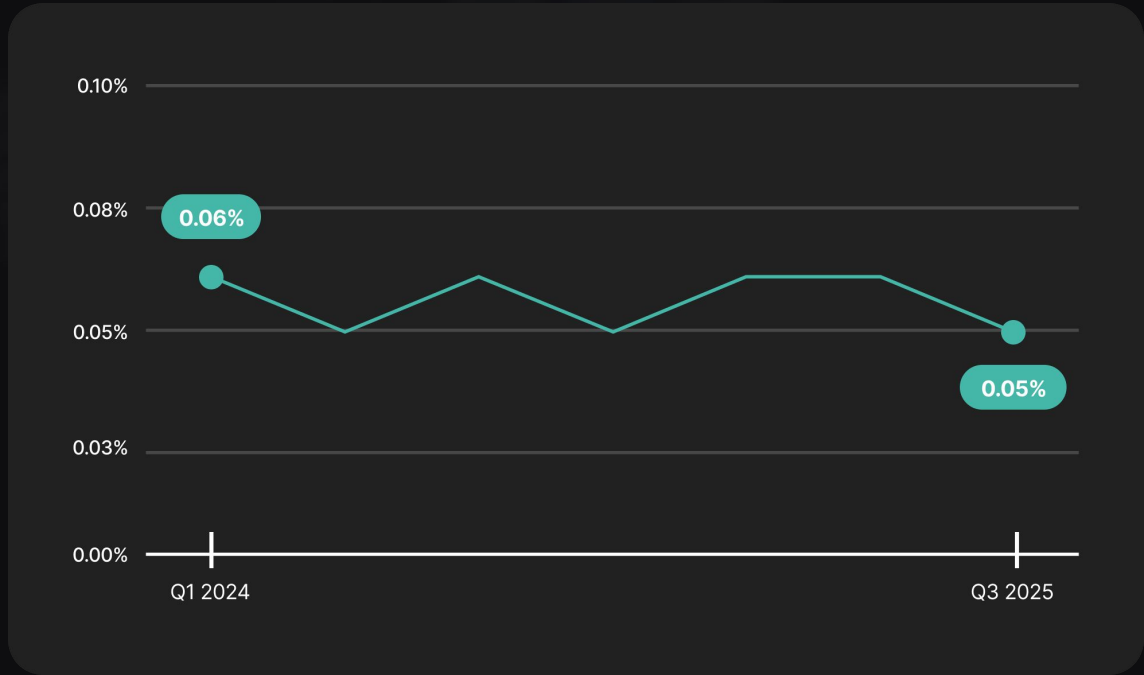
— USA Campaigns — USA Automations



Email: Conversion Rate – Campaigns

Conversion rate is
slowly declining
on campaigns

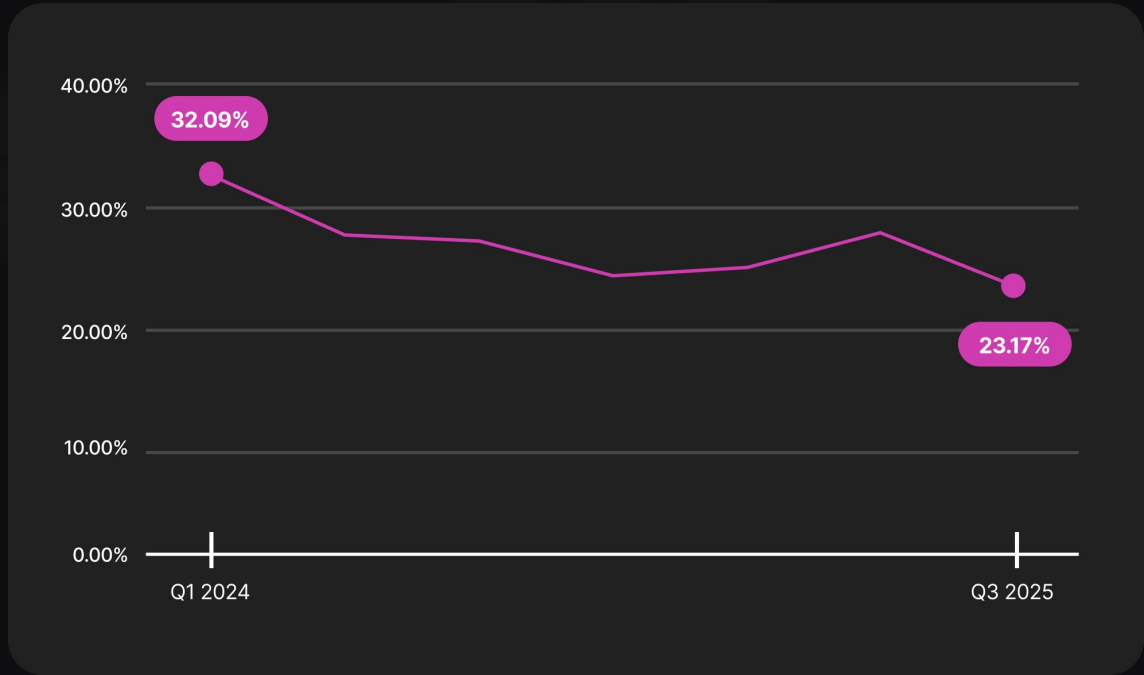
— USA Campaigns Conversion Rate



Email: Conversion Rate – Automations

And is
decreasing on
automations

— USA Automations Conversion Rate

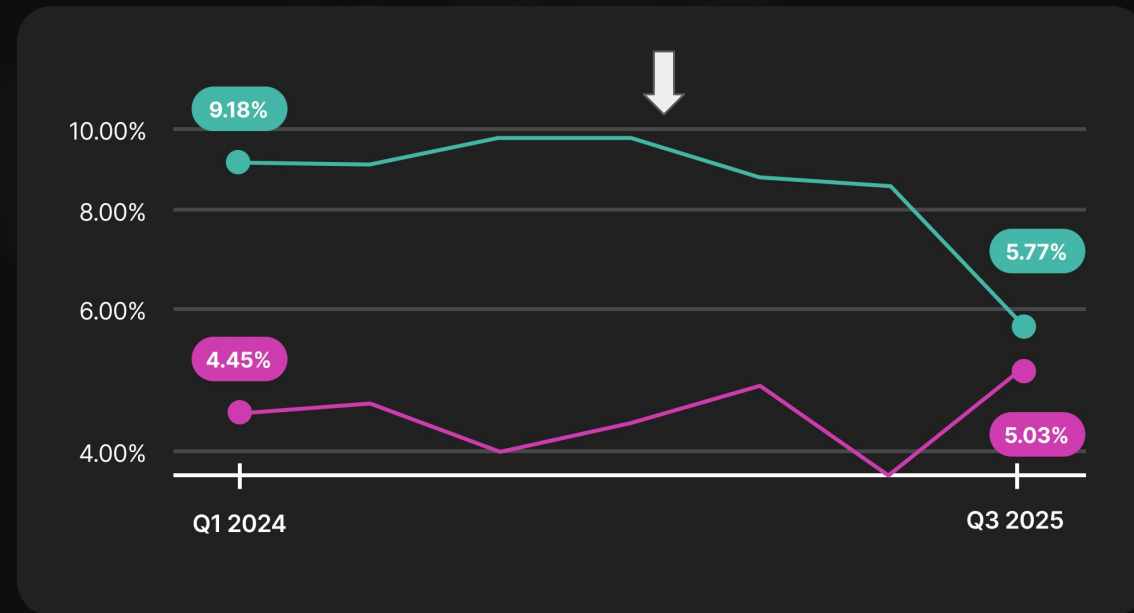


Email: Click to Conversion Rate

Falling for
Campaigns

Flat for
Automations

USA Campaigns USA Automations

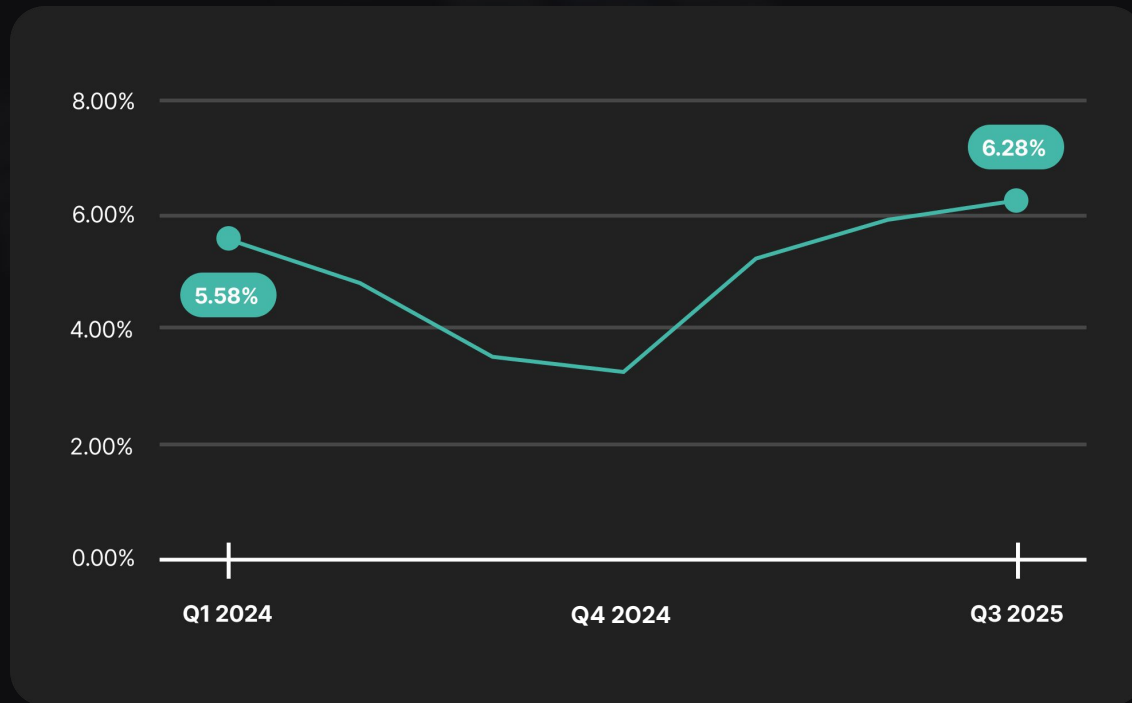


While campaign conversions decreased, brands increased volume, which drove overall revenue higher.

SMS Click to Sent - Campaigns

Continued SMS growth

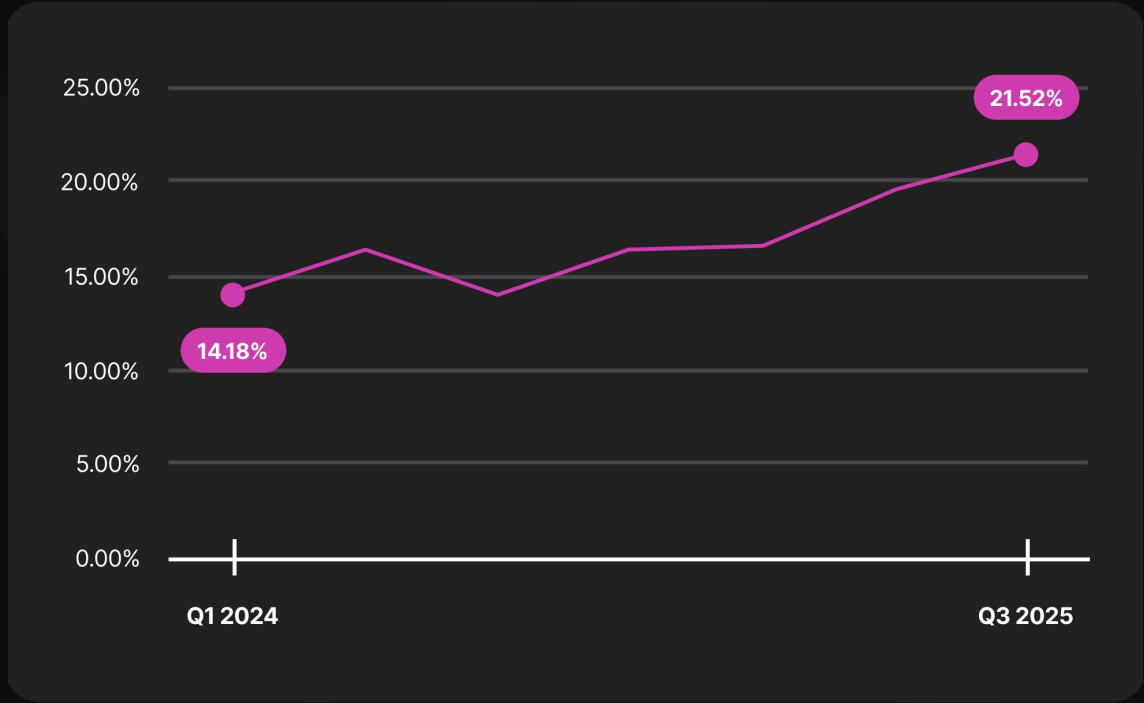
— USA Campaigns



SMS Click to Sent - Automations

SMS Clicks are increasing

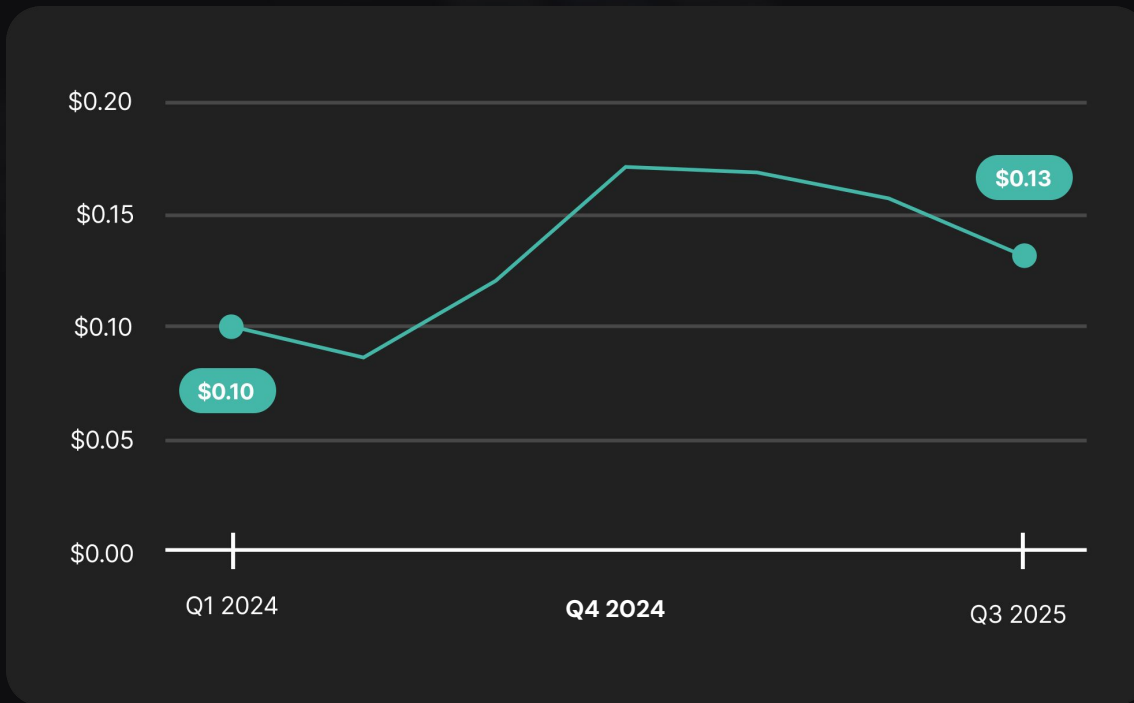
— USA Automations



SMS Value Per Text - Campaigns

Value of SMS is **increasing** in campaigns

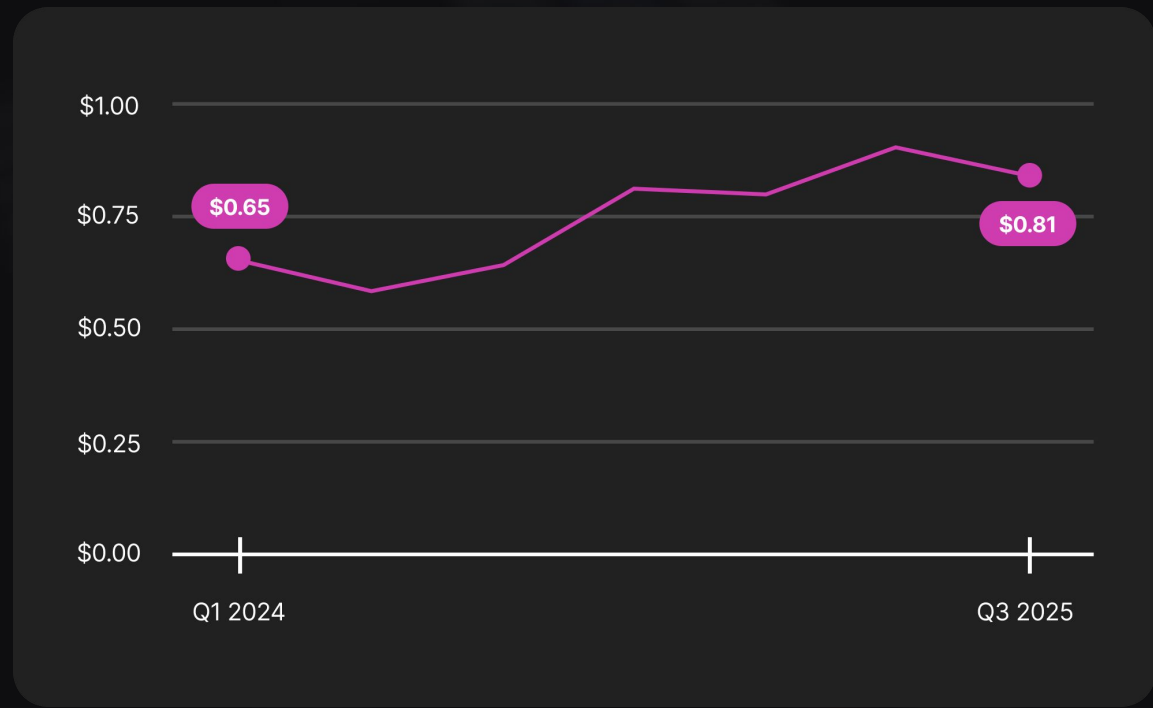
— USA Campaigns



SMS Value Per Text - Automations

Value of SMS in automations is **increasing**

— USA Automations

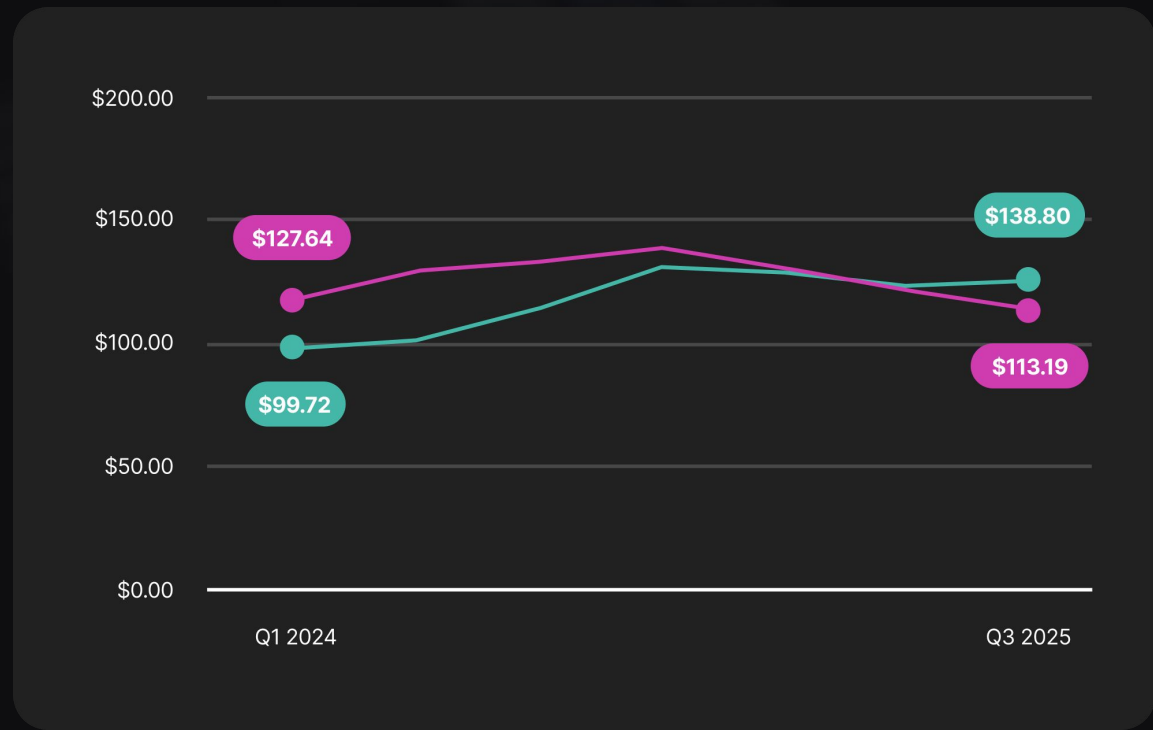


SMS AOV

Rising in Campaigns

Falling in Automations

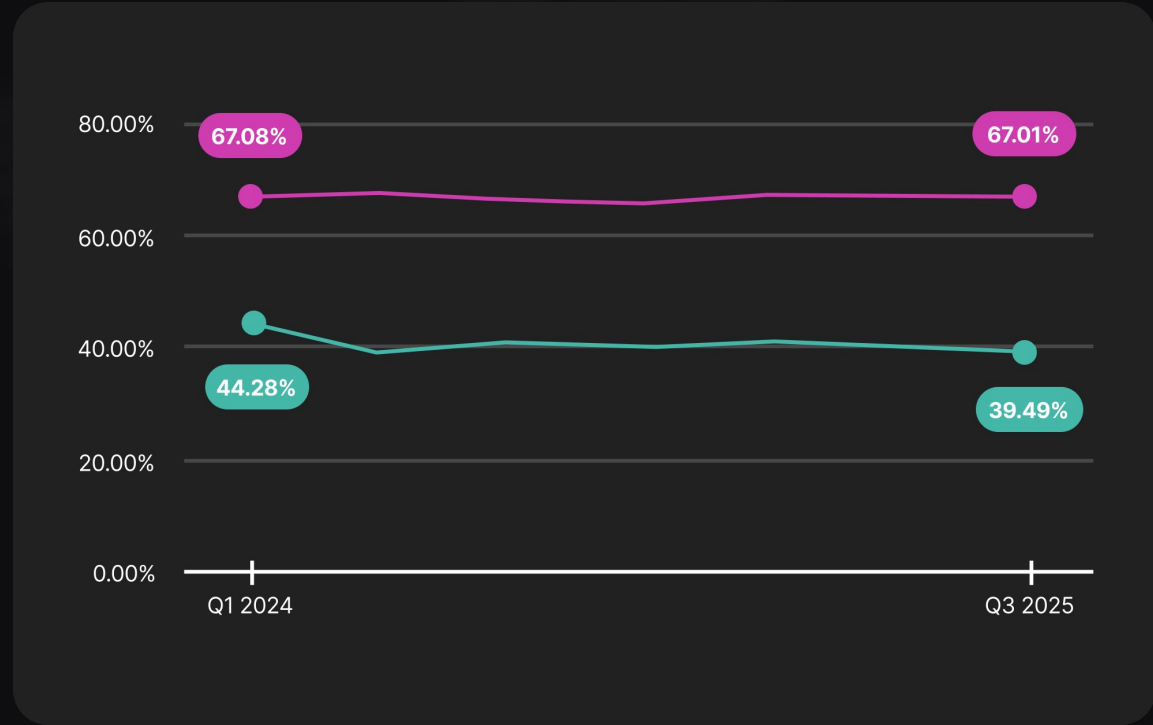
USA Campaigns USA Automations



Push: Open Rate

The channel you
keep forgetting:
Push

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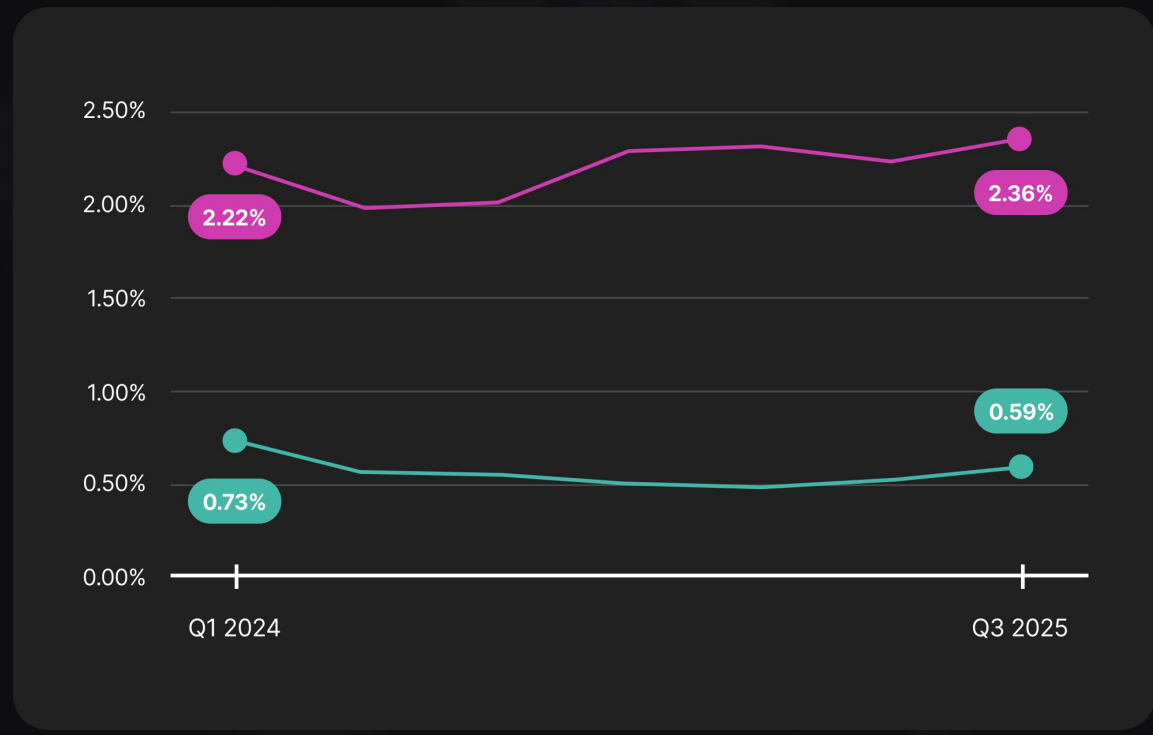


Push:
Click to
Sent

Automation CTR
Rising

Campaigns
Rebounding

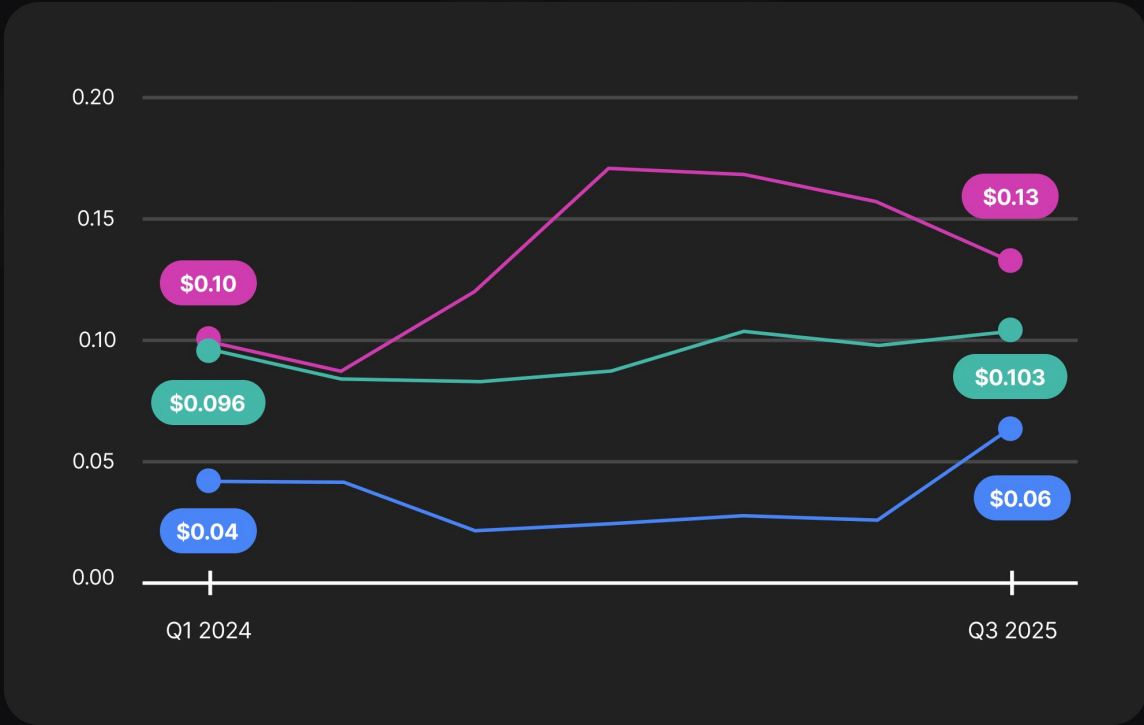
USA Campaigns USA Automations



USA Campaigns Combo

\$ per channel by campaigns

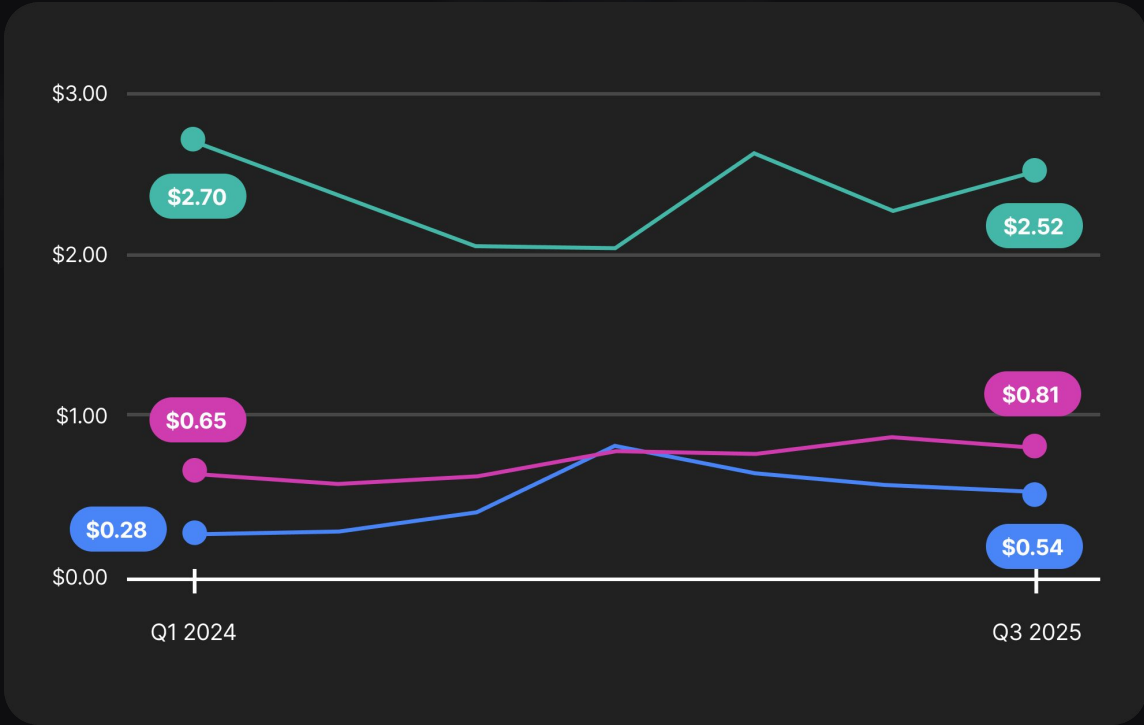
\$ per Email \$ per Text \$ per Push



USA Automations Combo

\$ per channel by automations

\$ per Email \$ per Text \$ per Push



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Thank You!