

Metric	duluthtrading.com	lbean.com	thenorthface.com	landsend.com
URL	duluthtrading.com	lbean.com	thenorthface.com	landsend.com
Company	Duluth Trading	L.L. Bean Inc.	The North Face	Lands' End
QuickLift Score	53.6	53.4	58.8	58.1
2024 total \$B (360)	\$0.63	\$2.22	\$9.50	\$1.36
2024 \$ Web \$B (360)	\$0.42	\$2.08	\$1.91	\$1.03
2024 % web (C360)	67.00%	93.39%	20.08%	75.52%
AOV	\$154.00	\$205.00	\$343.00	\$205.00
avg. AOV	\$226.75	\$226.75	\$226.75	\$226.75
%gap average (AOV)	47.24%	10.61%	-33.89%	10.61%
Conv %	3.70%	6.50%	3.70%	5.00%
avg. Conv%	4.72%	4.72%	4.72%	4.72%
%gap average (Conv %)	27.70%	-27.31%	27.70%	-5.50%
Visits MM	3.97	12.5	10.31	10.12
Unique MM	1.88	5.18	5.03	4.2
% Multi Visit	52.82%	58.63%	50.99%	58.47%
avg. multi visit	55.23%	55.23%	55.23%	55.23%
%gap average (% Multi Visit)	4.55%	-5.80%	8.32%	-5.55%
desk %	22.84%	27.69%	26.50%	28.99%
mobile %	77.16%	72.31%	73.50%	71.01%
New Visitors %	55.38%	56.57%	66.27%	54.00%
Return Visitors %	44.62%	43.43%	33.73%	46.00%
avg. return visits	41.95%	41.95%	41.95%	41.95%
%gap average (Return Visitors %)	-6.00%	-3.42%	24.36%	-8.82%
Bounce %	46.91%	45.24%	41.46%	38.68%
avg. bounce	43.07%	43.07%	43.07%	43.07%
%gap average (Bounce %)	8.90%	5.03%	-3.74%	-10.19%
Owned Visits %	65.87%	67.84%	71.17%	71.39%
avg Owned Visit %	69.07%	69.07%	69.07%	69.07%
%gap average (Owned Visits %)	4.86%	1.81%	-2.95%	-3.25%
Owned Traffic Retention Index	68.33	66.33	74.67	77
avg. Owned Traffic Index	71.58	71.58	71.58	71.58
%gap average (Owned Traffic Retention Index)	4.76%	7.91%	-4.13%	-7.03%
Paid Visits %	34.13%	32.16%	28.83%	28.61%
Paid Traffic Retention Index	65	49.67	81	70.67
avg. Paid Traffic Index	66.58	66.58	66.58	66.58
%gap average (Paid Traffic Retention Index)	2.44%	34.06%	-17.80%	-5.78%
%gap leader (Paid Traffic Retention Index)	24.62%	63.09%	0.00%	14.62%
\$ Per PPC Visit	\$0.57	\$1.12	\$0.38	\$0.92
\$ Per Retained PPC Visit	\$0.80	\$1.64	\$0.42	\$1.30
List MM	1.43	2.77	10.12	5.03
Vol MM	114.6	66.87	96.13	228.75
Camps	186	204.75	50.5	123.25
Read %	7.95%	20.50%	7.36%	8.57%
Del %	13.31%	29.72%	11.90%	11.93%
Spam %	4.28%	3.83%	5.17%	2.87%
% List/Campaign	47.86%	12.80%	21.02%	42.42%
Email/User/Day	2.66	0.79	0.31	1.49
Email POWER Index	1.84	15.4	4.83	3.56
avg. email POWER Index	6.4	6.4	6.4	6.4
%gap average (Email POWER Index)	248.73%	-58.40%	32.61%	80.08%