

Company	Hibbett	DICK'S Sporting Goods	Academy Sports + Outdoors	Big 5 Corp.
Metric	hibbett.com	dickssportinggoods.com	academy.com	big5sportinggoods.com
QuickLift Score	54.6	58.2	54.6	53.9
2024 total \$B (360)	\$1.75	\$13.44	\$5.93	\$0.80
2024 \$ Web \$B (360)	\$0.30	\$3.03	\$0.62	\$0.21
2024 % web (C360)	16.97%	22.55%	10.44%	26.34%
AOV	\$118.00	\$210.00	\$113.00	\$55.00
avg. AOV	\$124.00	\$124.00	\$124.00	\$124.00
%gap average (AOV)	5.08%	-40.95%	9.73%	125.45%
Conv %	3.10%	4.50%	1.90%	6.70%
avg. Conv%	4.05%	4.05%	4.05%	4.05%
%gap average (Conv %)	30.65%	-10.00%	113.16%	-39.55%
Visits MM	5.37	47.86	17.49	1.99
Unique MM	2.47	23.5	7.89	1.05
% Multi Visit	54.13%	50.90%	54.89%	47.31%
avg. multi visit	51.81%	51.81%	51.81%	51.81%
%gap average (% Multi Visit)	-4.29%	1.78%	-5.62%	9.51%
desk %	6.67%	18.66%	15.64%	15.19%
mobile %	93.33%	81.34%	84.36%	84.81%
New Visitors %	59.10%	65.06%	61.01%	69.88%
Return Visitors %	40.90%	34.94%	38.99%	30.12%
avg. return visits	36.24%	36.24%	36.24%	36.24%
%gap average (Return Visitors %)	-11.40%	3.71%	-7.06%	20.31%
Bounce %	48.47%	42.80%	44.65%	43.84%
avg. bounce	44.94%	44.94%	44.94%	44.94%
%gap average (Bounce %)	7.85%	-4.76%	-0.65%	-2.45%
Owned Visits %	83.01%	81.87%	75.69%	88.03%
avg Owned Visit %	82.15%	82.15%	82.15%	82.15%
%gap average (Owned Visits %)	-1.04%	0.34%	8.53%	-6.68%
Owned Traffic Retention Index	61	69	64	70
avg. Owned Traffic Index	66	66	66	66
%gap average (Owned Traffic Retention Index)	8.20%	-4.35%	3.12%	-5.71%
Paid Visits %	16.99%	18.13%	24.31%	11.97%
Paid Traffic Retention Index	42	64	59	60
avg. Paid Traffic Index	56.25	56.25	56.25	56.25
%gap average (Paid Traffic Retention Index)	33.93%	-12.11%	-4.66%	-6.25%
%gap leader (Paid Traffic Retention Index)	52.38%	0.00%	8.47%	6.67%
\$ Per PPC Visit	\$0.75	\$0.56	\$0.52	\$0.52
\$ Per Retained PPC Visit	\$1.49	\$0.88	\$0.76	\$0.86
List MM	6.7	28.2	11.9	3.2
Vol MM	149.3	1,110.00	242.8	133.3
Camps	237	482	129	77
Read %	4.18%	4.27%	7.14%	7.50%
Del %	5.27%	9.23%	13.00%	10.39%
Spam %	2.30%	5.20%	4.10%	5.70%
% List/Campaign	9.40%	8.17%	15.82%	54.10%
Email/User/Day	0.73	1.29	0.67	1.37
Email POWER Index	0.6	1.38	2.02	0.39
avg. email POWER Index	1.1	1.1	1.1	1.1
%gap average (Email POWER Index)	82.92%	-20.47%	-45.67%	181.41%