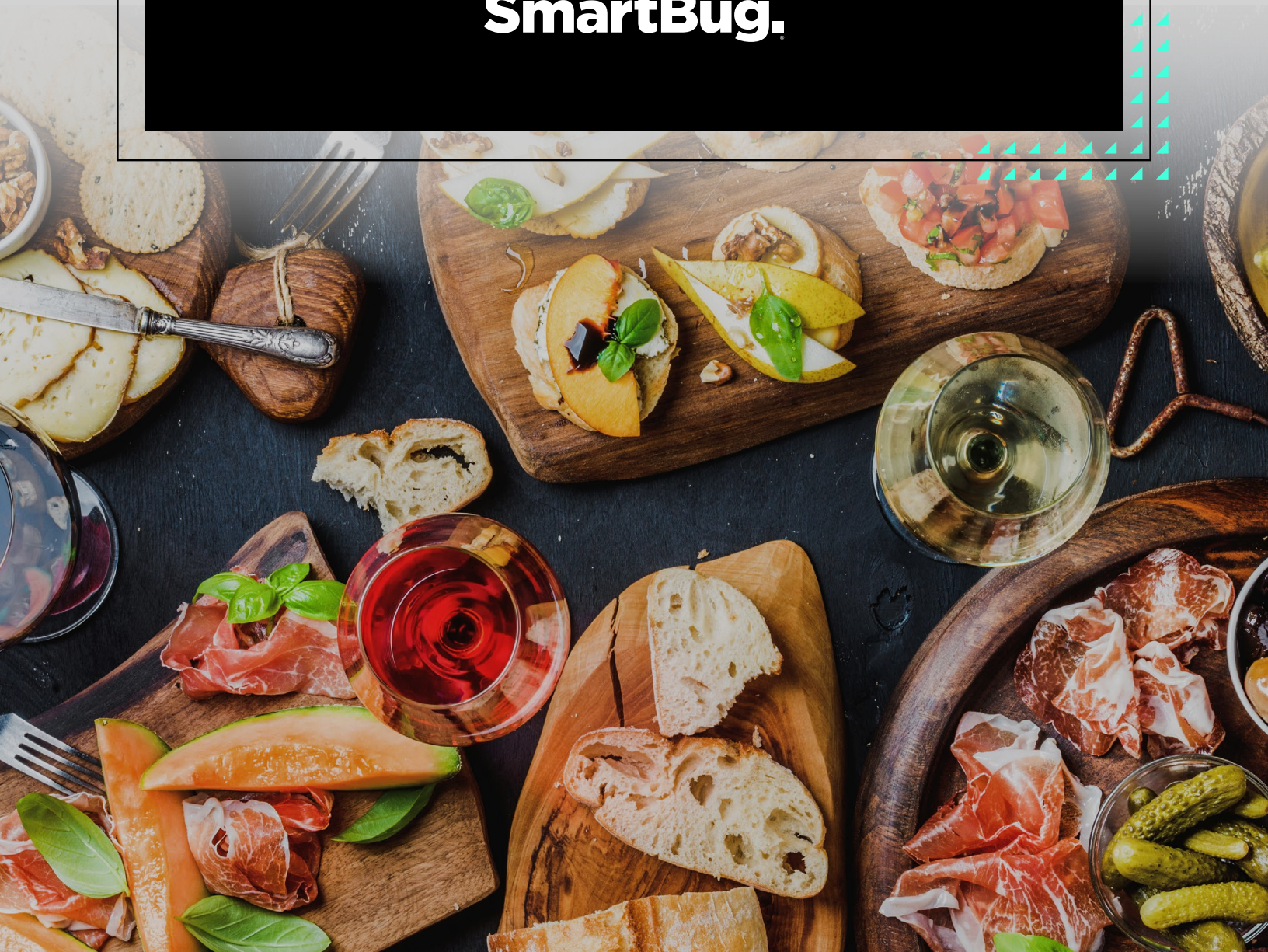


2023

Klaviyo Benchmark Report & Strategies

FOOD & BEVERAGE

SmartBug.



Introduction

The proof is in the metrics. Yes, success in email marketing and SMS is built upon things such as developing a creative strategy, building trust, establishing personalized communication, and segmenting to appropriate audiences. But when measuring success, what really matters is how all of that comes together for strong open rates, click-through rates, conversion rates, and revenue per recipient.

When sending campaigns through a platform such as Klaviyo, you can easily evaluate your success in each of those areas—and where you can make improvements. What's more, Klaviyo has released an [**everyday benchmark report**](#) for 2023 featuring high-level benchmarks by flow. Each benchmark is defined by the total number of opens/total number of deliveries, highlighting the overall average regardless of the number of emails.

Curious as to whether or not you're keeping pace with the competition? Let's dive into those benchmarks by industry, so you can measure and compare your performance. If your rates and revenue aren't quite reaching the benchmark (or you're just looking for ways to refresh your strategy), don't worry. We'll provide tips and tricks for improvement along the way.

Food & Beverage

The surge in demand for doorstep food and beverage delivery is here to stay, so it's more important than ever to adapt. See how the industry performed in email and SMS marketing over the past year.

Food & Beverage Metrics

Email Campaigns			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
40.80%	1.54%	0.21%	\$0.18

All Flows			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
53.65%	6.09%	2.20%	\$1.65

Welcome Email Flow			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
56.92%	7.14%	2.62%	\$1.87

Abandoned Cart Email Flows			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
50.85%	7.31%	3.94%	\$2.93

Browse Abandonment Email Flow			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
55.74%	5.98%	1.36%	\$0.99

Post-Purchase Email Flow			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
60.83%	3.93%	0.59%	\$0.31

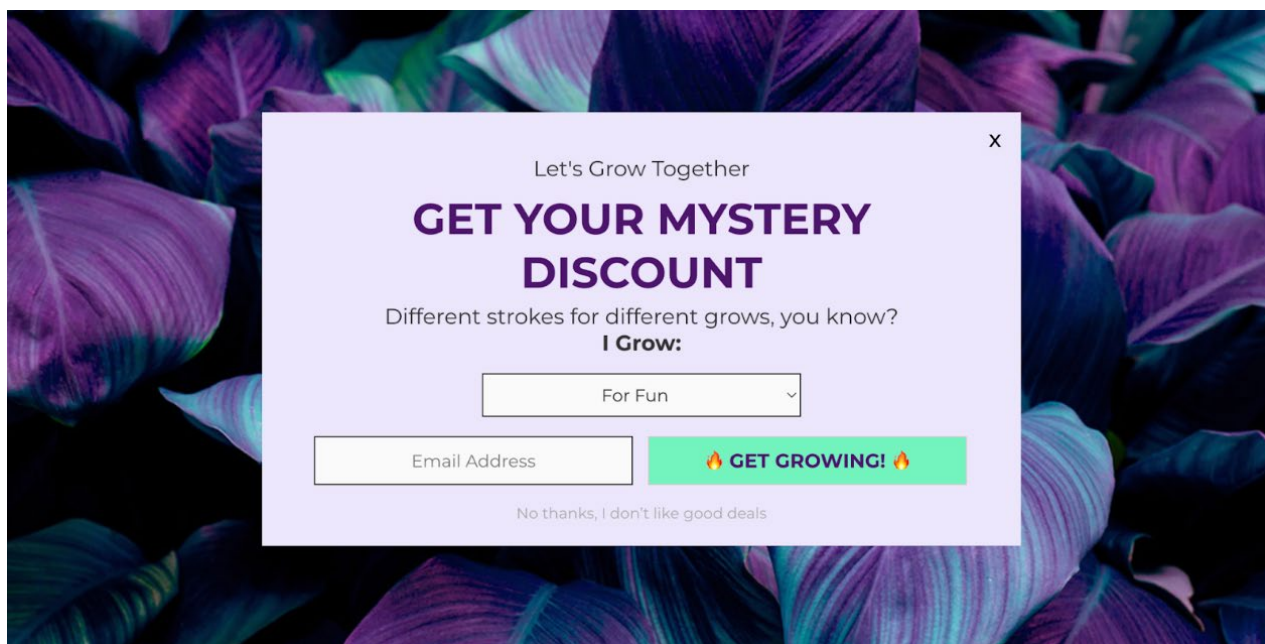
SMS Metric Benchmarks			
Open Rate	Click-Through Rate	Conversion Rate	Revenue per Recipient
--	7.95%	0.22%	\$0.17

Tips to Improve Your Metrics

According to McKinsey & Company, 60-70 percent of consumers shop in an omnichannel way, putting the importance of brand consistency and cohesiveness at the forefront. How can your brand achieve this?

Build your audience using forms, and do so creatively.

Incorporating a fun quiz or questionnaire into your pop-up form not only helps you easily collect first-party data but also encourages visitor engagement, like so:



Personalize, personalize, personalize.

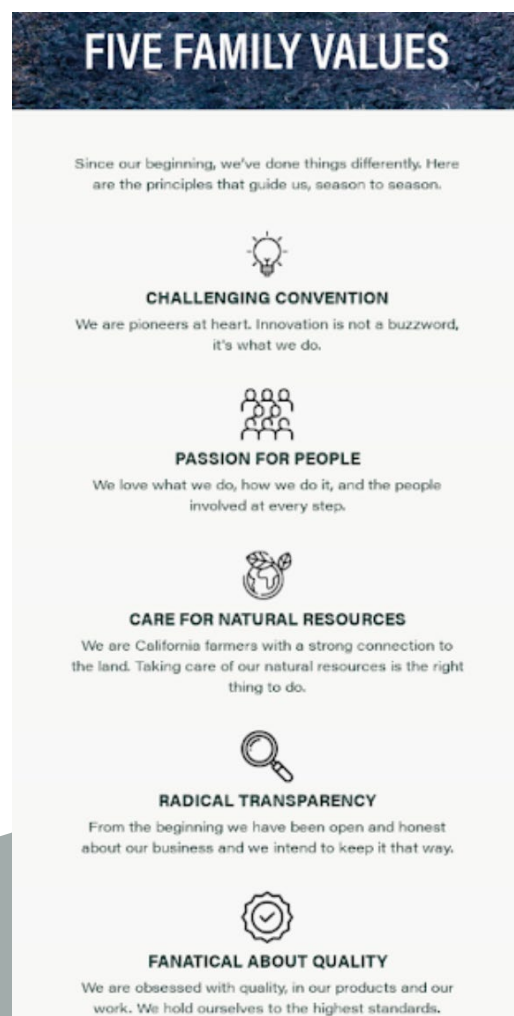
Once a visitor subscribes, you want to form as much of a connection as possible. Segmentation and dynamic blocks will help messaging feel as one-to-one as possible—even when you're sending an email to thousands of people.

Practice proper segmentation.

Klaviyo makes it easy to segment recipients by any criteria, such as demographic information, purchase history, or source of opt-in. You also want to consider messaging for first-time customers versus returning customers.

As noted by Kira Renee, e-commerce product marketing manager at SmartBug Media, "When establishing that relationship with a first-time customer, how and when you communicate is extremely important. If they just placed their first order, don't bombard them with upsell or subscription emails when they haven't even received your product yet. Be strategic in what you say and when you say it."

After someone makes their first purchase, you could send a personalized thank-you message, or you could share your company values like California Olive Ranch does:



Make replenishment and reordering easy.

Appropriately time your automatic replenishment flows, and ensure reordering is as simple as a click away within your email or text. In Klaviyo, you can use the repeat integration to power dynamic reorder buttons, banners, and links, taking them right back to their carts.

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