

Metric	helzberg.com	kay.com	brilliantearth.com	mejuri.com
URL	helzberg.com	kay.com	brilliantearth.com	mejuri.com
Company	Helzberg Diamonds	Kay Jewelers	Brilliant Earth	Mejuri
QuickLift Score	56.4	55.8	50.3	63.3
2024 total \$B (360)	\$0.43	\$6.70	\$0.42	\$0.38
2024 \$ Web \$B (360)	\$0.05	\$1.52	\$0.42	\$0.10
2024 % web (C360)	12.43%	22.71%	100.00%	26.01%
AOV	\$350.00	\$280.00	\$2,695.00	\$505.00
avg. AOV	\$957.50	\$957.50	\$957.50	\$957.50
%gap average (AOV)	173.57%	241.96%	-64.47%	89.60%
Conv %	0.50%	1.50%	2.00%	1.70%
avg. Conv%	1.43%	1.43%	1.43%	1.43%
%gap average (Conv %)	185.00%	-5.00%	-28.75%	-16.18%
Visits MM	0.87	7.68	6.07	3.91
Unique MM	0.49	4.35	3.54	1.76
% Multi Visit	43.72%	43.29%	41.73%	54.96%
avg. multi visit	45.92%	45.92%	45.92%	45.92%
%gap average (% Multi Visit)	5.04%	6.09%	10.05%	-16.44%
desk %	13.24%	7.68%	14.36%	25.23%
mobile %	86.76%	92.32%	85.64%	74.77%
New Visitors %	71.13%	69.33%	73.07%	73.88%
Return Visitors %	28.87%	30.67%	26.93%	26.12%
avg. return visits	28.15%	28.15%	28.15%	28.15%
%gap average (Return Visitors %)	-2.50%	-8.22%	4.52%	7.76%
Bounce %	45.93%	41.81%	56.39%	25.87%
avg. bounce	42.50%	42.50%	42.50%	42.50%
%gap average (Bounce %)	8.07%	-1.62%	32.68%	-39.13%
Owned Visits %	70.37%	69.18%	62.74%	73.67%
avg Owned Visit %	68.99%	68.99%	68.99%	68.99%
%gap average (Owned Visits %)	-1.96%	-0.27%	9.96%	-6.35%
Owned Traffic Retention Index	66	63	60	80
avg. Owned Traffic Index	67.25	67.25	67.25	67.25
%gap average (Owned Traffic Retention Index)	1.89%	6.75%	12.08%	-15.94%
Paid Visits %	29.63%	30.82%	37.26%	26.33%
Paid Traffic Retention Index	64	80	50	83
avg. Paid Traffic Index	69.25	69.25	69.25	69.25
%gap average (Paid Traffic Retention Index)	8.20%	-13.44%	38.50%	-16.57%
%gap leader (Paid Traffic Retention Index)	29.69%	3.75%	66.00%	0.00%
\$ Per PPC Visit	\$1.59	\$1.48	\$1.50	\$0.52
\$ Per Retained PPC Visit	\$2.26	\$1.52	\$2.41	\$0.56
List MM	1	8.5	1.1	1.9
Vol MM	15.5	240.4	22.4	6.9
Camps	29	110	74	50
Read %	9.88%	5.58%	10.05%	9.20%
Del %	8.64%	8.00%	14.40%	6.90%
Spam %	0.60%	3.30%	1.20%	12.00%
% List/Campaign	53.45%	25.71%	27.52%	7.26%
Email/User/Day	0.51	0.93	0.67	0.12
Email POWER Index	1.66	0.8	9.33	35.44
avg. email POWER Index	11.81	11.81	11.81	11.81
%gap average (Email POWER Index)	611.30%	1375.94%	26.55%	-66.68%