

Metric	1800petmeds.com	chewy.com	petco.com	petsmart.com
URL	1800petmeds.com	chewy.com	petco.com	petsmart.com
Company	1800 PetMeds	Chewy	Petco	PetSmart
QuickLift Score	58.9	63.6	54.1	53.8
2024 total \$B (360)	\$0.23	\$11.86	\$6.12	\$11.23
2024 \$ Web \$B (360)	\$0.18	\$11.86	\$1.25	\$0.85
2024 % web (C360)	80.50%	100.00%	20.47%	7.60%
AOV	\$113.00	\$119.00	\$127.00	\$119.00
avg. AOV	\$119.50	\$119.50	\$119.50	\$119.50
%gap average (AOV)	5.75%	0.42%	-5.91%	0.42%
Conv %	8.70%	6.40%	3.40%	3.70%
avg. Conv%	5.55%	5.55%	5.55%	5.55%
%gap average (Conv %)	-36.21%	-13.28%	63.24%	50.00%
Visits MM	1.13	45.04	13.76	13.73
Unique MM	0.68	18.26	7.08	7.15
% Multi Visit	39.55%	59.45%	48.54%	47.89%
avg. multi visit	48.86%	48.86%	48.86%	48.86%
%gap average (% Multi Visit)	23.53%	-17.82%	0.65%	2.02%
desk %	25.65%	28.43%	20.42%	21.36%
mobile %	74.35%	71.57%	79.58%	78.64%
New Visitors %	77.16%	48.52%	62.94%	61.42%
Return Visitors %	22.84%	51.48%	37.06%	38.58%
avg. return visits	37.49%	37.49%	37.49%	37.49%
%gap average (Return Visitors %)	64.14%	-27.18%	1.16%	-2.83%
Bounce %	33.94%	37.96%	41.76%	43.23%
avg. bounce	39.22%	39.22%	39.22%	39.22%
%gap average (Bounce %)	-13.47%	-3.22%	6.47%	10.22%
Owned Visits %	74.13%	69.66%	73.56%	69.48%
avg Owned Visit %	71.71%	71.71%	71.71%	71.71%
%gap average (Owned Visits %)	-3.27%	2.94%	-2.52%	3.21%
Owned Traffic Retention Index	83	80	72	70
avg. Owned Traffic Index	76.25	76.25	76.25	76.25
%gap average (Owned Traffic Retention Index)	-8.13%	-4.69%	5.90%	8.93%
Paid Visits %	25.87%	30.34%	26.44%	30.52%
Paid Traffic Retention Index	73	65	50	58
avg. Paid Traffic Index	61.5	61.5	61.5	61.5
%gap average (Paid Traffic Retention Index)	-15.75%	-5.38%	23.00%	6.03%
%gap leader (Paid Traffic Retention Index)	0.00%	12.31%	46.00%	25.86%
\$ Per PPC Visit	\$2.24	\$1.58	\$0.72	\$0.75
\$ Per Retained PPC Visit	\$2.98	\$2.28	\$1.17	\$1.03
List MM	1.3	4.1	8.5	17.1
Vol MM	17.9	32.8	134.2	624
Camps	53	140	108	451
Read %	11.02%	42.09%	7.14%	6.07%
Del %	16.72%	22.00%	13.09%	12.89%
Spam %	3.20%	1.10%	2.10%	2.10%
% List/Campaign	25.98%	5.71%	14.62%	8.09%
Email/User/Day	0.45	0.26	0.52	1.2
Email POWER Index	4.33	81.37	3.41	0.72
avg. email POWER Index	22.46	22.46	22.46	22.46
%gap average (Email POWER Index)	418.65%	-72.40%	558.58%	3019.10%