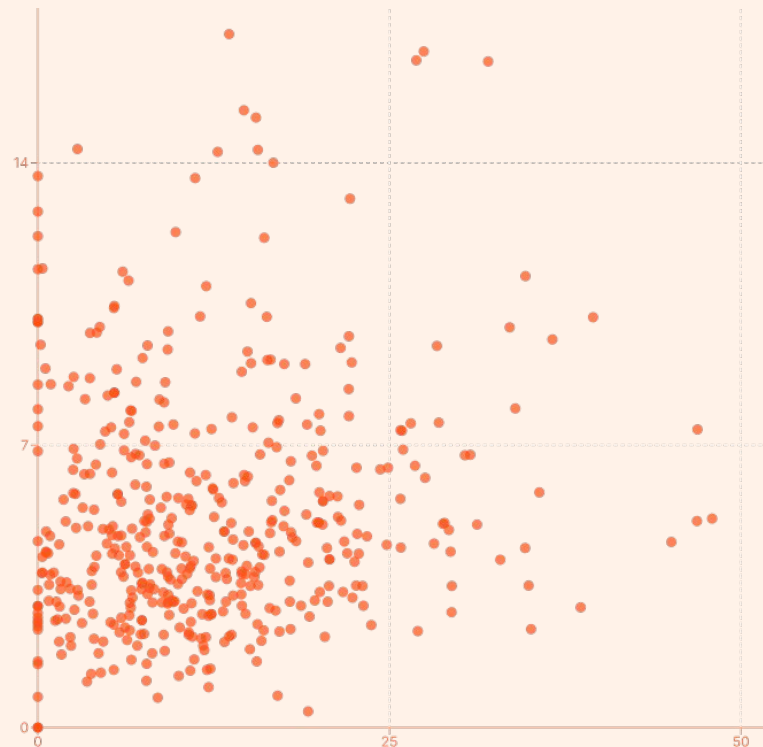


2026 Ecommerce Email Benchmarks Report:

Blueprint of High-Performing DTC Brands

CustomersAI, the email revenue optimization platform built for Shopify brands, analyzed 740 million emails and \$300 million revenue across 619 brands' Klaviyo accounts to bring you this 2026 DTC email marketing benchmark report.



What We **Discovered**

In 2026, the old saying “send more email” is officially out.

DTC email revenue is about engagement and efficiency, not volume or list size.

The relationship between engagement and revenue performance has the strongest connection in the dataset.

Brands with click rates above 10% generate more than 20x the revenue per email than brands with click rates below 2%

For elite performers (high engagement and high efficiency), **conversion rate is 8.4x** the rate of lower performing brands.

Brands that invest in flows generate outsized revenue results.

Flow revenue accounts for 26% more revenue than campaign revenue across the aggregate data set yet, only 24% of brands generate more than 17% of revenue from flows. That's a ton of revenue owned by the fraction of the brands running flows!

The goal of this report is simple:

Give DTC operators a clear benchmark for where their email program stands today and highlight the structure and habits that define the most effective programs in 2026.

BASELINE

Where the Average Klaviyo Account Stands

These numbers represent the current operating benchmarks for the DTC ecosystem.



\$483k

Average Revenue
Last 30 Days



123k contacts

Average Email List Size



\$0.58

Average Revenue
per Contact



\$0.45

Average Revenue
per Email Sent



7.3%

Average Click Rate



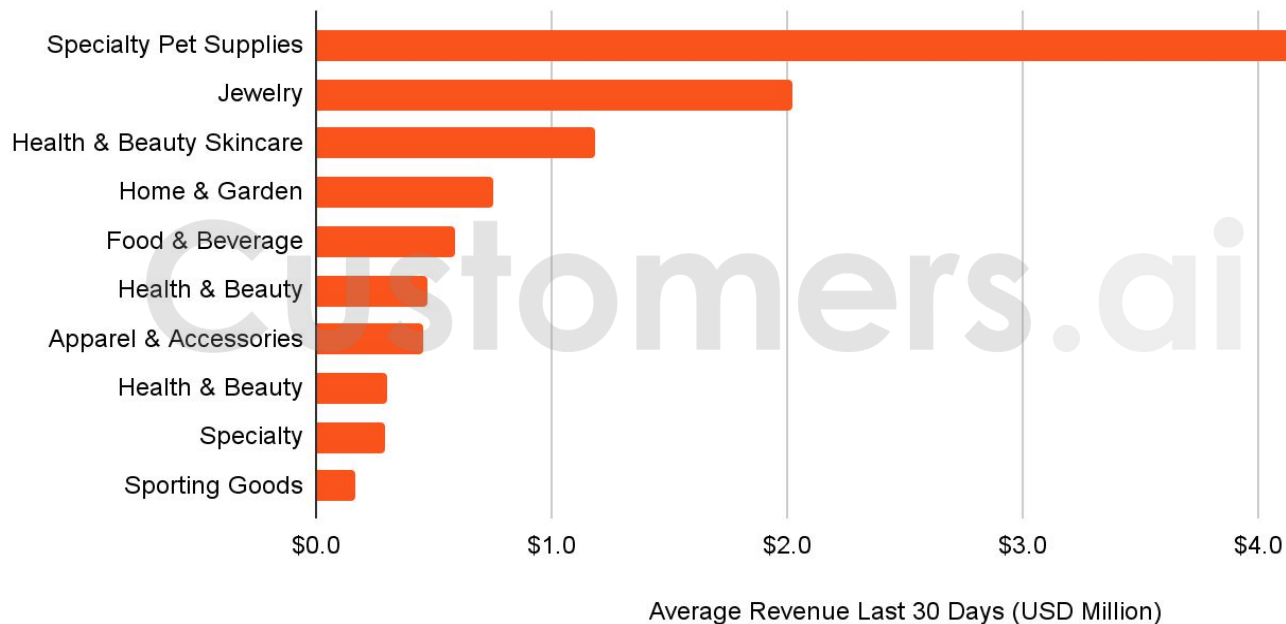
19%

Email Contribution
to Total Revenue

BASELINE

Average Revenue By Ecommerce Vertical

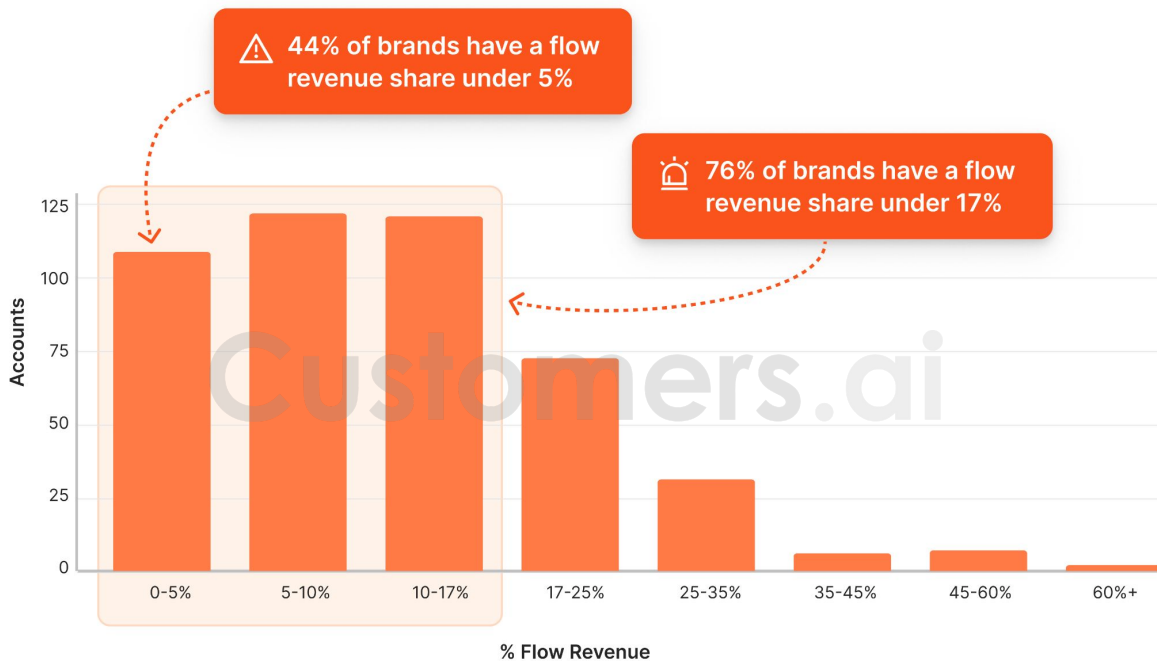
These numbers represent the current total revenue benchmarks for the top 10 DTC verticals represented in this study.



BASELINE

Utilization of **Flows** by Brands

The majority of brands rely on campaigns for email revenue. Most brands derive very little of their total revenue from intent-based and behavior-triggered flows.



FINDINGS

Revenue Declines as **Sending Volume** Increases

Engagement and revenue collapse at sending scale

	Average emails sent	Average revenue per email	Average click rate
Tier 1 25%	4,362	\$0.97	15%
Tier 2 40%	297,928	\$0.43	5.3%
Tier 3 25%	4,724,485	\$0.14	5.4%

Breakdown of send volume to revenue per email

The Top Tier generates the best performance by far:

- ✓ **7x more revenue per email** and
- ✓ **3x the click rate** compared to the High Volume group of Tier 3.

FINDINGS

Big Lists Translate to Low Performance

Mid-size lists have the highest click rate — a sweet spot where lists are large enough to be meaningful but still well-maintained, **balancing scale and engagement**.

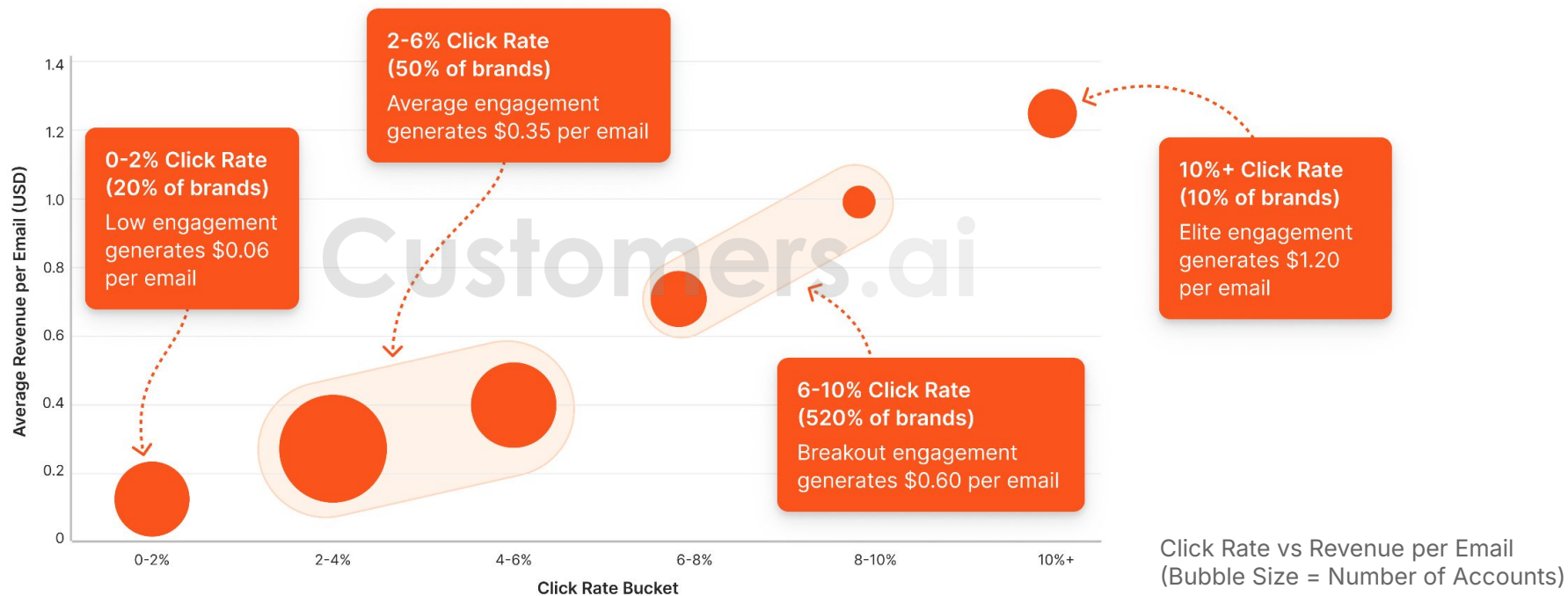
	Average list size	Average revenue per email	Average click rate
Tier 1 25%	21,641	\$0.98	5%
Tier 2 40%	180,780	\$0.39	11%
Tier 3 25%	1,66,527	\$0.19	5%

Breakdown of list size to revenue per email

FINDINGS

Want Higher Revenue per Email? Raise Your CTR

One of the clearest patterns in the dataset is the relationship between engagement and revenue performance. Cross the 6% engagement threshold to see revenue per email jump.



FINDINGS

Want **More Revenue**? Raise Your Flow Contribution

Flow-dominant accounts (more revenue generated by flows than campaigns) send 3.7x fewer emails yet earn **3.75x more revenue per email** and **16% more total revenue** than campaign-dominant accounts.

	Flow-Dominant	Campaign-Dominant
Avg Revenue per Email	\$0.90	\$0.24
Avg Emails Sent	\$737,820	2,753,077
Avg Total Revenue	\$720,238	\$618,000
Avg Flow Revenue	\$158,898	\$53,609
Avg Campaign Revenue	\$63,211	\$118,939

Breakdown of flow-dominant vs. campaign-dominant accounts

FINDINGS

Blueprint of the Elite: Engagement + Efficiency

Accounts segmented by Revenue per email demonstrate conversion efficiency:



Elite performers achieve both **high flow efficiency and high engagement**. These brands **convert 8.4x** the rate of lower performing brands.

Flow efficiency without engagement doesn't perform. Brands with strong flows but low click rates perform no better than brands with neither.

High engagement alone doesn't drive revenue either. Surprisingly, brands with high engagement but low flow efficiency perform worst by revenue per email.

Note: High AOV categories inflate revenue per email, so the data has been normalized by AOV to more accurately represent conversion efficiency.

TAKEAWAYS

Use These Strategies to Increase Email Revenue



Stop chasing list size and send volume

Smaller, engaged lists outperform large, bloated ones. The top tier by list quality generates 7x more revenue per email and 3x the click rate compared to high-volume senders.

Maintain your list, suppress unengaged contacts, and send fewer, better emails.



Invest in intent-based flow automation

76% of accounts derive less than 17% of total revenue from flows.

Automated emails triggered by shopper behavior (browse abandonment, cart abandonment, post-purchase) are the highest-converting emails you can send — yet most brands barely use them.



Aim for both efficiency and engagement

Elite performers combine strong flow automation with high engagement.

Flow automation alone doesn't work without engagement. High click rates alone don't convert without flow infrastructure.

You need both.

NEXT STEPS FOR IMPROVING YOUR KLAVIYO PERFORMANCE

Run your **Free Klaviyo Grader Report**

The data in this report comes **from 619 brands** that have already graded their Klaviyo accounts.

Your personalized report card shows you:



Your Efficiency Score

How your flow revenue share compares to top performers.



Your Engagement Score

Where your open and click rates ranks against the benchmark.



Your Revenue Growth Rate

Are you in the top tier or leaving revenue on the table?

See exactly where your email program stands and where the biggest opportunities are

[Get Your Klaviyo Report Card](#)

