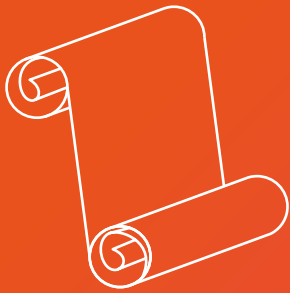# phrasee

Findings from the Phrasee data vault

10 ways top brands are double-clicking with customers

"Brevity is the soul of wit," or so **said some old English guy who never wrote a marketing message.**

But he was right! Saying something in the space a subject line, SMS, or push notification allows is difficult. Constructing a good marketing message is hard. And thinking of multiple variants for each message you want to send is an incredible challenge.

At Phrasee, we believe that there is a science to crafting a winning marketing message. And we've got it figured out. And we're sharing some of our findings with you, direct from the Phrasee data vault.

Read this report. Think about your subject lines. Recommit to a comprehensive testing plan. And (obviously) check out Phrasee and let us help you supercharge your messages!
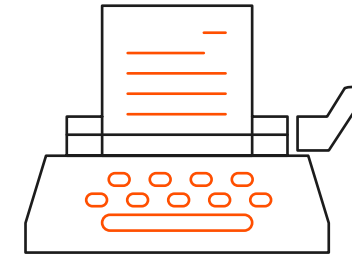
Who should read this paper

Don't read this Orange Paper if...:
- You love writing hundreds of message variants yourself
- You hate staying up to date with the latest, data-driven marketing trends
- You're already delighted with your conversions, clicks, and opens
- You're happy to let your competitors keep this data to themselves
- You don't want to make more money with your marketing

Remember: if any of these sound like you, DON'T READ THIS ORANGE PAPER.

Everyone else: right this way, please...

Contents

Methodology

This analysis comes from over 200,000 Phrasee-generated messages over a five-year period, comprising billions of individual opens and clicks.

We took a range of frequently appearing words, phrases, and emojis from messages sent by the world's biggest brands and dug deep into our data to find the lower quartile (25th percentile score), median (50th percentile score), and upper quartile (75th percentile score) of each phrase. The lower quartile shows the lower-performing message variants, the upper quartile shows the higher-performing variants, and the median sits in the middle.

This should give you an indication of the average risk or benefit of using a specific phrase in your own messages. The higher the number, the higher the likelihood that the variant will perform well. For instance, a phrase with a –10% median is less likely to lead to a performance uplift than one with a 10% median.

If you want to see the full data set, head to the appendix, where you'll find all the phrases we looked at, along with the associated data.

phrasee.co

Why are you giving this away for free?!

The number one question we're asked is "which words should I include to create the best-performing messages?".

Here's the thing: we've got a whoooole lot of data (what you're about to see is just a tiny sliver of it), so we *can* tell you what's working for other brands, and how that's changing over the years.

What we *can't* tell you is what will work for you. Every brand is unique, from your tone of voice to your customers to your marketing strategy, and what works for Walgreens doesn't work for Party City.

But with so much data, we can look at trends, and say what *tends* to work better for most brands, and what *tends* to bomb.

That's why we're not worried about opening our data vaults. Take it! It's all interesting stuff! We even invite you to test out some of the best-performing phrases for yourself, and hopefully it'll work out for you. However, more than likely, you need to experiment at scale with your content to ensure that your messages are always on point.

1: What calls to action make the most impact?

READ ME NOW! Right, now we've got your attention...

Call to ACTION

Our data suggests that high-performing calls to action (CTAs) are those with a clear, direct end point – such as "buy" or "claim" – or those implying newness – for instance, "introducing" performs well in email subject lines and SMS.

So, that's the end of it right? Well, not quite. There's a whole lot of nuance to what works and what doesn't in CTA language. An unexpected finding is that "save" doesn't perform so well on average. Who doesn't want to save? Your customers, apparently! "Discover" is also a relatively low-performing CTA word – perhaps because it's lacking that direct "what's in it for me?" angle that customers seem to love.

NOW READ ME! Truthfully, there is no silver bullet CTA that will suddenly double your revenue. It depends on the audience, the channel, and sometimes just the way customers are feeling in the moment. That's why experimenting with not just the color of your CTA button, but also the language, is essential.
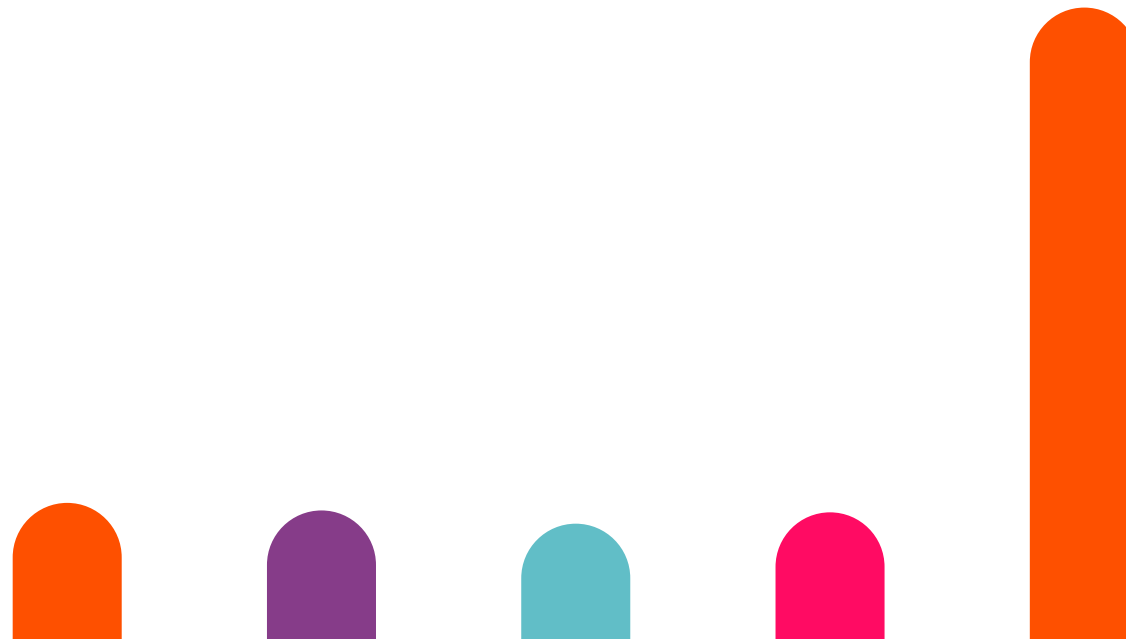
2: How do you convert an abandoned basket?

Tapping into FOMO seems to be an effective way to convert those pesky abandoned baskets. According to the Baymard Institute, the average cart abandonment rate is a staggering 70%, meaning you could be missing out on a whole lot of revenue.

"Expiring" is the highest-performing word across subject lines, SMS, and push — it makes customers worry that their cart of goodies will sell out, so it can be an effective way to nudge them into action. Playing with other FOMO-adjacent phrases, such as "running low" or "selling out" could also work to remind customers that the clock is ticking on the products they're coveting.

Abandoned baskets fall into the bucket of "trigger campaigns" — the message is "triggered" by the customer doing something — in this case, leaving their cart of goods without checking out. This gives you a great opportunity to constantly experiment with your abandoned basket messages over time to see which language nudges your customers over the finish line.

The million-dollar subject line

When Currys joined forces with Phrasee, Movable Ink, Adobe, and Merkle, they found themselves a million-dollar subject line — or, more specifically, a $3.4m subject line! We worked with Currys to optimize its abandoned basket campaign, and our AI-powered messages helped Currys make millions more in yearly incremental revenue.

In fact, this campaign led to a 9% conversion rate uplift across Currys' abandoned baskets and double the website visits. Nice!

Read more

3: Which offer messaging gets customers excited?

These findings are 100% surprising!

You may be shocked to hear that it's NOT a case of "the bigger, the better" when it comes to discounts. In fact, our data reveals that 50% off is the sweet spot across email subject lines, SMS, and push messages — it drives more clicks and opens than 60% off and 70% off messages. Beyond 50% off, customers may start to worry that they'll be left trawling through the dregs of the sale, so it's not always a numbers game.

We also found that the word "sale" does far better in SMS messages than any specific percentage discount. Customers signed up to your SMS list tend to be among your most loyal and engaged, so any degree of sale is more likely to appeal to this audience. Similarly, the word "discount" performs well in subject lines — it piques curiosity and encourages customers to click through to find out what the discount is.

This doesn't mean that you suddenly need to slash everything to half price (though your customers will probably thank you)! Instead, take a closer look at the performance of your offer messages. Is 20% enough for your customers, or does it take a 70% off alert to get them clicking?

4: How much do your customers hate paying for shipping?

Some days it feels like every other message in your inbox is about free shipping, which can quickly leave customers desensitized to it.

Most brands offer free shipping fairly regularly, which is probably why messages around shipping aren't hugely effective for subject lines or push notifications.

However, where you might see it having an impact is in your SMS marketing. Phrases related to shipping have a median 11.6% performance uplift for SMS messages, with "free delivery" and "next day" being especially impactful. What this might suggest is that to cut through with your shipping offers, you might need to try a different channel to grab customers' attention.

However, this won't be the same for every brand. Brands with especially price-sensitive customers may be more receptive to shipping messages, so there's no need to stop using it entirely. Just make sure it's one of many versions of the marketing messages you're sending out, so you can test how well it's working.
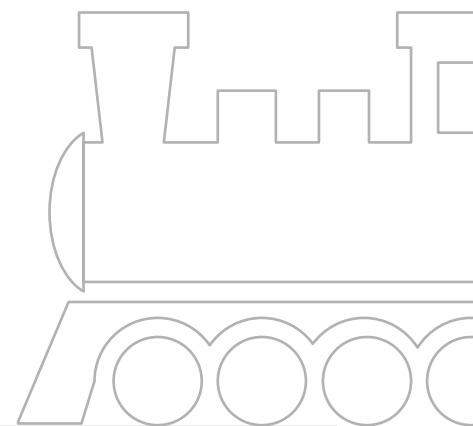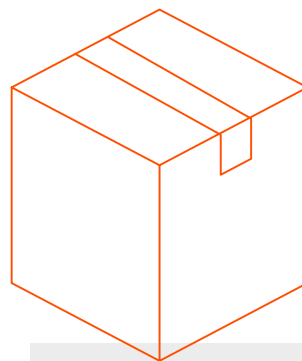
What about convenience?

For beauty retailer Sally Beauty, convenience gets its customers clicking. "One of the major wins for us is convenience," said Clara Montiel, CRM Manager of Strategy at Sally Beauty, "whether that's buying online, picking up in store or same-day delivery."

If free shipping isn't resonating, why not experiment with kerbside pickup, store pickup, or super-speedy shipping?

SALLY BEAUTY

salesforce

Watch the story

5: How many awesome superlatives should you use in your life-changing marketing messages?

This the BEST SECTION, filled with AWESOME CONTENT about the PERFECT WORDS for your marketing!

Except... our analysis of high-performing marketing messages found that superlatives may not be the most impactful option. When everyone is screaming about their BEST-EVER product or the MUST-HAVE jeans for the season, superlatives quickly lose all meaning, so maybe it's a sign to get more creative with your messaging.

If you really must, our data suggests that "greatest" (in push messages) and "fantastic" (in SMS messages) might be your best bets. So, while we would tell you to proceed with caution, there is no set rule for what works and what doesn't with superlatives, so you've just got to... you guessed it... experiment!

6: Tell us RIGHT NOW:
does urgent messaging work?

🚨 HURRY, the countdown is on – you only have TWO MINUTES to read this page! 🚨

If you're primarily sending emails and SMS communications, you might want to experiment with phrases such as "sale now," "starts today," and "limited." But the key here is to avoid using the same language week in, week out – instead, try shaking it up. How will you know if "ends tonight" or "last few hours" works best unless you experiment?

On that note, phrases such as "sale ends" and "last chance" tend to appear more frequently in lower-performing messages. This might be because customers assume there's less choice at the end of a sale vs at the start, so play around with messages that don't suggest they'll be left with that one weird hat or the polka dot belt that didn't sell the first time around.

7: Is it time to embrace customer-centricity?

We're telling you this because you're our favorite...
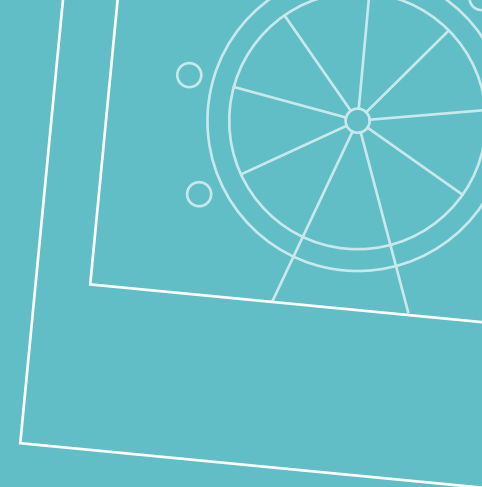
Our data found that on average, customer-centric messages see the biggest performance uplift across all channels. On a very lovely note, it turns out that a simple "thank you" is the most effective single phrase of them all. It gives your customers the warm and fuzzies with its appreciative sentiment and shows that you care about them. Manners cost nothing, and in this case, they might just make you millions. Or maybe not. Guess you'll just have to try it out for yourself.

Personalization is going nowhere in marketing, and customers like to know that you're paying attention to them. Phrases such as "you'll like" and "you'll love" show your customers that you know their tastes, and works well if you offer personalized recommendations based on a customer's purchase or browse history.

If you want to start somewhere, customer-centricity is the place to play with your messages. Our data shows that it really works – as long as you find the magic words that resonate with your specific audience.

Make every channel count

"The more your customers feel like you actually know them, the more likely they are to engage. Each marketing channel can serve a different purpose. Transactional emails may be more formal while SMS can be more casual to make the most of limited character space. Plus, each individual will have different preferences for the types of messages they like to receive, so understanding when to use which channel is crucial. Show them you know them to create the best customer connections."

**Jeff Mills,
Director of Product Marketing at Iterable**

ITERABLE

8: Emoji... or eNOji?

Ah, emojis. Do they make you 😍 or 😠? Well, as you may have guessed, whether you should use them <u>isn't always clear cut</u>.

We found that emojis are especially effective in SMS messages. This makes sense — lots of us litter our messages with emojis, so they look natural in this context. Where they don't tend to do so well is in email subject lines — but of course, it depends on the brand, the message, the season, the weather...

One thing we did find is that "message-y" emojis, like the envelopes ✉️📨, tend to appear more frequently in higher-performing variants across all channels — especially push notifications. The envelope resembles a classic cell phone notification, so it may trigger something in us that says "OPEN MEEEEE!" that a 🔥, 😃, or 👋 just doesn't. Next time you're experimenting with your emoji use, why not see what a simple envelope could do for you?
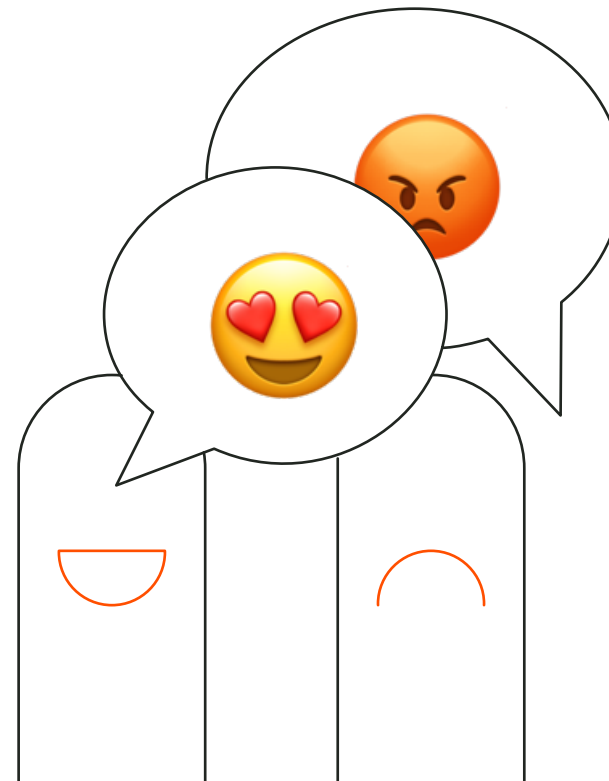
Right emoji, right time

In March 2020, at the start of the COVID-19 pandemic, Walgreens realized it was time to rethink its use of emojis. Through rigorous and repeated testing, it discovered that using a red siren emoji on an offer message, when the world was in turmoil, just wasn't working. Walgreens worked with Phrasee to find more appropriate emojis for every message. The result? An average 30% open rate uplift, and a commercial impact in the $millions.

Read more
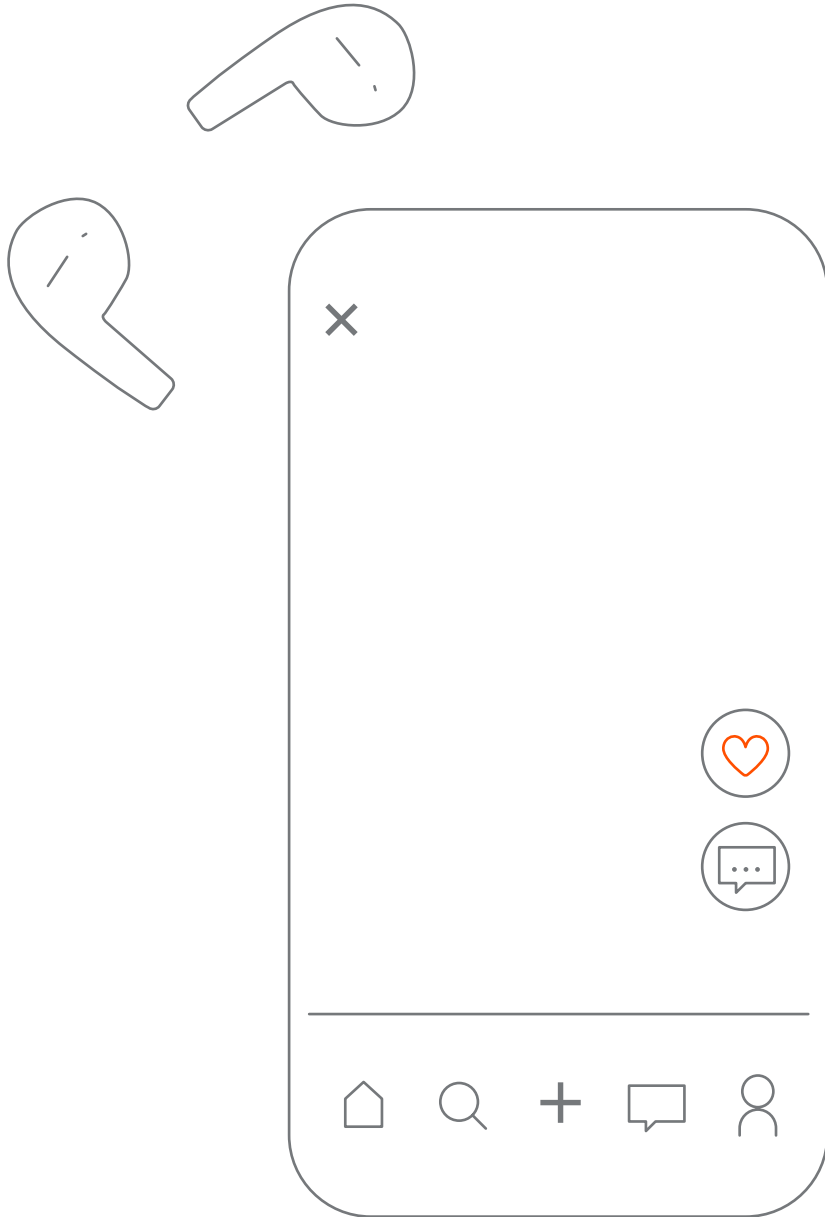
9: Are you cool enough to use Gen Z slang?

"MOOOOOM, you're so CHEUGY!
Don't be salty about it – just take the L!"

Gen Z slang is incomprehensible to many of us. While it can be tempting for brands to use it to appeal to a younger audience, it can very quickly turn into a "What's up, my fellow kids?" situation. We found that Gen Z slang (we're talking "drip," "sus," "stan," and more) doesn't work so well for the average Phrasee customer. It actually tends to have a detrimental effect on subject lines and push messages, so proceed with caution!

The slang of our 1997-2012 babies has the "best" impact in SMS messages, but on balance, it might not be worth the risk. Just accept that you're a cheugy old pre-1996 millennial baby and move on.

The bottom line? Unless you're sure your audience is primarily Gen Z, just don't bother with shoehorning their slang into your messages… and even then, probably don't bother.

10: What language resonates with your loyal customers?

You + your customers = together forever xoxo

It's a mixed bag when it comes to loyalty messages! If anything, what our data suggests is that loyalty messages are highly dependent on the channel. For email subject lines, "rewards" has the best impact, while for push it's "welcome," and for SMS it's "points." Now, there's no obvious reason why "rewards" would perform better on one channel than another – but in all honesty, it doesn't really matter.

For loyalty, the data is inconclusive. But that's not a bad thing! It just means that you should constantly experiment with your own messages to see what resonates, and what doesn't. Perhaps your people go crazy for "perks," or they're interested in being a "VIP." You can't possibly know until you experiment, so be sure to dig into that data!

YOU'RE LOYAL X

11: What's the best way to win back lapsed customers?

"I'll never let you go, Jack…"

In what will come as a surprise to absolutely nobody, win-back messages are hard. You know the type - "Come back! We miss you! Why don't you want to buy our Windows 95 games anymore?!"… but those lapsed customers just want to stay lapsed.

What our data does indicate, though, is that win-back language appears to be most successful in SMS messages. Customers have to really love your brand to sign up for SMS marketing, so it stands to reason that this crowd will be the most receptive to your win-back messages. We found that phrases like "renew" and "checking in" work well here, but you might want to play around with similar terms to remind your lapsed customers about the good ol' times you shared.
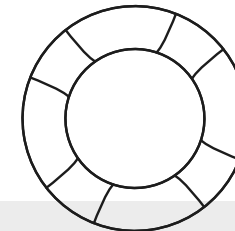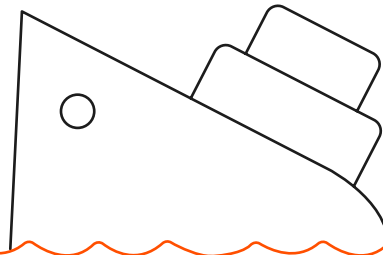
The recipe for success

Meal delivery kit brand Home Chef takes a two-pronged approach to its email marketing, tackling both acquisition (acquiring new customers) and reactivation (winning back customers who have paused their deliveries).

Home Chef, along with email service provider (ESP) Salesforce Marketing Cloud, has found success with playful messages, especially those tapping into the holidays for fun, themed subject lines. With Phrasee, Home Chef has the power to test a huge variety of tones, emojis, and phrases to optimize its email campaigns.

HOME CHEF

salesforce

Cooking up a storm

Now what?

Everything you've seen in this Orange Paper has helped the world's leading brands make millions with the magic of marketing message optimization They might do it for you too — but before you start planning your early retirement, you should know that you can't just create a soup of these words, emojis, and sentiments and watch the dollars roll in.

If you keep sending messages with the same "winning" words, your customers will quickly get bored, tastes will change, and your performance will degrade. Look what happens when you go too hard on the superlatives – people tune them out and they become meaningless. That's why you need to get creative with your content – and carry on being creative. Testing messages isn't a one-off activity – it should be a consistent effort to try new things, step up the diversity of your messages, and see what works for YOUR customers.

This is just a starting point! Humans can't test every single word in existence (well, maybe we could, but our data scientists have to sleep at some point), so take this Orange Paper as inspiration, not as gospel. Marketing is inherently creative, and not every phrase you try will work. But that's OK! That's why we experiment! And that is especially why WE, at Phrasee, experiment. Because it works. It works from the very first experiment, and it only gets better from there.

The fact is, our vaults contain the secret words (and emojis) to your success. We know that. But what you DON'T know yet is what those specific words and emojis are. Finding them requires constant and iterative testing. Maybe you're one of the lucky ones who will try creating a bunch of messages using what you've found in this paper, you'll see sales soar, and you'll enjoy a massive bonus at the end of the year. But, more likely, some of the high-performing variants we've shared will work, some won't, and some of what resonates with your customers is just wildly out-there. It's always the way.

The moral of the story? You need to experiment. Switch things up, try words you wouldn't usually try, and see what happens. We're letting you in on our secret words… now it's over to you to see what you can do with them.

Ready to test your marketing messages?

Great! Grab your copy of our "Testing for success" Orange Paper to find out exactly how it's done.

phrasee

Testing for **success**

Download now

The final word

Hopefully our research has given you plenty of inspiration — and of course, if you want to find those words that will help you double-click with your customers, we'd love to help!

Book your demo today to see how Phrasee's AI-powered platform can help you and your marketing team find the words that drive more clicks, conversions, and, yes, revenue.

Book my demo

phrasee

Appendix
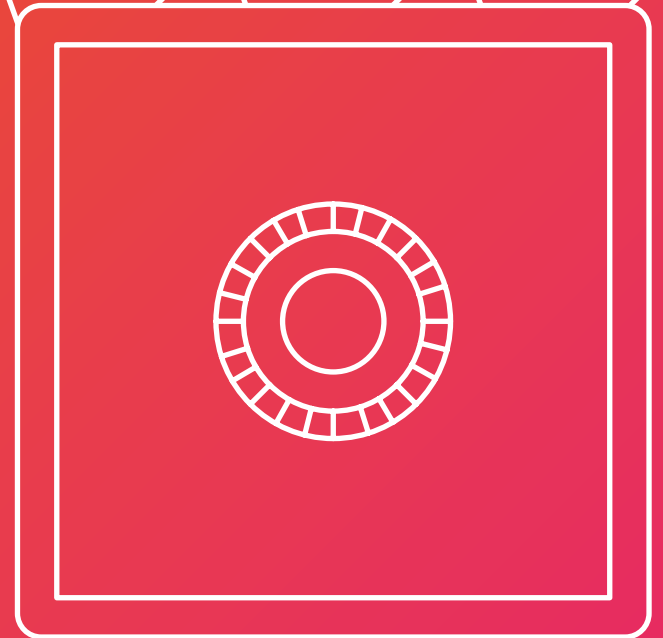
Abandoned baskets

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
another look	-24.0%	5.2%	23.4%	4.6%	8.0%	-14.3%	27.6%	10.0%	-51.1%	-23.6%	22.6%	6.1%
complete	-22.4%	-2.8%	22.8%	2.9%	-41.2%	-24.7%	0.4%	9.3%	-23.5%	-11.8%	10.1%	43.9%
don't forget	-35.6%	-14.4%	14.0%	12.3%	-17.6%	0.0%	26.7%	13.4%	-48.3%	-7.9%	29.0%	49.8%
expiring	-9.6%	14.8%	56.4%	98.0%	1.6%	26.7%	41.2%	8.7%	-19.3%	-1.5%	38.5%	43.8%
forget something	-37.7%	-6.6%	24.5%	89.9%	-5.2%	-31.6%	16.2%	23.8%	-16.4%	4.0%	15.2%	48.0%
left behind	-18.0%	3.6%	16.8%	0.0%	-25.5%	-0.8%	39.6%	79.3%	-43.2%	-6.5%	12.1%	74.2%
need help	-49.2%	-31.6%	6.8%	59.1%	-5.9%	-28.9%	22.9%	46.0%	-55.0%	-25.3%	17.8%	68.8%
problem	-25.6%	-0.4%	25.6%	13.8%	-33.7%	-20.0%	-3.1%	0.9%	-26.3%	-19.4%	32.5%	8.9%
remember	-26.4%	-2.8%	22.0%	7.6%	-19.2%	-7.8%	19.6%	14.4%	-23.7%	4.2%	26.3%	40.2%
reminder	-22.4%	-0.4%	23.6%	1.2%	-12.5%	12.2%	43.5%	58.0%	-45.4%	-16.0%	33.0%	23.6%
so close	-31.6%	-8.4%	16.0%	3.3%	-27.1%	-7.1%	3.5%	1.1%	-25.6%	-16.4%	24.5%	37.1%
still shopping?	-30.9%	2.2%	27.4%	75.5%	-6.2%	-25.5%	15.1%	13.1%	-25.6%	-17.0%	19.7%	24.5%
waiting	-23.6%	3.2%	34.8%	75.5%	-28.6%	-7.1%	26.3%	64.1%	-11.5%	19.7%	24.3%	52.1%
your order	-30.8%	0.4%	27.6%	76.8%	-33.7%	-19.2%	-5.9%	1.1%	-51.1%	-17.7%	25.3%	41.3%

CTA

Call to ACTION

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
buy	-32.4%	-5.2%	24.4%	64.8%	-34.1%	-14.5%	30.6%	79.5%	-12.8%	23.5%	48.4%	30.5%
celebrate	-33.2%	-13.2%	14.0%	2.8%	-29.4%	-15.3%	21.6%	50.3%	-30.6%	16.4%	48.5%	83.5%
check out	-30.4%	-6.4%	22.0%	15.7%	-35.7%	-15.7%	6.3%	11.5%	-41.9%	-19.6%	16.8%	29.1%
claim	-24.4%	0.0%	33.6%	53.9%	-18.8%	12.2%	57.6%	96.7%	-56.1%	-24.7%	20.4%	4.0%
discover	-46.8%	-25.2%	2.0%	9.5%	-46.7%	-29.0%	-4.3%	16.0%	-45.6%	-14.5%	23.6%	29.9%
enjoy	-29.2%	-4.4%	25.2%	43.5%	-31.0%	-8.2%	22.4%	48.0%	-28.3%	-7.3%	14.3%	42.0%
get your	-37.6%	-13.6%	18.4%	59.1%	-31.8%	-10.2%	27.8%	75.5%	-8.1%	12.0%	33.2%	41.9%
introducing	-17.2%	8.0%	37.6%	36.8%	-41.9%	-8.8%	22.0%	87.0%	-29.6%	20.5%	49.4%	6.0%
join	-28.8%	-7.6%	23.2%	15.7%	-22.4%	0.8%	31.8%	42.0%	-21.9%	-16.4%	13.3%	27.9%
new	-28.4%	-2.0%	30.0%	74.3%	-29.4%	-4.3%	30.2%	80.6%	-25.7%	13.6%	39.1%	19.2%
now	-26.8%	-1.2%	29.2%	48.8%	-30.6%	-10.6%	18.0%	42.5%	-21.4%	-5.8%	35.8%	63.1%
save	-38.4%	-16.0%	13.6%	24.7%	-45.9%	-25.9%	-3.5%	16.6%	-34.0%	-6.1%	21.5%	40.5%
see	-27.6%	-2.8%	28.4%	57.2%	-30.2%	-7.8%	22.7%	59.4%	-43.9%	-7.4%	10.3%	67.9%
shop	-40.0%	-15.6%	15.2%	52.2%	-42.4%	-22.4%	3.9%	28.0%	-44.9%	-20.3%	32.3%	49.5%
spend	-38.8%	-14.4%	16.4%	46.1%	-45.5%	-25.5%	3.9%	31.4%	-45.8%	-18.2%	24.2%	76.5%
win	-29.6%	-5.2%	24.4%	27.0%	-22.4%	3.9%	44.7%	91.0%	-15.0%	13.7%	43.2%	21.5%

Customer-centricity

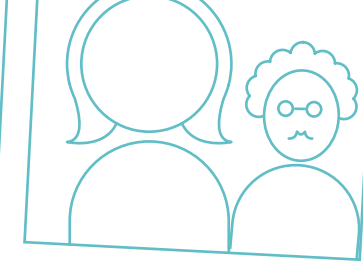| Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
for you	-25.2%	2.0%	34.0%	79.6%	-24.3%	0.8%	33.7%	71.1%	-19.2%	-1.4%	34.9%	2.4%
here to help	-35.6%	-16.0%	10.4%	3.4%	-20.4%	8.4%	37.2%	57.4%	-35.3%	-9.6%	31.5%	17.7%
rewarding you	-11.2%	3.4%	22.0%	0.2%	-12.5%	10.0%	23.7%	5.8%	-11.3%	13.8%	47.1%	79.7%
special	-19.6%	6.4%	35.6%	50.9%	-20.8%	6.3%	44.3%	89.8%	-29.3%	-0.3%	20.4%	75.8%
spoil yourself	-36.0%	-8.4%	28.4%	96.9%	-26.3%	14.1%	28.6%	44.5%	-28.3%	14.2%	24.5%	29.3%
thank you	-20.0%	10.0%	42.0%	86.7%	3.1%	25.5%	49.4%	31.5%	-36.0%	15.3%	38.0%	46.2%
you'll like	-15.2%	10.4%	37.2%	24.9%	-22.4%	-2.4%	19.6%	17.9%	-44.6%	-24.5%	13.3%	59.3%
you'll love	-28.0%	-4.0%	24.4%	30.5%	-26.7%	-6.7%	15.7%	10.4%	-15.9%	22.0%	55.0%	6.1%

Emojis and punctuation

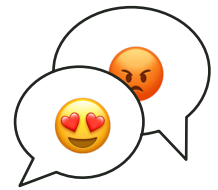| Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
!	-28.8%	-4.0%	28.0%	64.7%	-29.4%	-6.3%	27.8%	73.0%	-19.1%	25.0%	52.2%	88.6%
**	-19.2%	10.8%	43.6%	88.9%	4.8%	-29.0%	31.4%	78.9%	-28.2%	8.1%	45.9%	68.5%
.	-30.0%	-4.4%	26.8%	64.7%	-29.4%	-6.7%	26.3%	66.3%	-32.4%	11.4%	31.3%	31.4%
/	-24.0%	0.8%	30.8%	37.2%	-35.3%	-16.1%	37.3%	97.5%	-24.9%	3.4%	14.8%	7.4%
?	-30.0%	-4.4%	26.8%	54.5%	-36.1%	-16.5%	14.5%	50.8%	-15.4%	23.3%	41.4%	1.5%
		-32.0%	-8.4%	22.4%	42.0%	-43.1%	-34.9%	0.4%	25.1%	-35.7%	-11.5%	34.5%	2.1%
⏰	-34.4%	-11.6%	16.0%	9.6%	-28.6%	-8.2%	36.5%	87.7%	-28.2%	-2.3%	29.4%	12.8%
+	-33.6%	-7.6%	26.4%	70.7%	-33.3%	-16.5%	16.9%	37.6%	-20.2%	7.2%	37.3%	42.1%
▶	-30.4%	-5.6%	26.0%	40.7%	-32.5%	-8.6%	17.6%	36.3%	-30.0%	8.7%	21.8%	20.6%
→	-30.0%	-7.2%	22.8%	34.9%	-32.9%	-14.5%	16.5%	42.3%	-14.1%	7.8%	31.5%	86.3%
…	-29.2%	-2.8%	25.6%	38.9%	-34.1%	-9.0%	22.0%	62.2%	-41.0%	-0.5%	26.8%	6.5%
✉	-12%	12.8%	42.4%	37.2%	-0.8%	36.9%	75.7%	98.7%	-7.7%	25.7%	52.1%	59.6%
✔	-29.6%	-6.0%	24.4%	29.9%	-36.1%	-13.7%	15.3%	39.7%	-18.9%	-1.1%	33.7%	93.1%
👀	-31.6%	-7.6%	20.4%	18.8%	-32.2%	-9.8%	15.7%	23.0%	-44.4%	-18.7%	17.3%	54.6%
👉	-29.2%	-3.6%	27.2%	63.2%	-33.7%	-18.0%	11.8%	16.6%	-14.4%	18.8%	45.2%	35.5%
👏	-22.4%	5.2%	34.0%	57.6%	-28.6%	-10.6%	22.4%	52.8%	-30.2%	10.1%	41.2%	19.2%
👋	-30.4%	-8.0%	19.6%	10.2%	-34.5%	-16.1%	11.0%	28.0%	-25.8%	-22.0%	9.6%	90.0%
📩	-19.2%	6.4%	32.0%	18.0%	16.5%	30.6%	71.0%	63.9%	-30.0%	-17.8%	10.8%	62.8%
🔥	-28.4%	-9.6%	15.2%	0.7%	-40.0%	-17.3%	11.8%	52.1%	-18.2%	-9.6%	10.7%	21.1%
😊	-24.4%	4.0%	34.4%	64.6%	-23.5%	-1.2%	28.6%	42.6%	-22.9%	-14.3%	35.7%	57.2%
😍	-28.4%	-1.6%	30.0%	59.3%	-26.3%	0.4%	35.7%	83.9%	-10.2%	17.2%	38.3%	89.3%
🙌	-28.8%	-6.8%	26.0%	46.3%	-34.1%	-18.0%	4.7%	9.1%	-18.8%	-0.8%	33.3%	39.0%

Gen Z slang

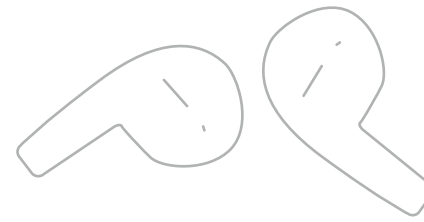| Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
drip	-34.8%	-12.4%	11.6%	3.0%	13.7%	-20.5%	30.9%	47.2%	-27.8%	-3.4%	38.0%	43.1%
fam	-27.6%	-3.2%	26.8%	46.4%	-25.1%	-9.4%	11.0%	8.9%	-19.2%	22.9%	26.6%	82.1%
glow up	-31.2%	-28.8%	24.4%	35.0%	-0.2%	-25.3%	30.3%	54.8%	-26.8%	2.7%	36.7%	82.8%
salty	-43.6%	-12.1%	12.3%	57.5%	13.9%	-25.3%	34.5%	75.9%	-40.1%	-4.0%	28.7%	16.9%
stan	-38.4%	-12.4%	17.2%	49.2%	-29.0%	-10.6%	25.9%	64.2%	-36.2%	-8.7%	23.1%	17.0%
sus	-31.2%	-10.4%	17.6%	4.2%	-38.4%	-18.8%	9.8%	33.4%	-31.0%	-22.2%	13.6%	3.8%
woke	-17.3%	8.1%	38.8%	51.4%	3.9%	-21.3%	29.9%	45.3%	-13.2%	1.8%	40.0%	92.9%

Loyalty

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
earning	-38.4%	-17.6%	15.2%	42.1%	-37.6%	-27.8%	-11.0%	0.5%	-38.8%	-16.3%	32.1%	6.1%
perks	-25.2%	-4.4%	30.4%	36.6%	-2.6%	-20.1%	26.3%	28.4%	-12.5%	11.4%	32.7%	11.5%
points	-30.4%	-1.6%	30.4%	86.4%	-54.5%	-34.1%	-22.4%	4.3%	-26.2%	18.6%	50.7%	17.5%
rewards	-24.0%	4.4%	35.2%	71.4%	-54.1%	-26.3%	12.5%	90.6%	-12.4%	2.5%	34.4%	3.6%
welcome	-21.2%	2.0%	32.4%	42.1%	-11.8%	3.1%	31.0%	17.5%	-29.5%	-20.1%	31.3%	24.6%

Offers

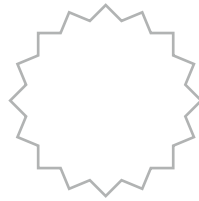| Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
10% off	-30.4%	-6.4%	24.4%	41.9%	-37.6%	-16.1%	13.7%	31.5%	-31.4%	24.2%	26.4%	47.2%
15% off	-28.8%	1.2%	31.2%	80.2%	-38.0%	-11.4%	17.3%	67.4%	-55.6%	-22.9%	12.4%	25.0%
20% off	-24.8%	2.0%	34.4%	65.2%	-29.0%	-9.8%	13.3%	23.1%	-28.0%	-2.5%	12.2%	86.8%
25% off	-25.2%	2.4%	31.6%	61.4%	-32.5%	-9.8%	22.4%	55.1%	-35.2%	-21.3%	2.4%	7.8%
30% off	-29.6%	-1.6%	30.8%	74.2%	-31.0%	-7.8%	19.2%	31.8%	-16.7%	-6.3%	30.7%	91.0%
40% off	-22.8%	2.0%	36.4%	73.1%	-40.8%	0.8%	37.3%	98.9%	-41.0%	3.2%	17.5%	5.4%
50% off	-19.6%	8.8%	39.6%	80.3%	-25.1%	3.9%	37.3%	85.9%	-16.3%	0.8%	20.1%	15.5%
60% off	-24.8%	2.8%	32.4%	66.5%	-39.2%	2.4%	9.8%	24.1%	-34.4%	3.6%	15.4%	0.6%
70% off	-22.8%	4.4%	35.6%	60.1%	-19.6%	5.9%	28.2%	40.6%	-51.1%	-17.8%	25.7%	75.7%
discount	-20.0%	7.2%	38.8%	60.9%	-26.7%	-3.1%	26.7%	48.4%	-30.0%	-7.9%	15.0%	17.3%
sale	-24.0%	2.8%	34.4%	58.7%	-29.8%	-5.9%	25.1%	56.2%	-20.0%	9.9%	41.9%	29.0%

Shipping

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
+ free delivery	-16.4%	-5.6%	44.8%	90.3%	0.8%	-26.2%	22.9%	27.8%	-23.7%	13.1%	32.6%	26.7%
free delivery	-26.4%	0.0%	32.0%	65.3%	-26.1%	2.0%	25.7%	40.2%	-16.1%	21.0%	43.2%	25.5%
free shipping	-30.8%	-5.2%	23.6%	31.7%	-34.3%	-2.9%	21.0%	47.2%	-17.9%	-5.4%	23.4%	79.2%
next day	-27.2%	-4.0%	18.4%	3.8%	-20.4%	3.4%	30.7%	44.9%	-23.3%	17.9%	25.3%	7.5%

Superlatives

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
awesome	-25.2%	1.6%	33.6%	65.1%	-29.4%	-8.6%	20.8%	32.3%	-23.8%	-19.7%	14.6%	70.3%
best	-34.0%	-9.6%	18.0%	19.3%	-32.9%	-14.5%	9.8%	18.6%	-29.8%	-3.4%	32.2%	15.2%
brand new	-33.2%	-9.6%	24.0%	54.2%	-44.3%	-7.5%	31.8%	99.0%	-14.3%	2.8%	16.5%	17.3%
exciting	-20.8%	3.2%	30.8%	15.9%	-35.3%	-22.0%	7.1%	17.9%	-20.4%	5.2%	33.2%	66.8%
exclusive	-29.2%	-0.8%	32.4%	84.5%	-24.3%	-3.5%	24.7%	27.4%	-47.9%	-14.8%	13.1%	17.8%
extra	-28.8%	-2.8%	27.6%	44.8%	-27.1%	-4.3%	29.4%	62.8%	-28.0%	-7.5%	32.9%	25.6%
fantastic	-31.6%	-7.2%	22.8%	42.3%	-24.7%	-7.8%	8.2%	4.6%	-29.5%	13.2%	48.3%	60.7%
greatest	-33.2%	-5.6%	18.8%	16.6%	1.2%	51.0%	53.7%	48.8%	-34.1%	-12.2%	13.9%	74.0%
incredible	-26.4%	-1.2%	32.4%	76.2%	-30.6%	-12.5%	14.1%	17.7%	-33.8%	-20.8%	7.9%	41.2%
latest	-39.2%	-13.6%	12.4%	12.9%	-39.6%	-21.6%	-4.3%	7.8%	-40.4%	-8.3%	18.5%	84.2%
must-haves	-38.0%	-15.2%	14.8%	19.5%	-34.9%	-18.4%	14.9%	38.5%	-18.6%	4.2%	26.2%	13.4%
perfect	-32.4%	-9.6%	18.0%	9.4%	-47.1%	-22.7%	9.8%	70.1%	-42.6%	-17.7%	6.4%	86.3%
unique	-36.4%	-12.4%	21.2%	57.1%	-19.6%	9.8%	42.7%	85.9%	-21.9%	-1.6%	18.4%	78.7%

Urgency

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
don't miss out	-32.4%	-10.4%	16.8%	9.6%	-34.9%	-9.8%	16.5%	47.5%	-24.9%	24.2%	34.5%	36.7%
ending	-28.4%	-2.8%	29.2%	62.4%	-25.9%	0.8%	36.9%	75.8%	-36.5%	-23.0%	3.4%	96.0%
ending soon	-24.4%	-3.6%	26.0%	9.2%	-22.7%	-1.2%	36.9%	64.7%	-28.5%	-12.4%	18.8%	2.1%
ends midnight	-28.8%	-20.0%	26.0%	39.7%	-23.6%	9.4%	34.4%	75.6%	-11.8%	17.6%	48.4%	16.4%
ends soon	-22.4%	0.8%	26.4%	10.7%	-28.2%	-13.7%	37.3%	88.9%	-35.8%	-25.2%	28.8%	2.4%
ends tonight	-26.4%	-2.8%	26.4%	21.1%	-36.1%	-23.9%	-9.0%	0.4%	-31.6%	5.0%	33.1%	94.4%
final	-19.6%	6.8%	34.8%	48.4%	-23.9%	2.4%	27.1%	47.9%	-17.0%	9.7%	30.2%	50.3%
flash sale	-20.0%	8.8%	38.8%	68.6%	-16.1%	0.4%	32.5%	25.4%	-46.1%	-4.1%	22.0%	46.5%
hurry	-28.8%	-2.8%	30.4%	71.1%	-32.5%	3.1%	29.8%	85.8%	-32.4%	14.2%	50.3%	58.3%
last call	-21.6%	1.2%	28.0%	9.5%	-15.7%	6.7%	30.2%	18.4%	-17.7%	7.7%	19.6%	88.5%
last chance	-32.0%	-4.4%	24.0%	44.3%	-34.1%	-17.6%	-3.9%	1.4%	-25.5%	-8.7%	32.1%	0.5%
last few days	-16.4%	-13.2%	31.6%	7.3%	10.0%	-19.6%	22.9%	18.0%	-10.5%	11.8%	21.6%	68.5%
limited	-13.2%	14.0%	44.0%	47.8%	-27.4%	-5.5%	21.6%	29.4%	-30.8%	25.0%	46.1%	3.9%
now on	-15.2%	14.8%	42.8%	54.6%	-31.0%	-14.9%	0.8%	2.6%	-40.9%	-8.5%	25.5%	1.7%
sale ends	-29.2%	-10.4%	20.4%	7.4%	-31.0%	-19.2%	1.6%	4.6%	-49.8%	-21.2%	32.4%	1.2%
sale now	-16.0%	14.8%	44.0%	80.8%	14.2%	-12.9%	21.5%	3.3%	-31.6%	20.0%	29.8%	85.1%
starts today	-6.4%	16.8%	50.4%	65.3%	-39.9%	-9.7%	22.4%	78.8%	-11.2%	18.8%	35.9%	78.2%
today only	-8.4%	8.0%	46.8%	42.7%	4.3%	24.7%	40.8%	5.4%	-47.5%	-17.3%	33.7%	64.2%
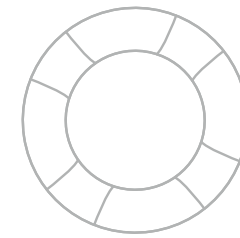
Winback

Phrase	Email				Push				SMS			
	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility	Lower Quartile	Median	Upper Quartile	Volatility
catch up	-25.2%	1.6%	33.6%	65.1%	-29.4%	-8.6%	20.8%	32.3%	-23.8%	-19.7%	14.6%	70.3%
checking in	-34.0%	-9.6%	18.0%	19.3%	-32.9%	-14.5%	9.8%	18.6%	-29.8%	-3.4%	32.2%	15.2%
come back	-33.2%	-9.6%	24.0%	54.2%	-44.3%	-7.5%	31.8%	99.0%	-14.3%	2.8%	16.5%	17.3%
renew	-20.8%	3.2%	30.8%	15.9%	-35.3%	-22.0%	7.1%	17.9%	-20.4%	5.2%	33.2%	66.8%
we miss you	-29.2%	-0.8%	32.4%	84.5%	-24.3%	-3.5%	24.7%	27.4%	-47.9%	-14.8%	13.1%	17.8%
we'll be here	-28.8%	-2.8%	27.6%	44.8%	-27.1%	-4.3%	29.4%	62.8%	-28.0%	-7.5%	32.9%	25.6%