

Metric	thirdlove.com	skims.com	shop.lululemon.com	victoriassecret.com
QuickLift Score	50.7	61.2	57.4	57.3
2024 total \$B (360)	\$0.24	\$0.69	\$10.59	\$6.23
2024 \$ Web \$B (360)	\$0.24	\$0.48	\$4.57	\$2.04
2024 % web (C360)	100.00%	70.00%	43.16%	32.78%
AOV	\$170.00	\$147.00	\$261.00	\$177.00
avg. AOV	\$188.75	\$188.75	\$188.75	\$188.75
%gap average (AOV)	11.03%	28.40%	-27.68%	6.64%
Conv %	2.10%	3.00%	5.00%	6.40%
avg. Conv%	4.12%	4.12%	4.12%	4.12%
%gap average (Conv %)	96.43%	37.50%	-17.50%	-35.55%
Visits MM	0.96	9.43	41.52	34.19
Unique MM	0.54	4.93	17.72	14.16
% Multi Visit	43.54%	47.76%	57.32%	58.57%
avg. multi visit	51.80%	51.80%	51.80%	51.80%
%gap average (% Multi Visit)	18.97%	8.45%	-9.63%	-11.56%
desk %	22.44%	20.92%	17.70%	12.24%
mobile %	77.56%	79.08%	82.30%	87.76%
New Visitors %	77.85%	69.09%	59.73%	60.56%
Return Visitors %	22.15%	30.91%	40.27%	39.44%
avg. return visits	33.19%	33.19%	33.19%	33.19%
%gap average (Return Visitors %)	49.85%	7.38%	-17.58%	-15.84%
Bounce %	42.28%	45.96%	48.34%	41.57%
avg. bounce	44.54%	44.54%	44.54%	44.54%
%gap average (Bounce %)	-5.07%	3.19%	8.54%	-6.66%
Owned Visits %	74.00%	68.01%	72.17%	70.40%
avg Owned Visit %	71.15%	71.15%	71.15%	71.15%
%gap average (Owned Visits %)	-3.86%	4.61%	-1.42%	1.06%
Owned Traffic Retention Index	50	75	78	77
avg. Owned Traffic Index	70	70	70	70
%gap average (Owned Traffic Retention Index)	40.00%	-6.67%	-10.26%	-9.09%
Paid Visits %	26.00%	31.99%	27.83%	29.60%
Paid Traffic Retention Index	61	71	61	62
avg. Paid Traffic Index	63.75	63.75	63.75	63.75
%gap average (Paid Traffic Retention Index)	4.51%	-10.21%	4.51%	2.82%
%gap leader (Paid Traffic Retention Index)	16.39%	0.00%	16.39%	14.52%
\$ Per PPC Visit	\$1.70	\$0.36	\$1.32	\$1.88
\$ Per Retained PPC Visit	\$2.33	\$0.45	\$1.84	\$2.29
List MM	0.8	0.5	15.1	17
Vol MM	10.7	1.6	216.1	538.9
Camps	67	29	254	845
Read %	4.16%	6.67%	11.92%	5.68%
Del %	14.86%	0.00%	11.87%	11.06%
Spam %	12.60%	1.50%	3.30%	1.40%
% List/Campaign	19.96%	11.03%	5.63%	3.75%
Email/User/Day	0.44	0.11	0.47	1.04
Email POWER Index	5.25	243.49	6.39	2.4
avg. email POWER Index	64.38	64.38	64.38	64.38
%gap average (Email POWER Index)	1126.33%	-73.56%	907.55%	2582.60%