

Metric	jega.com	speedwaymotors.com	summitracing.com	rockauto.com
URL	jega.com	speedwaymotors.com	summitracing.com	rockauto.com
Company	JEGS	Speedway Motors	Summit Racing Equipment	RockAuto
QuickLift Score	52.2	50.4	55.4	65.7
2024 total \$B (360)	\$0.52	\$0.28	\$0.88	\$0.40
2024 \$ Web \$B (360)	\$0.52	\$0.23	\$0.69	\$0.40
2024 % web (C360)	100.00%	83.00%	79.15%	100.00%
AOV	\$357.00	\$168.00	\$270.00	\$148.00
avg. AOV	\$235.75	\$235.75	\$235.75	\$235.75
%gap average (AOV)	-33.96%	40.33%	-12.69%	59.29%
Conv %	2.40%	3.20%	4.70%	5.30%
avg. Conv%	3.90%	3.90%	3.90%	3.90%
%gap average (Conv %)	62.50%	21.87%	-17.02%	-26.42%
Visits MM	2.8	1.46	8.28	21.6
Unique MM	1.13	0.6	2.98	6.3
% Multi Visit	59.63%	58.42%	63.99%	70.78%
avg. multi visit	63.20%	63.20%	63.20%	63.20%
%gap average (% Multi Visit)	5.99%	8.19%	-1.23%	-10.70%
desk %	29.82%	34.86%	33.85%	33.86%
mobile %	70.18%	65.14%	66.15%	66.14%
New Visitors %	60.41%	59.22%	56.09%	45.64%
Return Visitors %	39.59%	40.78%	43.91%	54.36%
avg. return visits	44.66%	44.66%	44.66%	44.66%
%gap average (Return Visitors %)	12.81%	9.52%	1.70%	-17.84%
Bounce %	51.69%	50.44%	51.44%	38.21%
avg. bounce	47.94%	47.94%	47.94%	47.94%
%gap average (Bounce %)	7.80%	5.21%	7.29%	-20.30%
Owned Visits %	74.69%	65.15%	72.89%	92.15%
avg Owned Visit %	76.22%	76.22%	76.22%	76.22%
%gap average (Owned Visits %)	2.05%	16.99%	4.58%	-17.29%
Owned Traffic Retention Index	54.67	48.07	53.27	79.2
avg. Owned Traffic Index	58.8	58.8	58.8	58.8
%gap average (Owned Traffic Retention Index)	7.56%	22.33%	10.39%	-25.76%
Paid Visits %	25.31%	34.85%	27.11%	7.85%
Paid Traffic Retention Index	45.13	48.47	54.2	52.73
avg. Paid Traffic Index	50.13	50.13	50.13	50.13
%gap average (Paid Traffic Retention Index)	11.08%	3.44%	-7.50%	-4.93%
%gap leader (Paid Traffic Retention Index)	20.09%	11.83%	0.00%	2.78%
\$ Per PPC Visit	\$0.67	\$0.99	\$0.53	\$0.71
\$ Per Retained PPC Visit	\$1.35	\$2.02	\$0.89	\$0.80
List MM	2.27	0.1	0.13	2.81
Vol MM	34.48	1.35	3.69	6.74
Camps	84.43	28.93	67.62	65.62
Read %	7.44%	9.83%	12.34%	20.84%
Del %	11.53%	29.21%	8.67%	17.00%
Spam %	7.84%	18.11%	1.20%	2.49%
% List/Campaign	25.34%	45.08%	50.30%	4.00%
Email/User/Day	0.72	0.42	1.69	0.08
Email POWER Index	5.49	41.31	109.12	104.88
avg. email POWER Index	65.2	65.2	65.2	65.2
%gap average (Email POWER Index)	1087.76%	57.84%	-40.25%	-37.83%