

Metric	petsmart.com	petco.com	chewy.com	petflow.com	1800petmeds.com	petsuppliesplus.com
QuickLift Score	53.8	54.1	63.6	56.3	58.9	59.3
2024 total \$B (360)	\$11.23	\$6.12	\$11.86	\$0.16	\$0.23	\$1.44
2024 \$ Web \$B (360)	\$0.85	\$1.25	\$11.86	\$0.16	\$0.18	\$0.42
2024 % web (C360)	7.60%	20.47%	100.00%	100.00%	80.50%	29.06%
AOV	\$119.00	\$127.00	\$119.00	\$107.00	\$113.00	\$125.00
avg. AOV	\$118.33	\$118.33	\$118.33	\$118.33	\$118.33	\$118.33
%gap average (AOV)	-0.56%	-6.82%	-0.56%	10.59%	4.72%	-5.33%
Conv %	3.70%	3.40%	6.40%	5.50%	8.70%	4.50%
avg. Conv%	5.37%	5.37%	5.37%	5.37%	5.37%	5.37%
%gap average (Conv %)	45.05%	57.84%	-16.15%	-2.42%	-38.31%	19.26%
Visits MM	13.73	13.76	45.04	0.08	1.13	2.26
Unique MM	7.15	7.08	18.26	0.05	0.68	1.22
% Multi Visit	47.89%	48.54%	59.45%	41.33%	39.55%	46.27%
avg. multi visit	47.17%	47.17%	47.17%	47.17%	47.17%	47.17%
%gap average (% Multi Visit)	-1.50%	-2.82%	-20.65%	14.13%	19.27%	1.95%
desk %	21.36%	20.42%	28.43%	25.39%	25.65%	18.96%
mobile %	78.64%	79.58%	71.57%	74.61%	74.35%	81.04%
New Visitors %	61.42%	62.94%	48.52%	86.17%	77.16%	60.85%
Return Visitors %	38.58%	37.06%	51.48%	13.83%	22.84%	39.15%
avg. return visits	33.82%	33.82%	33.82%	33.82%	33.82%	33.82%
%gap average (Return Visitors %)	-12.33%	-8.73%	-34.30%	144.56%	48.09%	-13.61%
Bounce %	43.23%	41.76%	37.96%	37.38%	33.94%	42.20%
avg. bounce	39.41%	39.41%	39.41%	39.41%	39.41%	39.41%
%gap average (Bounce %)	9.69%	5.96%	-3.68%	-5.15%	-13.88%	7.07%
Owned Visits %	69.48%	73.56%	69.66%	73.71%	74.13%	85.09%
avg Owned Visit %	74.27%	74.27%	74.27%	74.27%	74.27%	74.27%
%gap average (Owned Visits %)	6.90%	0.97%	6.62%	0.76%	0.19%	-12.71%
Owned Traffic Retention Index	70	72	80	71	83	76
avg. Owned Traffic Index	75.33	75.33	75.33	75.33	75.33	75.33
%gap average (Owned Traffic Retention Index)	7.62%	4.63%	-5.83%	6.10%	-9.24%	-0.88%
Paid Visits %	30.52%	26.44%	30.34%	26.29%	25.87%	14.91%
Paid Traffic Retention Index	58	50	65	71	73	74
avg. Paid Traffic Index	65.17	65.17	65.17	65.17	65.17	65.17
%gap average (Paid Traffic Retention Index)	12.36%	30.33%	0.26%	-8.22%	-10.73%	-11.94%
%gap leader (Paid Traffic Retention Index)	27.59%	48.00%	13.85%	4.23%	1.37%	0.00%
\$ Per PPC Visit	\$0.75	\$0.72	\$1.58	\$3.09	\$2.24	\$1.09
\$ Per Retained PPC Visit	\$1.03	\$1.17	\$2.28	\$6.48	\$2.98	\$1.25
List MM	17.1	8.5	4.1	0.1	1.3	1.8
Vol MM	624	134.2	32.8	2.4	17.9	26.8
Camps	451	108	140	30	53	56
Read %	6.07%	7.14%	42.09%	23.40%	11.02%	5.34%
Del %	12.89%	13.09%	22.00%	21.28%	16.72%	8.81%
Spam %	2.10%	2.10%	1.10%	56.60%	3.20%	3.30%
% List/Campaign	8.09%	14.62%	5.71%	80.00%	25.98%	26.59%
Email/User/Day	1.2	0.52	0.26	0.79	0.45	0.49
Email POWER Index	0.72	3.41	81.37	1.13	4.33	2.75
avg. email POWER Index	15.62	15.62	15.62	15.62	15.62	15.62
%gap average (Email POWER Index)	2069.21%	358.02%	-80.81%	1282.15%	260.70%	467.94%