

Metric	elfcosmetics.com	ulta.com	nyxcosmetics.com	bobbibrowncosmetics.com
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Company	E.L.F Cosmetics	ULTA	NYX Cosmetics	Bobbi Brown
QuickLift Score	50.9	55.6	53	55.5
2024 total \$B (360)	\$1.31	\$11.30		
2024 \$ Web \$B (360)	\$0.23	\$2.26		
2024 % web (C360)	17.71%	20.02%		
AOV	\$48.00	\$94.00		
avg. AOV	\$71.00	\$71.00	\$71.00	\$71.00
%gap average (AOV)	47.92%	-24.47%		
Conv %	3.00%	4.00%		
avg. Conv%	3.50%	3.50%	3.50%	3.50%
%gap average (Conv %)	16.67%	-12.50%		
Visits MM	2.92	42.78	1.13	0.44
Unique MM	1.56	18.88	0.64	0.24
% Multi Visit	46.55%	55.75%	43.21%	44.90%
avg. multi visit	47.60%	47.60%	47.60%	47.60%
%gap average (% Multi Visit)	2.26%	-14.62%	10.16%	6.03%
desk %	19.75%	21.21%	20.64%	26.52%
mobile %	80.25%	78.79%	79.36%	73.48%
New Visitors %	74.78%	54.62%	78.84%	80.38%
Return Visitors %	25.22%	45.38%	21.16%	19.62%
avg. return visits	27.84%	27.84%	27.84%	27.84%
%gap average (Return Visitors %)	10.41%	-38.64%	31.60%	41.92%
Bounce %	53.82%	48.14%	45.47%	54.31%
avg. bounce	50.43%	50.43%	50.43%	50.43%
%gap average (Bounce %)	6.71%	-4.55%	-9.84%	7.68%
Owned Visits %	72.20%	74.09%	72.23%	72.88%
avg Owned Visit %	72.85%	72.85%	72.85%	72.85%
%gap average (Owned Visits %)	0.90%	-1.67%	0.85%	-0.04%
Owned Traffic Retention Index	62.67	71.33	64	65.07
avg. Owned Traffic Index	65.77	65.77	65.77	65.77
%gap average (Owned Traffic Retention Index)	4.95%	-7.80%	2.76%	1.08%
Paid Visits %	27.80%	25.91%	27.77%	27.12%
Paid Traffic Retention Index	46.93	52.6	57.27	66.73
avg. Paid Traffic Index	55.88	55.88	55.88	55.88
%gap average (Paid Traffic Retention Index)	19.07%	6.24%	-2.42%	-16.26%
%gap leader (Paid Traffic Retention Index)	42.19%	26.87%	16.53%	0.00%
\$ Per PPC Visit	\$1.29	\$0.91	\$0.61	\$1.34
\$ Per Retained PPC Visit	\$2.00	\$1.27	\$0.90	\$1.66
List MM	3.41	21.08	3.28	
Vol MM	145.18	613.11	30.68	
Camps	145.93	298	53.77	
Read %	7.73%	8.16%	6.14%	
Del %	8.95%	11.65%	8.58%	
Spam %	2.69%	1.46%	3.35%	
% List/Campaign	29.67%	10.06%	35.55%	
Email/User/Day	1.41	0.97	0.53	
Email POWER Index	0.98	3.55	1.82	
avg. email POWER Index	2.12	2.12	2.12	2.12
%gap average (Email POWER Index)	115.18%	-40.38%	16.55%	