

Metric	dollargeneral.com	dollartree.com	walmart.com	fivebelow.com
URL	dollargeneral.com	dollartree.com	walmart.com	fivebelow.com
Company	Dollar General	Dollar Tree	Walmart	Five Below
QuickLift Score	53.8	55.9	59	57
2024 total \$B (360)	\$40.61	\$17.57	\$680.99	\$4.02
2024 \$ Web \$B (360)	\$0.09	\$0.30	\$120.90	\$0.14
2024 % web (C360)	0.22%	1.70%	17.75%	3.49%
AOV	\$27.00	\$78.00	\$91.00	\$30.00
avg. AOV	\$56.50	\$56.50	\$56.50	\$56.50
%gap average (AOV)	109.26%	-27.56%	-37.91%	88.33%
Conv %	1.60%	8.00%	7.00%	1.80%
avg. Conv%	4.60%	4.60%	4.60%	4.60%
%gap average (Conv %)	187.50%	-42.50%	-34.29%	155.56%
Visits MM	9.79	10.98	479.18	8.62
Unique MM	5.11	4.63	135.9	4.95
% Multi Visit	47.76%	57.81%	71.64%	42.58%
avg. multi visit	54.95%	54.95%	54.95%	54.95%
%gap average (% Multi Visit)	15.05%	-4.95%	-23.30%	29.05%
desk %	16.51%	17.04%	32.39%	14.51%
mobile %	83.49%	82.96%	67.61%	85.49%
New Visitors %	57.40%	63.87%	30.07%	66.74%
Return Visitors %	42.60%	36.13%	69.93%	33.26%
avg. return visits	45.48%	45.48%	45.48%	45.48%
%gap average (Return Visitors %)	6.76%	25.88%	-34.96%	36.74%
Bounce %	46.40%	30.51%	50.69%	38.42%
avg. bounce	41.50%	41.50%	41.50%	41.50%
%gap average (Bounce %)	11.79%	-26.49%	22.13%	-7.43%
Owned Visits %	80.39%	81.23%	79.94%	76.35%
avg Owned Visit %	79.48%	79.48%	79.48%	79.48%
%gap average (Owned Visits %)	-1.14%	-2.16%	-0.58%	4.10%
Owned Traffic Retention Index	72	75	70	72
avg. Owned Traffic Index	72.25	72.25	72.25	72.25
%gap average (Owned Traffic Retention Index)	0.35%	-3.67%	3.21%	0.35%
Paid Visits %	19.61%	18.77%	20.06%	23.65%
Paid Traffic Retention Index	35	64	53	55
avg. Paid Traffic Index	51.75	51.75	51.75	51.75
%gap average (Paid Traffic Retention Index)	47.86%	-19.14%	-2.36%	-5.91%
%gap leader (Paid Traffic Retention Index)	82.86%	0.00%	20.75%	16.36%
\$ Per PPC Visit	\$0.78	\$0.28	\$0.55	\$0.53
\$ Per Retained PPC Visit	\$2.62	\$0.29	\$0.93	\$1.05
List MM	6.1	1.8	38.1	11.3
Vol MM	136.2	28.5	1,142.90	183.9
Camps	130	26	740	96
Read %	4.43%	6.63%	11.78%	5.85%
Del %	10.16%	13.80%	11.90%	9.43%
Spam %	3.20%	1.80%	0.93%	1.10%
% List/Campaign	17.18%	60.90%	4.05%	16.95%
Email/User/Day	0.73	0.52	0.99	0.54
Email POWER Index	1.99	9.5	25.02	1.42
avg. email POWER Index	9.48	9.48	9.48	9.48
%gap average (Email POWER Index)	376.51%	-0.18%	-62.10%	567.78%