

| Metric                                       | <a href="http://brilliantearth.com">brilliantearth.com</a> | <a href="http://bluenile.com">bluenile.com</a> | <a href="http://signetjewelers.com">signetjewelers.com</a> | <a href="http://zales.com">zales.com</a> |
|----------------------------------------------|------------------------------------------------------------|------------------------------------------------|------------------------------------------------------------|------------------------------------------|
| URL                                          | <a href="http://brilliantearth.com">brilliantearth.com</a> | <a href="http://bluenile.com">bluenile.com</a> | <a href="http://signetjewelers.com">signetjewelers.com</a> | <a href="http://zales.com">zales.com</a> |
| Company                                      | Brilliant Earth                                            | Blue Nile                                      | Signet Jewelers                                            | Zales                                    |
| QuickLift Score                              | 49.9                                                       | 51.1                                           | 55.8                                                       | 55.8                                     |
| 2024 total \$B (360)                         | \$0.42                                                     |                                                |                                                            |                                          |
| 2024 \$ Web \$B (360)                        | \$0.42                                                     |                                                |                                                            |                                          |
| 2024 % web (C360)                            | 100.00%                                                    |                                                |                                                            |                                          |
| AOV                                          | \$2,695.00                                                 |                                                |                                                            |                                          |
| avg. AOV                                     | \$2,695.00                                                 | \$2,695.00                                     | \$2,695.00                                                 | \$2,695.00                               |
| %gap average (AOV)                           | 0.00%                                                      |                                                |                                                            |                                          |
| Conv %                                       | 2.00%                                                      |                                                |                                                            |                                          |
| avg. Conv%                                   | 2.00%                                                      | 2.00%                                          | 2.00%                                                      | 2.00%                                    |
| %gap average (Conv %)                        | 0.00%                                                      |                                                |                                                            |                                          |
| Visits MM                                    | 6.45                                                       | 2.51                                           | 0.09                                                       | 4                                        |
| Unique MM                                    | 3.46                                                       | 1.53                                           | 0.04                                                       | 1.94                                     |
| % Multi Visit                                | 46.18%                                                     | 38.97%                                         | 52.50%                                                     | 51.38%                                   |
| avg. multi visit                             | 47.26%                                                     | 47.26%                                         | 47.26%                                                     | 47.26%                                   |
| %gap average (% Multi Visit)                 | 2.34%                                                      | 21.27%                                         | -9.98%                                                     | -8.03%                                   |
| desk %                                       | 12.50%                                                     | 19.78%                                         | 33.89%                                                     | 9.88%                                    |
| mobile %                                     | 87.50%                                                     | 80.22%                                         | 66.11%                                                     | 90.12%                                   |
| New Visitors %                               | 71.51%                                                     | 81.28%                                         | 77.80%                                                     | 71.04%                                   |
| Return Visitors %                            | 28.49%                                                     | 18.72%                                         | 22.20%                                                     | 28.96%                                   |
| avg. return visits                           | 24.59%                                                     | 24.59%                                         | 24.59%                                                     | 24.59%                                   |
| %gap average (Return Visitors %)             | -13.69%                                                    | 31.35%                                         | 10.79%                                                     | -15.07%                                  |
| Bounce %                                     | 56.63%                                                     | 56.14%                                         | 48.64%                                                     | 51.70%                                   |
| avg. bounce                                  | 53.27%                                                     | 53.27%                                         | 53.27%                                                     | 53.27%                                   |
| %gap average (Bounce %)                      | 6.29%                                                      | 5.37%                                          | -8.71%                                                     | -2.96%                                   |
| Owned Visits %                               | 62.41%                                                     | 66.33%                                         | 79.58%                                                     | 59.44%                                   |
| avg Owned Visit %                            | 66.94%                                                     | 66.94%                                         | 66.94%                                                     | 66.94%                                   |
| %gap average (Owned Visits %)                | 7.26%                                                      | 0.93%                                          | -15.88%                                                    | 12.61%                                   |
| Owned Traffic Retention Index                | 58.33                                                      | 66.33                                          | 54.33                                                      | 64.67                                    |
| avg. Owned Traffic Index                     | 60.92                                                      | 60.92                                          | 60.92                                                      | 60.92                                    |
| %gap average (Owned Traffic Retention Index) | 4.43%                                                      | -8.17%                                         | 12.12%                                                     | -5.80%                                   |
| Paid Visits %                                | 37.59%                                                     | 33.67%                                         | 20.42%                                                     | 40.56%                                   |
| Paid Traffic Retention Index                 | 49.33                                                      | 55                                             | 29.67                                                      | 77                                       |
| avg. Paid Traffic Index                      | 52.75                                                      | 52.75                                          | 52.75                                                      | 52.75                                    |
| %gap average (Paid Traffic Retention Index)  | 6.93%                                                      | -4.09%                                         | 77.81%                                                     | -31.49%                                  |
| %gap leader (Paid Traffic Retention Index)   | 56.08%                                                     | 40.00%                                         | 159.55%                                                    | 0.00%                                    |
| \$ Per PPC Visit                             | \$1.49                                                     | \$1.47                                         | \$0.00                                                     | \$1.48                                   |
| \$ Per Retained PPC Visit                    | \$2.46                                                     | \$2.42                                         | \$0.00                                                     | \$1.57                                   |
| List MM                                      | 1.2                                                        |                                                |                                                            |                                          |
| Vol MM                                       | 23.67                                                      |                                                |                                                            |                                          |
| Camps                                        | 74.75                                                      |                                                |                                                            |                                          |
| Read %                                       | 9.25%                                                      |                                                |                                                            |                                          |
| Del %                                        | 12.92%                                                     |                                                |                                                            |                                          |
| Spam %                                       | 0.90%                                                      |                                                |                                                            |                                          |
| % List/Campaign                              | 27.63%                                                     |                                                |                                                            |                                          |
| Email/User/Day                               | 0.65                                                       |                                                |                                                            |                                          |
| Email POWER Index                            | 9.11                                                       |                                                |                                                            |                                          |
| avg. email POWER Index                       | 9.11                                                       | 9.11                                           | 9.11                                                       | 9.11                                     |
| %gap average (Email POWER Index)             | 0.00%                                                      |                                                |                                                            |                                          |