

Metric	kirklands.com	raymourflanigan.com	ethanallen.com	wayfair.com
URL	kirklands.com	raymourflanigan.com	ethanallen.com	wayfair.com
Company	Kirkland's	Raymour & Flanigan	Ethan Allen	Wayfair
QuickLift Score	57	52.2	55.1	56.9
2024 total \$B (360)	\$0.44	\$0.51	\$0.61	\$11.85
2024 \$ Web \$B (360)	\$0.10	\$0.17	\$0.14	\$11.85
2024 % web (C360)	23.50%	32.68%	22.02%	100.00%
AOV	\$139.00	\$1,369.00	\$1,369.00	\$300.00
avg. AOV	\$794.25	\$794.25	\$794.25	\$794.25
%gap average (AOV)	471.40%	-41.98%	-41.98%	164.75%
Conv %	1.70%	2.40%	2.30%	2.70%
avg. Conv%	2.27%	2.27%	2.27%	2.27%
%gap average (Conv %)	33.82%	-5.21%	-1.09%	-15.74%
Visits MM	1.5	3.33	0.46	98.37
Unique MM	0.67	1.68	0.23	34.42
% Multi Visit	55.06%	49.57%	48.72%	64.98%
avg. multi visit	54.58%	54.58%	54.58%	54.58%
%gap average (% Multi Visit)	-0.87%	10.12%	12.03%	-16.00%
desk %	20.53%	15.95%	39.63%	27.58%
mobile %	79.47%	84.05%	60.37%	72.42%
New Visitors %	51.46%	67.90%	75.30%	50.95%
Return Visitors %	48.54%	32.10%	24.70%	49.05%
avg. return visits	38.60%	38.60%	38.60%	38.60%
%gap average (Return Visitors %)	-20.49%	20.23%	56.27%	-21.31%
Bounce %	40.70%	53.27%	42.68%	41.65%
avg. bounce	44.58%	44.58%	44.58%	44.58%
%gap average (Bounce %)	-8.70%	19.51%	-4.25%	-6.56%
Owned Visits %	74.75%	55.03%	75.31%	71.12%
avg Owned Visit %	69.05%	69.05%	69.05%	69.05%
%gap average (Owned Visits %)	-7.63%	25.48%	-8.31%	-2.91%
Owned Traffic Retention Index	70.33	66.67	66.67	70.67
avg. Owned Traffic Index	68.58	68.58	68.58	68.58
%gap average (Owned Traffic Retention Index)	-2.49%	2.88%	2.88%	-2.95%
Paid Visits %	25.25%	44.97%	24.69%	28.88%
Paid Traffic Retention Index	70.67	69	69.33	63.33
avg. Paid Traffic Index	68.08	68.08	68.08	68.08
%gap average (Paid Traffic Retention Index)	-3.66%	-1.33%	-1.80%	7.50%
%gap leader (Paid Traffic Retention Index)	0.00%	2.42%	1.92%	11.58%
\$ Per PPC Visit	\$0.31	\$1.34	\$0.72	\$1.00
\$ Per Retained PPC Visit	\$0.38	\$1.75	\$0.80	\$1.38
List MM	6.08	3.05	0.2	45.82
Vol MM	203.3	40.85	2.42	1,966.67
Camps	180.75	57.5	195.5	2,311.00
Read %	8.32%	17.33%	1.23%	6.56%
Del %	21.79%	21.02%	8.03%	12.87%
Spam %	1.78%	6.20%	8.55%	6.10%
% List/Campaign	22.89%	23.22%	57.07%	1.87%
Email/User/Day	1.09	0.44	0.36	1.45
Email POWER Index	0.31	2.91	13.37	3.92
avg. email POWER Index	5.12	5.12	5.12	5.12
%gap average (Email POWER Index)	1553.09%	76.41%	-61.66%	30.84%