

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