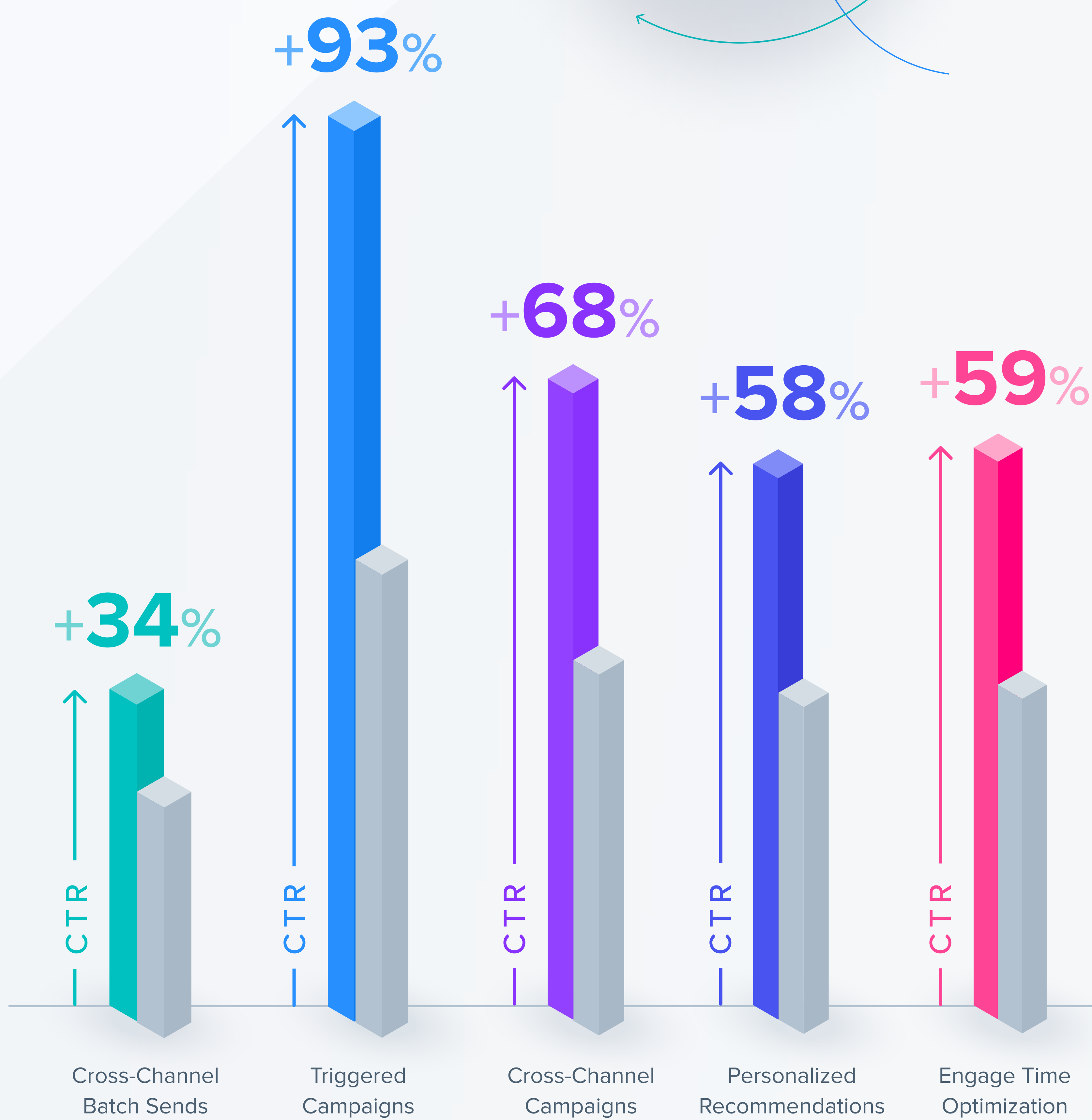


BENCHMARK REPORT 2022

# CROSS-CHANNEL MARKETING

We analyzed 10 billion messages sent by Blueshift customers to understand the variances in core engagement metrics — including open and click-through rates — between different types of campaigns and messages, representing multiple industry verticals.



## BLUESHIFT CUSTOMERS Vertical Highlights

Personalized and cross-channel campaigns beat out their unpersonalized and single-channel counterparts with significantly higher click-through rates.

