

Metric	kohls.com	jcpenney.com	macys.com	target.com
URL	kohls.com	jcpenney.com	macys.com	target.com
Company	Kohl's Corp.	J.C. Penney Co. Inc.	Macy's	Target
QuickLift Score	58.3	54.9	58.4	59.5
2024 total \$B (360)	\$16.22	\$9.37	\$23.01	\$106.57
2024 \$ Web \$B (360)	\$4.54	\$2.26	\$7.59	\$20.89
2024 % web (C360)	28.00%	24.10%	33.00%	19.60%
AOV	\$96.00	\$70.00	\$243.00	\$154.00
avg. AOV	\$140.75	\$140.75	\$140.75	\$140.75
%gap average (AOV)	46.61%	101.07%	-42.08%	-8.60%
Conv %	2.70%	2.30%	4.00%	3.90%
avg. Conv%	3.22%	3.22%	3.22%	3.22%
%gap average (Conv %)	19.44%	40.22%	-19.38%	-17.31%
Visits MM	44.92	24.58	80.43	200.28
Unique MM	18.35	10.41	28.64	74.85
% Multi Visit	59.16%	57.57%	64.35%	62.58%
avg. multi visit	60.92%	60.92%	60.92%	60.92%
%gap average (% Multi Visit)	2.96%	5.81%	-5.33%	-2.66%
desk %	24.63%	22.33%	26.86%	26.48%
mobile %	75.37%	77.67%	73.14%	73.52%
New Visitors %	47.38%	55.43%	47.73%	37.88%
Return Visitors %	52.62%	44.57%	52.27%	62.12%
avg. return visits	52.89%	52.89%	52.89%	52.89%
%gap average (Return Visitors %)	0.52%	18.67%	1.20%	-14.85%
Bounce %	43.33%	43.04%	42.27%	41.44%
avg. bounce	42.52%	42.52%	42.52%	42.52%
%gap average (Bounce %)	1.91%	1.23%	-0.60%	-2.54%
Owned Visits %	76.96%	69.06%	72.71%	85.16%
avg Owned Visit %	75.97%	75.97%	75.97%	75.97%
%gap average (Owned Visits %)	-1.29%	10.02%	4.49%	-10.79%
Owned Traffic Retention Index	73	72.33	72	72
avg. Owned Traffic Index	72.33	72.33	72.33	72.33
%gap average (Owned Traffic Retention Index)	-0.91%	0.00%	0.46%	0.46%
Paid Visits %	23.04%	30.94%	27.29%	14.84%
Paid Traffic Retention Index	62	52.67	65.67	55.67
avg. Paid Traffic Index	59	59	59	59
%gap average (Paid Traffic Retention Index)	-4.84%	12.03%	-10.15%	5.99%
%gap leader (Paid Traffic Retention Index)	5.91%	24.68%	0.00%	17.96%
\$ Per PPC Visit	\$2.32	\$1.16	\$1.18	\$0.58
\$ Per Retained PPC Visit	\$3.07	\$1.72	\$1.53	\$0.80
List MM	37.15	19.53	47.57	55.35
Vol MM	952.58	726.1	2,866.67	763.1
Camps	259	233.5	1,011.50	254.25
Read %	8.69%	5.85%	7.58%	10.49%
Del %	14.69%	12.18%	13.50%	13.63%
Spam %	3.65%	1.92%	4.87%	1.75%
% List/Campaign	10.24%	15.97%	6.59%	6.33%
Email/User/Day	0.84	1.22	2.04	0.46
Email POWER Index	3.04	1.71	1.99	14.01
avg. email POWER Index	5.19	5.19	5.19	5.19
%gap average (Email POWER Index)	70.61%	203.31%	160.64%	-62.97%