

Metric	bluenile.com	mejuri.com	signetjewelers.com	zales.com
URL	bluenile.com	mejuri.com	signetjewelers.com	zales.com
Company	Blue Nile	Mejuri	Signet Jewelers	Zales
QuickLift Score	51.1	64.4	55.8	55.8
2024 total \$B (360)		\$0.38		
2024 \$ Web \$B (360)		\$0.10		
2024 % web (C360)		26.01%		
AOV		\$505.00		
avg. AOV	\$505.00	\$505.00	\$505.00	\$505.00
%gap average (AOV)		0.00%		
Conv %		1.70%		
avg. Conv%	1.70%	1.70%	1.70%	1.70%
%gap average (Conv %)		0.00%		
Visits MM	2.51	3.23	0.09	4
Unique MM	1.53	1.39	0.04	1.94
% Multi Visit	38.97%	57.03%	52.50%	51.38%
avg. multi visit	49.97%	49.97%	49.97%	49.97%
%gap average (% Multi Visit)	28.23%	-12.38%	-4.82%	-2.75%
desk %	19.78%	25.54%	33.89%	9.88%
mobile %	80.22%	74.46%	66.11%	90.12%
New Visitors %	81.28%	65.53%	77.80%	71.04%
Return Visitors %	18.72%	34.47%	22.20%	28.96%
avg. return visits	26.09%	26.09%	26.09%	26.09%
%gap average (Return Visitors %)	39.33%	-24.32%	17.53%	-9.91%
Bounce %	56.14%	25.74%	48.64%	51.70%
avg. bounce	45.55%	45.55%	45.55%	45.55%
%gap average (Bounce %)	23.23%	-43.49%	6.77%	13.49%
Owned Visits %	66.33%	74.50%	79.58%	59.44%
avg Owned Visit %	69.96%	69.96%	69.96%	69.96%
%gap average (Owned Visits %)	5.48%	-6.09%	-12.09%	17.70%
Owned Traffic Retention Index	66.33	80	54.33	64.67
avg. Owned Traffic Index	66.33	66.33	66.33	66.33
%gap average (Owned Traffic Retention Index)	0.00%	-17.08%	22.09%	2.58%
Paid Visits %	33.67%	25.50%	20.42%	40.56%
Paid Traffic Retention Index	55	80.33	29.67	77
avg. Paid Traffic Index	60.5	60.5	60.5	60.5
%gap average (Paid Traffic Retention Index)	10.00%	-24.69%	103.93%	-21.43%
%gap leader (Paid Traffic Retention Index)	46.06%	0.00%	170.79%	4.33%
\$ Per PPC Visit	\$1.47	\$0.58	\$0.00	\$1.48
\$ Per Retained PPC Visit	\$2.42	\$0.63	\$0.00	\$1.57
List MM		1.72		
Vol MM		6.78		
Camps		41		
Read %		11.09%		
Del %		5.67%		
Spam %		4.83%		
% List/Campaign		8.95%		
Email/User/Day		0.13		
Email POWER Index		50.81		
avg. email POWER Index	50.81	50.81	50.81	50.81
%gap average (Email POWER Index)		0.00%		