Choose the number that fits the question.

A quick reference for SMS revenue, cart reminders and signup forms. Use the workbook to explore all 27 observations.

REVENUE PER SMS SENT

$0.74
Automated SMS

$0.15
Campaign SMS

Omnisend, messages sent in 2025. These are reported averages, not the extra profit caused by a message. ISO currency and the averaging method are not fully specified.

CART-MESSAGE CONVERSION

3.97% to 7.84%

25th to 75th percentiles

Postscript does not publish the conversion denominator or attribution window. Use this to ask a better question about your flow, rather than treating the range as a target.

POPUP PHONE SIGNUP

3.6%

Median, phone signups / popup impressions

Postscript, eligible Shopify shops, 1 Jan to 15 Dec 2025. Shops installed at least 90 days before Black Friday and spent at least $100 on Marketing in Q3. Popup data exclude shops below 1,000 impressions on either editor. Country scope is unstated.

More sales can still mean less contribution.

An illustrative order calculation. Contribution means net sales minus the variable costs of those orders.

Scenario	Net sales	Contribution
No discount 100 orders	**10,000**	**4,000**
15% off, more orders 120 orders	**10,200**	**3,000**
15% off, contribution restored 160 orders	**13,600**	**4,000**

Sales rise 2%. Contribution falls 25%.

At 120 discounted orders, the sales figure looks better but contribution is lower. It takes 160 orders to restore the original 4,000 contribution, before extra program costs.

Hypothetical currency units. Full price 100, variable cost 60 per order, discounted price 85. Constant order mix and costs. Bars show contribution against the 4,000 baseline. This is arithmetic, not a forecast.

Turn the reference into a useful test.

Fill in this page, or print it. Keep the source definition beside the result you plan to compare.

Which flow or customer question will you test?

Who is eligible, and who will you count?

What outcome will you measure, over what time window?

What decision will the result change?

Check before you act

Match the audience, denominator and attribution window. Compare contribution for all eligible shoppers, including those who do not buy. A vendor-credited sale is not automatically an extra sale.

Omnisend report | Postscript benchmarks | Baymard study list