

Metric	pacsun.com	hollisterco.com	tillys.com	zumiez.com
QuickLift Score	54.8	57	57.5	53.4
2024 total \$B (360)	\$1.13		\$0.57	\$0.89
2024 \$ Web \$B (360)	\$0.38		\$0.12	\$0.17
2024 % web (C360)	33.50%		21.90%	18.59%
AOV	\$148.00		\$137.00	\$201.00
avg. AOV	\$162.00	\$162.00	\$162.00	\$162.00
%gap average (AOV)	9.46%		18.25%	-19.40%
Conv %	2.70%		3.50%	4.10%
avg. Conv%	3.43%	3.43%	3.43%	3.43%
%gap average (Conv %)	27.16%		-1.90%	-16.26%
Visits MM	15.09	23.59	4.54	3.58
Unique MM	6.73	9.26	2.3	1.59
% Multi Visit	55.38%	60.74%	49.41%	55.57%
avg. multi visit	55.27%	55.27%	55.27%	55.27%
%gap average (% Multi Visit)	-0.19%	-9.00%	11.87%	-0.53%
desk %	16.35%	20.46%	17.99%	16.32%
mobile %	83.65%	79.54%	82.01%	83.68%
New Visitors %	66.80%	60.69%	70.78%	74.79%
Return Visitors %	33.20%	39.31%	29.22%	25.21%
avg. return visits	31.73%	31.73%	31.73%	31.73%
%gap average (Return Visitors %)	-4.41%	-19.27%	8.61%	25.88%
Bounce %	38.65%	46.93%	44.81%	40.29%
avg. bounce	42.67%	42.67%	42.67%	42.67%
%gap average (Bounce %)	-9.42%	9.98%	5.02%	-5.58%
Owned Visits %	72.77%	72.77%	71.10%	90.21%
avg Owned Visit %	76.71%	76.71%	76.71%	76.71%
%gap average (Owned Visits %)	5.42%	5.42%	7.89%	-14.96%
Owned Traffic Retention Index	75	75	72	64
avg. Owned Traffic Index	71.5	71.5	71.5	71.5
%gap average (Owned Traffic Retention Index)	-4.67%	-4.67%	-0.69%	11.72%
Paid Visits %	27.23%	27.23%	28.90%	9.79%
Paid Traffic Retention Index	48	56	51	49
avg. Paid Traffic Index	51	51	51	51
%gap average (Paid Traffic Retention Index)	6.25%	-8.93%	0.00%	4.08%
%gap leader (Paid Traffic Retention Index)	16.67%	0.00%	9.80%	14.29%
\$ Per PPC Visit	\$0.66	\$0.51	\$0.53	\$0.61
\$ Per Retained PPC Visit	\$1.21	\$0.67	\$0.87	\$0.97
List MM	5.2	8.2	0	3.3
Vol MM	163.6	190.4	0.4	86.6
Camps	169	82	19	56
Read %	4.79%	6.11%		3.35%
Del %	5.36%	9.79%		5.74%
Spam %	3.50%	4.70%	0.00%	24.90%
% List/Campaign	18.62%	28.32%		46.86%
Email/User/Day	1.03	0.76		0.86
Email POWER Index	2.62	4.11	341.1	0.78
avg. email POWER Index	87.15	87.15	87.15	87.15
%gap average (Email POWER Index)	3226.43%	2020.50%	-74.45%	11073.40%