

Metric	childrensplace.com	carters.com	Old Navy
QuickLift Score	55	56.8	62.9
2024 total \$B (360)	\$1.39	\$3.00	\$15.09
2024 \$ Web \$B (360)	\$0.55	\$1.13	\$5.75
2024 % web (C360)	40.00%	37.51%	38.14%
AOV	\$71.00	\$82.00	\$129.00
avg. AOV	\$94.00	\$94.00	\$94.00
%gap average (AOV)	32.39%	14.63%	-27.13%
Conv %	4.60%	4.20%	4.80%
avg. Conv%	4.53%	4.53%	4.53%
%gap average (Conv %)	-1.45%	7.94%	-5.56%
Visits MM	6.91	8.52	88.67
Unique MM	2.95	3.33	32.13
% Multi Visit	57.28%	60.87%	63.77%
avg. multi visit	56.34%	56.34%	56.34%
%gap average (% Multi Visit)	-1.64%	-7.44%	-11.65%
desk %	9.11%	13.97%	18.17%
mobile %	90.89%	86.03%	81.83%
New Visitors %	58.37%	49.07%	48.54%
Return Visitors %	41.63%	50.93%	51.46%
avg. return visits	44.47%	44.47%	44.47%
%gap average (Return Visitors %)	6.82%	-12.68%	-13.58%
Bounce %	46.44%	41.81%	34.33%
avg. bounce	41.63%	41.63%	41.63%
%gap average (Bounce %)	11.55%	0.43%	-17.54%
Owned Visits %	70.66%	64.61%	71.02%
avg Owned Visit %	68.13%	68.13%	68.13%
%gap average (Owned Visits %)	-3.58%	5.44%	-4.07%
Owned Traffic Retention Index	74	74	83
avg. Owned Traffic Index	74.75	74.75	74.75
%gap average (Owned Traffic Retention Index)	1.01%	1.01%	-9.94%
Paid Visits %	29.34%	35.39%	28.98%
Paid Traffic Retention Index	60	68	84
avg. Paid Traffic Index	70.5	70.5	70.5
%gap average (Paid Traffic Retention Index)	17.50%	3.68%	-16.07%
%gap leader (Paid Traffic Retention Index)	40.00%	23.53%	0.00%
\$ Per PPC Visit	\$0.90	\$0.79	\$0.67
\$ Per Retained PPC Visit	\$1.20	\$0.94	\$0.71
List MM	16	9.3	10.1
Vol MM	1,700.00	165.2	289.5
Camps	207	85	624
Read %	4.07%	6.66%	8.76%
Del %	7.84%	9.32%	13.60%
Spam %	20.40%	1.60%	4.20%
% List/Campaign	51.33%	20.90%	4.59%
Email/User/Day	3.5	0.58	0.94
Email POWER Index	0.19	2.3	15.23
avg. email POWER Index	5.91	5.91	5.91
%gap average (Email POWER Index)	3008.77%	156.81%	-61.22%