

Ecommerce Messaging Report:

Results From Our 2026 Industry Survey

What the Data Reveals About Omnichannel Ambition, Channel Stagnation, and the Personalization Gap in Ecommerce



Messaging Is Central to Ecommerce. Executing It Well Is Another Matter.

Ecommerce teams understand messaging. You use it for order confirmations, shipping alerts, OTPs, and customer support. Messaging is embedded in your operations. The question the data raises is whether it is working as well as it could be.

To find out, we surveyed ecommerce leaders from companies with 50-1000 employees and revenue between \$10M-\$1B about their channel mix, integration maturity, biggest operational challenges, and plans for the year ahead. The results point to three clear patterns: a gap between omnichannel ambition and omnichannel reality, channel strategies that have stalled while customer expectations have not, and personalization that most teams want but few can actually deliver.



TREND 1: The Omnichannel Gap

65% of ecommerce leaders rate omnichannel engagement as very or extremely important. 77% say their platform lacks the unified functionality to deliver it.

The ambition is there. The infrastructure is not.

Nearly two-thirds of ecommerce leaders say omnichannel customer engagement is very or extremely important to their business. Only 2% describe it as unimportant. Across seniority levels, the message is consistent: omnichannel is a strategic priority.

The operational picture tells a different story. When asked what is preventing them from adopting a new messaging solution:

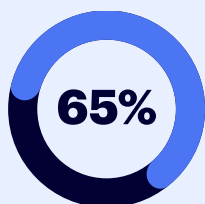
- **77% of ecommerce respondents cite a lack of unified functionality for true omnichannel communication**
- **53% say their current platform does not support all the channels they need**

These are not complaints about vendor pricing or implementation complexity. They are a direct statement that the platforms most ecommerce teams are running today were not built to do what leadership expects them to do.

The requirement is visible in buying behavior too. When ecommerce teams evaluate a new messaging channel, omnichannel support ranks as their second-highest platform requirement, above analytics capabilities, above workflow automation, and above security. Your teams are looking for it. They are not finding it in what they already have.

The result is a strategy that looks coherent at the executive level and fragmented at the execution level. Customers move between channels. Your messaging does not always follow them.

Current Messaging Usage: Hospitality



Nearly **two thirds of eCommerce leaders** rate omnichannel customer engagement as very or extremely important. Only 2% say its unimportant.

Top Barriers to adopting a new messaging solution





TREND 2: Channel Innovation Has Stalled

Only 8% of ecommerce companies added a new messaging channel in the last six months

Ecommerce moves fast. Its messaging channels have not kept pace.

An industry built on continuous optimization has quietly let its messaging channel mix go stale. Only 8% of ecommerce companies added a new messaging channel in the last six months, compared to 14% across all industries surveyed. Thirteen percent have not added a channel in more than two years.

This matters because the evidence on new channels is not ambiguous.

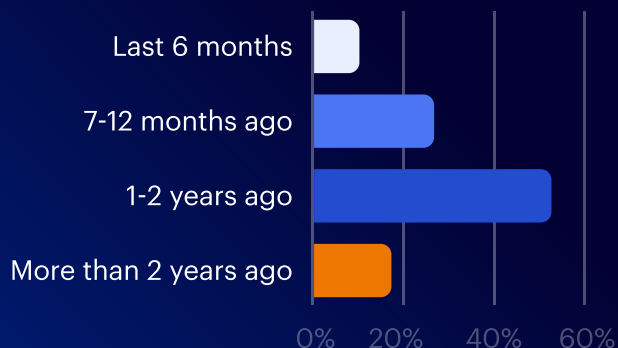
Among ecommerce teams that did implement a new channel, 95% reported an increase in customer engagement. Not one respondent reported a decline.

The missed opportunities compound over time:

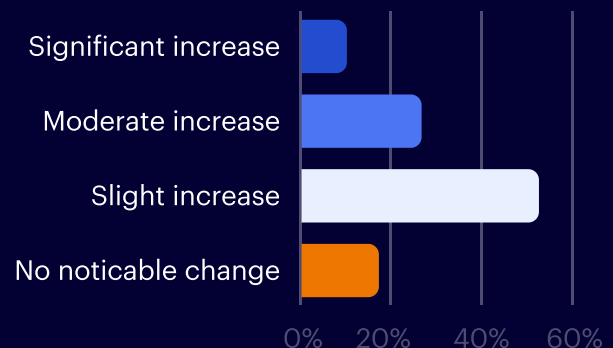
- **RCS** is the most commonly identified missing channel in ecommerce. 48% want it, but only 16% currently use it
- **WhatsApp** remains underutilized relative to its global reach, with 26% identifying it as a gap

97% of ecommerce respondents say they are likely to expand their channel mix in the next 12 months. The intent is clear. The execution is overdue.

WHEN DID YOU LAST ADD A NEW MESSAGING CHANNEL



IMPACT OF THE LAST NEW CHANNEL ON CUSTOMER ENGAGEMENT



98% of ecommerce companies that added a new channel saw at least some increase in customer engagement. Not one reported a decline.



TREND 3: Personalization Requires Integration. Most Teams Only Have Half of It.

84% of ecommerce companies report only partial integration between their messaging platform and their CRM, AI agents, or other management systems.

You can send a message to anyone. You can only personalize it if your stack is actually connected.

Ecommerce teams are highly capable at transactional messaging. Customer notifications and alerts are deployed by 90% of respondents. OTPs and account security messages by 79%. Order confirmations, shipping updates, and support interactions run reliably and at scale.

The gap shows up the moment personalization enters the picture. The messaging strategy most ecommerce teams are running today is broad rather than behavioral.

- Only 19% of ecommerce companies currently use messaging for loyalty programs.
- Bulk promotional messages dominate the mix at 42%.
- Only 29% sending Individually targeted promotions.

The main reason is integration.

Eighty-four percent of ecommerce respondents report only partial integration between their messaging platform and their CRM, AI agents, or other management systems.

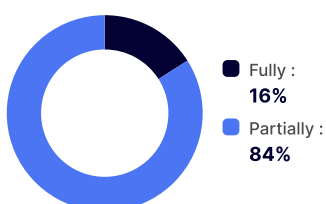
Real-time triggers, behavioral segmentation, lifecycle automation, and cross-channel personalization all require a complete integration, not a partial one. When the connection between your data and your messaging platform is incomplete, even a well-designed campaign cannot act on what your customers actually did.

The consequences show up in the top communication challenges ecommerce teams report:

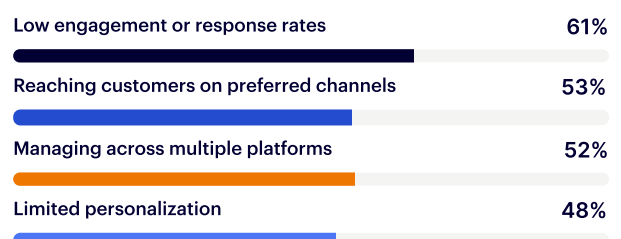
- **Low engagement or response rates:** cited by 61% as a top challenge
- **Difficulty reaching customers on their preferred channels:** 53%
- **Limited personalization:** 48%
- **Managing conversations across multiple platforms:** 52%

They are symptoms of the same underlying issue: a messaging stack that holds customer data in one place and customer conversations in another, with an incomplete bridge between them.

Messaging platform integration with CRM, AI agents, or other management systems



Top customer communication challenges



These challenges are symptoms of incomplete integration — customer data in one place, conversations in another.



Looking Ahead

The industry is not standing still. Ecommerce leaders are clear about where investment is going.

97%

Likely to expand their channel mix in the next 12 months

66%

Expect messaging investment to increase over the same period

95%

Saw engagement increase after implementing their last new channel

60%

Define messaging success by ROI



Turn Guest Messaging Into a Competitive Advantage

Modern ecommerce engagement requires more than transactional messages and siloed tools. Your customers expect connected, consistent experiences across every channel they use.

MMDSmart MessageWhiz helps ecommerce brands:

- Reach customers on the channels where they actually respond, not just the ones you already use
- Connect your messaging to your CRM, AI agents, or other management systems so every message can act on real customer behavior
- Move from broad promotional sends to individually triggered communications based on what each customer actually did
- Add new channels without adding operational complexity
- See what is working across every channel in real time, so you can optimize based on evidence rather than assumption

Data in this document is based on responses from ecommerce industry participants in the [2026 State of Digital Customer Communication Survey](#), conducted by Global Survey

Ready to evaluate your messaging maturity?

Schedule a Ecommerce Assessment



About MessageWhiz

MessageWhiz, powered by MMDSmart, is a performance-driven omnichannel messaging platform that helps marketing, CX, operations, and growth teams turn conversations into measurable outcomes. With smart routing and flexible integrations, brands worldwide deliver timely, reliable experiences across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice.

📞 1 (888) 7099187

@ info@messagewhiz.com

🌐 www.messagewhiz.com