

Metric	belk.com	macys.com	kohls.com	nordstrom.com
URL	belk.com	macys.com	kohls.com	nordstrom.com
Company	Belk	Macy's	Kohl's Corp.	Nordstrom
QuickLift Score	55.9	59.3	58.1	57.1
2024 total \$B (360)	\$3.53	\$23.01	\$16.22	\$14.56
2024 \$ Web \$B (360)	\$1.71	\$7.59	\$4.54	\$5.24
2024 % web (C360)	48.34%	33.00%	28.00%	36.00%
AOV	\$129.00	\$243.00	\$96.00	\$271.00
avg. AOV	\$184.75	\$184.75	\$184.75	\$184.75
%gap average (AOV)	43.22%	-23.97%	92.45%	-31.83%
Conv %	2.80%	4.00%	2.70%	4.10%
avg. Conv%	3.40%	3.40%	3.40%	3.40%
%gap average (Conv %)	21.43%	-15.00%	25.93%	-17.07%
Visits MM	13	89.71	51.75	45.42
Unique MM	5.57	32.25	21.29	19.23
% Multi Visit	57.17%	64.05%	58.87%	57.66%
avg. multi visit	59.44%	59.44%	59.44%	59.44%
%gap average (% Multi Visit)	3.97%	-7.20%	0.96%	3.08%
desk %	21.06%	25.93%	23.58%	31.78%
mobile %	78.94%	74.07%	76.42%	68.22%
New Visitors %	58.80%	52.58%	56.38%	56.74%
Return Visitors %	41.20%	47.42%	43.62%	43.26%
avg. return visits	43.88%	43.88%	43.88%	43.88%
%gap average (Return Visitors %)	6.49%	-7.48%	0.58%	1.42%
Bounce %	46.42%	42.30%	41.83%	42.45%
avg. bounce	43.25%	43.25%	43.25%	43.25%
%gap average (Bounce %)	7.33%	-2.20%	-3.28%	-1.85%
Owned Visits %	69.36%	72.61%	76.55%	78.88%
avg Owned Visit %	74.35%	74.35%	74.35%	74.35%
%gap average (Owned Visits %)	7.19%	2.40%	-2.87%	-5.74%
Owned Traffic Retention Index	69	73	74	68
avg. Owned Traffic Index	71	71	71	71
%gap average (Owned Traffic Retention Index)	2.90%	-2.74%	-4.05%	4.41%
Paid Visits %	30.64%	27.39%	23.45%	21.12%
Paid Traffic Retention Index	55	74	64	63
avg. Paid Traffic Index	64	64	64	64
%gap average (Paid Traffic Retention Index)	16.36%	-13.51%	0.00%	1.59%
%gap leader (Paid Traffic Retention Index)	34.55%	0.00%	15.62%	17.46%
\$ Per PPC Visit	\$0.55	\$1.15	\$2.67	\$0.88
\$ Per Retained PPC Visit	\$0.87	\$1.32	\$3.42	\$1.57
List MM	6.5	45.8	37	10.7
Vol MM	345.5	3,400.00	1,200.00	292.4
Camps	1,148.00	1,437.00	341	244
Read %	7.37%	7.05%	9.28%	9.17%
Del %	9.01%	12.96%	14.45%	12.07%
Spam %	0.80%	5.30%	3.40%	1.70%
% List/Campaign	4.63%	5.17%	9.51%	11.20%
Email/User/Day	1.75	2.44	1.07	0.9
Email POWER Index	2.9	1.81	2.76	9.5
avg. email POWER Index	4.24	4.24	4.24	4.24
%gap average (Email POWER Index)	46.29%	134.39%	53.71%	-55.34%