

Metric	dillards.com	macys.com	kohls.com	nordstrom.com
QuickLift Score	56	59.3	58.1	57.1
2024 total \$B (360)	\$6.48	\$23.01	\$16.22	\$14.56
2024 \$ Web \$B (360)	\$0.93	\$7.59	\$4.54	\$5.24
2024 % web (C360)	14.38%	33.00%	28.00%	36.00%
AOV	\$141.00	\$243.00	\$96.00	\$271.00
avg. AOV	\$187.75	\$187.75	\$187.75	\$187.75
%gap average (AOV)	33.16%	-22.74%	95.57%	-30.72%
Conv %	2.50%	4.00%	2.70%	4.10%
avg. Conv%	3.32%	3.32%	3.32%	3.32%
%gap average (Conv %)	33.00%	-16.88%	23.15%	-18.90%
Visits MM	13.68	89.71	51.75	45.42
Unique MM	6.39	32.25	21.29	19.23
% Multi Visit	53.28%	64.05%	58.87%	57.66%
avg. multi visit	58.46%	58.46%	58.46%	58.46%
%gap average (% Multi Visit)	9.73%	-8.72%	-0.69%	1.40%
desk %	21.11%	25.93%	23.58%	31.78%
mobile %	78.89%	74.07%	76.42%	68.22%
New Visitors %	64.10%	52.58%	56.38%	56.74%
Return Visitors %	35.90%	47.42%	43.62%	43.26%
avg. return visits	42.55%	42.55%	42.55%	42.55%
%gap average (Return Visitors %)	18.52%	-10.27%	-2.45%	-1.64%
Bounce %	48.56%	42.30%	41.83%	42.45%
avg. bounce	43.78%	43.78%	43.78%	43.78%
%gap average (Bounce %)	10.91%	-3.39%	-4.46%	-3.05%
Owned Visits %	85.68%	72.61%	76.55%	78.88%
avg Owned Visit %	78.43%	78.43%	78.43%	78.43%
%gap average (Owned Visits %)	-8.46%	8.02%	2.46%	-0.57%
Owned Traffic Retention Index	71	73	74	68
avg. Owned Traffic Index	71.5	71.5	71.5	71.5
%gap average (Owned Traffic Retention Index)	0.70%	-2.05%	-3.38%	5.15%
Paid Visits %	14.32%	27.39%	23.45%	21.12%
Paid Traffic Retention Index	43	74	64	63
avg. Paid Traffic Index	61	61	61	61
%gap average (Paid Traffic Retention Index)	41.86%	-17.57%	-4.69%	-3.17%
%gap leader (Paid Traffic Retention Index)	72.09%	0.00%	15.62%	17.46%
\$ Per PPC Visit	\$0.71	\$1.15	\$2.67	\$0.88
\$ Per Retained PPC Visit	\$1.48	\$1.32	\$3.42	\$1.57
List MM	1.6	45.8	37	10.7
Vol MM	31.7	3,400.00	1,200.00	292.4
Camps	115	1,437.00	341	244
Read %	13.83%	7.05%	9.28%	9.17%
Del %	13.45%	12.96%	14.45%	12.07%
Spam %	5.60%	5.30%	3.40%	1.70%
% List/Campaign	17.23%	5.17%	9.51%	11.20%
Email/User/Day	0.65	2.44	1.07	0.9
Email POWER Index	19.14	1.81	2.76	9.5
avg. email POWER Index	8.3	8.3	8.3	8.3
%gap average (Email POWER Index)	-56.62%	358.70%	200.82%	-12.61%