2026 Shopper Identification Rate Benchmark

The Missing Metric Behind Email Revenue

The 2026 Identification Rate Benchmark for Ecommerce Email Marketing

Attribuly

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Attribuly

Executive summary

Email marketing performance begins before an email is sent.

Ecommerce teams usually measure flow revenue, conversion rate, average order value, revenue per recipient, and retention performance. These metrics are useful, but they mainly explain what happens after a shopper becomes reachable. They do not answer a more fundamental question: How much shopper intent does the email marketing stack identify in the first place?

This benchmark analyzes 400 ecommerce merchants using Klaviyo or Omnisend. It focuses on four high-value events that commonly feed email and retention flows: Product Viewed, Collection Viewed, Added to Cart, Checkout Started.

Across these events, Attribuly identified additional shoppers and event activity that native ESP tracking missed. The result is not just more data. It is more shoppers becoming eligible for flows, more behavioral signals reaching the ESP, and more revenue opportunity becoming actionable.

Metric	Average Per Merchant
Event-level unique visitors analyzed	77,412
Relative Shopper Lift vs Native	+50.1%
Events Lift %	+90.9%
Revenue Lift	$97,280
Revenue Lift %	67.3%
Highest Revenue-Lift Event	Checkout Started

The benchmark shows a clear pattern: native ESP tracking misses a meaningful share of shoppers and events that can feed email flows.

Across the four analyzed events, native ESP tracking identified 9.03% of event-level unique visitors. With Attribuly, Identification Rate increased to 13.56%, adding 4.53% to the event-level Identification Rate. Compared with the native identified shopper base, Attribuly increased reachable shoppers by 50.1% and contributed 33.38% of the final identified shopper pool.

The revenue opportunity is concentrated, not evenly distributed. Checkout Started produced the highest Revenue Lift, while Collection Viewed produced high event coverage but very limited revenue impact.

Why Email Revenue Starts With Identified Shoppers

Every email flow depends on a basic condition: the ESP must know who the shopper is.

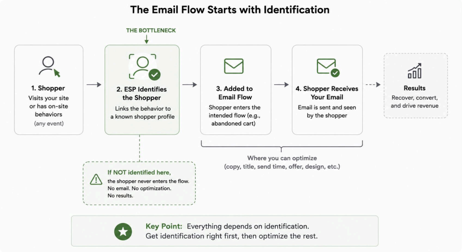
A shopper can view a product, browse a collection, add an item to cart, or start checkout. Each event carries information about purchase intent. But that information only becomes useful when the event can be connected to an identified shopper profile inside Klaviyo, Omnisend, CartSee, or another ESP.

If the ESP cannot identify the shopper, the event may never enter the intended flow. That means the brand can lose revenue before the email is ever sent.

This is why Identification Rate matters. It measures how much of the shopper's behavior is actually usable by the email marketing system.

For DTC ecommerce brands, this is especially important because shopper journeys are rarely linear. A shopper may visit the site on day one, compare products over several sessions, submit an email later, and only then add to cart or start checkout. If identity breaks somewhere in that journey, the ESP may not connect the later high-intent event to the shopper profile.

When that happens, the brand does not just lose a data point. It loses a chance to trigger a flow, recover a cart, personalize a message, or understand purchase intent.



Key Metrics and Data Rules

What “Identified” Means

When a shopper comes to an ecommerce site, the ESP pixel does not automatically know who that shopper is. Klaviyo, Omnisend, CartSee, or another ESP can usually recognize only part of the traffic.

A shopper is “identified” only when their behavior can be connected to a known profile inside the ESP.

That is what decides whether email marketing can act on the behavior. If a shopper is identified, their Product Viewed, Added to Cart, or Checkout Started event can enter the right flow. If the shopper is not identified, the event may still happen on the website, but the ESP may not be able to trigger the email flow.

Identification is therefore a revenue metric, not just a tracking metric.

Shopper, Event, and Revenue Metrics

This report uses three layers of metrics:

- Unique Visitors at Event: The deduplicated visitors who triggered a specific event.
- Identified Shoppers: The deduplicated shoppers the ESP can recognize and connect to a profile. These are the people who can become eligible for flows.
- Identified Events: The event occurrences tied to identified shoppers. One identified shopper can generate multiple identified events.

Native metrics refer to what the ESP identified without Attribuly.

The most important calculations are:

- Native Identification Rate = Native Identified Shoppers ÷ Unique Visitors at Event
- Identification Rate with Attribuly = Identified Shoppers with Attribuly ÷ Unique Visitors at Event
- Identification Rate Lift = Identification Rate with Attribuly - Native Identification Rate
- Relative Shopper Lift vs Native = Attribuly Incremental Identified Shoppers ÷ Native Identified Shoppers
- Events Lift = Identified Events with Attribuly - Native Identified Events
- Events Lift % = Events Lift ÷ Identified Events with Attribuly
- Revenue Lift % = Revenue Lift ÷ Revenue with Attribuly

Attribuly Revenue is the additional revenue brought by Attribuly and is already deduplicated from Native Revenue. Revenue with Attribuly combines Native Revenue and Attribuly Revenue. In this playbook, Revenue Lift equals Attribuly Revenue.

Incremental identified shoppers

Attribuly incremental identified shoppers can come from two sources:

Attribuly Incremental Identified Shoppers = Capture UV + ReCapture UV

Capture UV refers to shoppers identified through Capture, where previously anonymous visitors become identifiable.

ReCapture UV refers to shoppers identified through ReCapture, where known profiles that native ESP tracking missed are recovered and connected back to their events.

Data Basis

All benchmark data is reported on a 30-day period basis. This gives every merchant the same measurement window, even when the underlying usage duration is different.

Unless a table explicitly says “sample scale,” absolute values such as added shoppers, Events Lift, and Revenue Lift represent the average merchant in a 30-day period. Percentage metrics are calculated from the same 30-day cohort totals, not by averaging merchant-level percentages.

To keep the benchmark comparable, the dataset is cleaned before analysis. Merchants or event records are not included when the Klaviyo or ESP setup was not configured correctly, when the required flow setup was incomplete, or when the event data could not support a reliable before-and-after comparison.

Overall Benchmark: Missed Events and Revenue Opportunity

Overall Event Performance

Email service providers such as Klaviyo, Omnisend, and CartSee power ecommerce retention, but their native pixels are not built for high-precision identity resolution.

That creates a quiet but expensive gap. A shopper can view a product, browse a collection, add an item to cart, or start checkout. But unless that behavior is connected to an identified profile, the event may not trigger the abandonment flow it was supposed to trigger.

For the merchant, this is not just a tracking issue. It is a revenue access issue. If the ESP cannot identify the shopper or the event, the shopper may never receive the email that would have brought them back.

Across the four analyzed events, the native Identification Rate was 9.03%. With Attribuly, the Identification Rate increased to 13.56%, adding +4.53% to event-level Identification Rate. That lift may look modest as an absolute rate increase, but it represents a much stronger operational change: compared with the native identified shopper base, Attribuly increased reachable shoppers by 50.1%. In practical terms, Attribuly added 3,504 identified shoppers per merchant in a 30-day period.

Identification Rate by Event

Event	Native Identifica-tion Rate	Identification Rate with Attribuly	Identifica-tion Rate Lift	Added Identified Shoppers	Relative Shopper Lift vs Native
Product Viewed	4.85%	8.37%	+3.52%	2,298	+72.2%
Collection Viewed	9.85%	14.10%	+4.26%	592	+43.2%
Added to Cart	24.73%	39.76%	+15.02%	709	+60.8%
Checkout Started	46.07%	53.12%	+7.05%	291	+15.3%
All Events	9.03%	13.56%	+4.53%	3,504	+50.1%

Checkout Started has the highest native Identification Rate, which is directionally reasonable. By the time a shopper reaches checkout, they are more likely to have logged in, submitted an email, returned from a previous session, or created stronger profile-level signals.

But the largest Identification Rate Lift appears at Added to Cart. This matters because cart abandonment flows are among the most commercially important flows for ecommerce teams. A +15.02 percentage-point lift at this stage means a larger share of cart intent becomes reachable before the shopper disappears. Relative to the native identified shopper base, Attribuly increased identified Added to Cart shoppers by 60.8%.

Identified Events and Revenue by Event

Event	Events Lift	Events Lift %	Revenue Lift	Revenue Lift %
Product Viewed	130,730	+89.6%	$13,417	58.4%
Collection Viewed	51,785	+93.2%	$10	1.0%
Added to Cart	35,040	+92.2%	$4,189	48.1%
Checkout Started	21,398	+91.3%	$81,454	70.8%
All events	214,617	+90.9%	$97,280	67.3%

The event coverage gap is large across all four events. After Attribuly is included, roughly 90.9% of identified events in the final event pool are events that native tracking did not identify.

Revenue is more concentrated. Checkout Started produces the highest Revenue Lift at $81,454 per merchant in a 30-day period. Product Viewed also creates meaningful revenue upside at $13,417. Collection Viewed produces only $10 in Revenue Lift and 1.0% Revenue Lift %, after the same 30-day period normalization and both filtering rules. This shows that high event coverage does not always translate into revenue unless the merchant has flows or segmentation that monetizes that behavior.

Events Lift vs. Revenue Lift

Event recovery and revenue recovery are related, but they are not interchangeable.

- Events Lift answers: how many additional identified events did Attribuly add?
- Events Lift % answers: of all identified events available after Attribuly, what share did Attribuly add?
- Revenue Lift % answers: of all revenue after Attribuly, what share came from Attribuly Revenue?

Event	Events Lift %	Revenue Lift Avg	Revenue Lift %	Business Interpretation
Product Viewed	+89.6%	$13,417	58.4%	Broad reach, meaningful browse revenue.
Collection Viewed	+93.2%	$10	1.0%	High event lift, low revenue impact.
Added to Cart	+92.2%	$4,189	48.1%	Strong cart recovery opportunity.
Checkout Started	+91.3%	$81,454	70.8%	Highest-value recovery signal.

This is why a benchmark report should not rank events by event lift alone. Collection Viewed has the highest Events Lift %, but it produces almost no Revenue Lift in this sample. Checkout Started has a similar Events Lift %, but produces the highest Revenue Lift because the shopper is much closer to purchase.

The better question is not “which event has the highest lift?” It is “which missed events are large enough, close enough to purchase, and connected enough to flow revenue to matter?”

Before and After Attribuly

The shift before and after Attribuly is best understood as a change in reachable revenue surface area.

Before Attribuly, a merchant may already have well-built flows in Klaviyo or another ESP. The issue is that too many eligible shoppers never reach those flows because their events are not identified. After Attribuly improves event-level identity, more shoppers become identifiable, more events become usable, and more revenue becomes reachable by the ESP.

Metric	Before Attribuly	After Attribuly	Lift
Identified shoppers	6,993	10,497	+50.1%
Identification Rate	9.03%	13.56%	+4.53%
Identified events	21,448	236,065	11.01x
Revenue	$47,252	$144,432	3.06x

The practical meaning is that Attribuly does not need to change the merchant's email creative, offer, or flow logic to create value. It increases the number of identified shoppers and usable events entering the ESP. More eligible shoppers can then enter the flows the merchant already built.

Store Size Benchmark

Event Opportunity by Store Size

Revenue opportunity changes by store size, but not in a perfectly linear way.

Larger stores usually have more traffic and more revenue opportunity. However, they do not always have higher Identification Rate. Smaller stores do not always have smaller lift. The relationship depends on traffic quality, journey length, event mix, and where native ESP tracking loses identity.

This section groups merchants by store size. Event, shopper, and revenue metrics remain normalized to a 30-day period.

Store Size	Native Identification Rate	Identification Rate with Attribuly	Identification Rate Lift %	Revenue Lift	Revenue Lift %
<$1M GMV	33.39%	41.65%	+8.26%	$2,122	74.3%
$1M–$3M GMV	9.06%	16.77%	+7.72%	$248,513	97.7%
$3M–$6M GMV	6.96%	11.14%	+4.18%	$10,563	49.2%
$6M-$12M GMV	14.06%	20.50%	+6.44%	$8,726	20.8%
$12M+ GMV	6.85%	9.59%	+2.73%	$75,609	22.2%

Store Size represents past 12-month GMV. The $1M–$3M GMV group shows the strongest Revenue Lift in this sample, at $248,513 per merchant in a 30-day period. This group combines meaningful traffic, meaningful purchase intent, and enough identity loss for Attribuly to recover high-value flow opportunities.

The $12M+ group also shows large absolute Revenue Lift at $75,609, but its Revenue Lift % is lower. This suggests that larger stores may already have a larger native revenue base, even though the absolute dollars recovered by Attribuly remain meaningful.

The shopper-lift view makes the store-size pattern stronger. Attribuly increased identified shoppers by 85.2% versus the native base in the $1M–$3M GMV group, 60.1% in the $3M–$6M group, 45.8% in the $6M–$12M group, 39.9% in the $12M+ group, and 24.7% in the <$1M group.

Event Lift by Store Size

This table isolates Event Lift %. It does not include revenue by event because the goal here is narrower: to show where each store-size segment gains additional identified event volume.

Revenue lift is already summarized at the store-size level above. Keeping this table focused on Event Lift makes it easier to see which parts of the funnel are most affected by identity loss.

Store Size	Product Viewed	Collection Viewed	Added to Cart	Checkout Started
<$1M GMV	+67.6%	+78.4%	+88.4%	+86.2%
$1M–$3M GMV	+88.2%	+79.1%	+90.2%	+88.1%
$3M–$6M GMV	+92.8%	+96.8%	+96.8%	+95.3%
$6M-$12M GMV	+74.5%	+88.4%	+89.2%	+89.1%
$12M+ GMV	+91.3%	+94.0%	+93.6%	+92.4%

Event Lift is consistently high across store-size bands. The key interpretation is not that every store has the same revenue opportunity. It is that native ESP tracking commonly misses a large share of the final usable event pool across store sizes.

Industry Benchmark

Industry context matters because different products create different buying journeys.

Some categories have short buying cycles and frequent repeat purchases. Others involve more research, comparison, and returning sessions before purchase. These differences affect both identity loss and revenue recovery.

The industry benchmark shows where identification creates the most visible business opportunity across DTC ecommerce categories.

Industry Benchmark Table

Store Size	Typical AOV	Native Identification Rate	Identification Rate Lift	Events Lift %	Revenue Lift ($ / %)
Consumer Electronics & Appliances	$401	7.16%	+2.61%	+90.3%	$161,391 / 70.6%
Home & Living	$701	8.64%	+10.35%	+95.4%	$20,185 / 43.3%
Health & Wellness	$150	12.09%	+16.85%	+94.2%	$2,111 / 20.4% |
Beauty & Personal Care	$51	23.63%	+6.54%	+79.6%	$1,186 / 77.8%
Apparel & Accessories	$35	53.91%	+12.38%	+84.0%	$1,107 / 37.3%
Pet Supplies	$76	23.33%	+8.82%	+52.8%	$13,349 / 17.9%
Sports & Outdoor	$1283	5.04%	+1.29%	+90.8%	$22,945 / 46.2%
Baby & Kids	$377	7.41%	+2.10%	+98.5%	$10,828 / 55.9%

Industry Patterns

Consumer Electronics & Appliances is the largest revenue opportunity in the benchmark. Its average Revenue Lift reaches $161,391 per merchant, and its top revenue event is Checkout Started. This makes sense for a category where shoppers often compare specifications, prices, warranties, financing, and alternatives before purchasing.

Home & Living shows a strong Identification Rate Lift at +10.35% and a meaningful Revenue Lift at $20,185. Relative to the native identified shopper base, Attribuly increased identified shoppers by 119.7% in this category. Its top revenue event is Product Viewed, which suggests that early browse intent can be commercially valuable when shopper identity is preserved.

Health & Wellness shows the highest Identification Rate Lift in the industry table, at +16.85%. Relative to the native identified shopper base, Attribuly increased identified shoppers by 139.4%. Revenue Lift is more modest, which means the category has a visible identity gap, but the revenue outcome depends heavily on AOV, offer type, repeat-purchase behavior, and flow quality.

Sports & Outdoor has a low Identification Rate, but still produces $22,945 in Revenue Lift. Low identification percentages can still represent meaningful revenue opportunity when the recovered events are tied to higher-value products or stronger purchase intent.

The broader insight is that identification does not create the same revenue curve in every category. Some industries gain value from recovering high-volume browsing signals. Others gain value from recovering fewer but higher-intent checkout events.

Why High AOV Products Have Longer Journeys and Lose Identity Easily

High-AOV (average order value) products often require more consideration before purchase. Shoppers may compare options, read reviews, return across multiple sessions, ask family or team members, wait for a promotion, or revisit the site days or weeks later.

That longer journey creates more chances for native browser or session identity to break before the shopper reaches a high-intent event.

For example, a shopper may view a product on day one, submit an email on day twenty, and add to cart on day thirty. In theory, the ESP should connect the email profile with the later Added to Cart event and trigger the right recovery flow. In practice, if the native tracking layer cannot connect those sessions, the event may not enter the flow.

This is why high-consideration categories like Consumer Electronics & Appliances, Home & Living, Sports & Outdoor, and some Health & Wellness products can have meaningful identification opportunity. The longer the journey, the more valuable it becomes to preserve identity across sessions and events.

The report’s industry patterns support this directionally: Consumer Electronics & Appliances and Home & Living produced the largest average Revenue Lift per merchant in the dataset. Both categories often involve comparison, research, and delayed purchase decisions.

Industry Use Cases

The industry benchmark gives the category-level view. The use cases below go one layer deeper and show how average event performance differs by industry.

Each use case is based on average per merchant data within the industry. These are not single-brand case studies. They are industry-level examples designed to show where event lift and revenue lift usually appear inside the funnel.

Home & Living

Home & Living merchants often sell products that require browsing, comparison, and return visits.

Event	Identification Rate Lift	Events Lift %	Revenue Lift	Revenue Lift %
Product Viewed	+9.6%	+95.5%	$19,123	95.0%
Collection Viewed	+7.6%	+95.1%	$0	0.0%
Added to Cart	+29.1%	+96.1%	$3,428	24.5%
Checkout Started	+7.7%	+93.7%	$822	5.5%

Home & Living revenue opportunity is most visible in Product Viewed. That suggests earlier browse intent can be highly valuable for home products when the shopper can be recognized and connected to future flow logic.

Consumer Electronics & Appliances

Consumer Electronics & Appliances had the largest average Revenue Lift in the benchmark. These products often require comparison, research, and multiple sessions before purchase.

Event	Identification Rate Lift	Events Lift %	Revenue Lift	Revenue Lift %
Product Viewed	+1.7%	+88.0%	$16,421	52.5%
Collection Viewed	+2.6%	+93.1%	$0	0.0%
Added to Cart	+11.0%	+92.2%	$4,565	59.2%
Checkout Started	+5.8%	+91.5%	$142,337	74.0%

The strongest revenue signal is Checkout Started, with $142,337 average Revenue Lift. For higher-consideration products, recovering lower-funnel identity can have outsized revenue impact because each missed checkout event carries more purchase intent than a generic browse event.

Health & Wellness

Health & Wellness shows strong identification and event recovery, but the revenue opportunity remains more modest than Consumer Electronics & Appliances.

Event	Identification Rate Lift	Events Lift %	Revenue Lift	Revenue Lift %
Product Viewed	+18.5%	+95.6%	$458	14.5%
Collection Viewed	+10.5%	+92.5%	$0	0.0%
Added to Cart	+33.8%	+94.4%	$450	31.5%
Checkout Started	+2.9%	+91.0%	$1,203	25.1%

The key lesson is that more identified events do not automatically create large revenue lift. Health & Wellness has strong event recovery across the funnel, but the revenue opportunity depends on AOV, offer type, repeat-purchase behavior, and whether the merchant has flows that monetize each event.

Pet Supplies

Pet Supplies had a small sample size, but the category is useful because pet brands often have repeat-purchase potential and replenishment behavior.

Event	Identification Rate Lift	Events Lift %	Revenue Lift	Revenue Lift %
Product Viewed	+6.0%	+44.0%	$6,013	29.3%
Collection Viewed	+29.4%	+64.6%	$0	0.0%
Added to Cart	+18.0%	+59.9%	$2,172	18.5%
Checkout Started	+14.8%	+68.7%	$5,164	12.2%

Pet Supplies shows meaningful recovery potential, but the sample should be read directionally. Product Viewed has the largest Revenue Lift in this category, while Checkout Started has a larger native revenue base.

Get Your Own Event-Level Revenue Report

Benchmarks show the average pattern. A connected ESP report shows the merchant's actual opportunity.

After connecting Klaviyo or another ESP, a merchant-specific report can show:

- Which events are being missed
- How many shoppers are identified natively
- How many additional shoppers Attribuly can identify
- How many additional events can be sent to the ESP
- How much additional Revenue Lift Attribuly can bring by event
- Which flows should be fixed first

The benchmark gives merchants a directional view of what similar ecommerce brands are missing. The connected report turns that estimate into a merchant-specific diagnosis: which events are losing identity, how much revenue is attached to those events, and which flows should be fixed first.

For the DTC brands, the next step is simple:

1. Compare your store with the industry benchmark.
2. See which events usually create the largest identification and revenue gap.
3. Connect your ESP to generate a store-specific event-level report.
4. Use that report to prioritize the flows and events worth fixing first.

For a merchant, the key question is not only "how does my industry perform?" It is: "Which of my own events are missing identity, and how much revenue can I recover if those events are fixed?"

Get your own store-specific event-level report →

Methodology and Limitations

Dataset scope:

- The benchmark dataset covers 400 ecommerce merchants.
- ESP coverage is primarily Klaviyo, with additional ESP context where available.
- Merchant Attribuly usage duration ranges from 3 to 618 days.
- The report uses a 30-day period as the standard reporting window.

- Four analyzed events: Product Viewed, Collection Viewed, Added to Cart, and Checkout Started.
- All revenue values are shown in USD.

Data calculation rules:
- Absolute metrics are shown as 30-day average merchant values unless a table explicitly says "sample scale."
- Percentage metrics are cohort-level weighted rates calculated from normalized totals.
- Store-size groups use past 12-month GMV.

Important limitations:
- The dataset does not include a cross-event user ID or order-level deduplication table.
- Small industry cohorts should be read as directional examples, not stable industry averages.
- Industry categories were standardized into eight DTC ecommerce categories: Home & Living, Consumer Electronics & Appliances, Health & Wellness, Beauty & Personal Care, Apparel & Accessories, Pet Supplies, Sports & Outdoor, and Baby & Kids.
- Unique Visitors at Event can be summed across event categories for benchmark context, but should not be interpreted as unique site visitors.

About Attribuly

Attribuly helps DTC brands recover lost email revenue by identifying shoppers and subscribers missed by their ESP, enriching customer profiles, and sending more complete behavioral signals back to Klaviyo, Omnisend, and other marketing platforms.

As a Shopify Featured App and Klaviyo Technology Partner, Attribuly is trusted by 20K+ brands worldwide to unlock more identified shoppers, more actionable events, and more revenue from email and retention marketing.

Learn more about Attribuly →