

Metric	nordstrom.com	macys.com	kohls.com	dillards.com
URL	nordstrom.com	macys.com	kohls.com	dillards.com
Company	Nordstrom	Macy's	Kohl's Corp.	Dillard's
QuickLift Score	57.1	59.3	58.1	56
2024 total \$B (360)	\$14.56	\$23.01	\$16.22	\$6.48
2024 \$ Web \$B (360)	\$5.24	\$7.59	\$4.54	\$0.93
2024 % web (C360)	36.00%	33.00%	28.00%	14.38%
AOV	\$271.00	\$243.00	\$96.00	\$141.00
avg. AOV	\$187.75	\$187.75	\$187.75	\$187.75
%gap average (AOV)	-30.72%	-22.74%	95.57%	33.16%
Conv %	4.10%	4.00%	2.70%	2.50%
avg. Conv%	3.33%	3.33%	3.33%	3.33%
%gap average (Conv %)	-18.90%	-16.87%	23.15%	33.00%
Visits MM	45.42	89.71	51.75	13.68
Unique MM	19.23	32.25	21.29	6.39
% Multi Visit	57.66%	64.05%	58.87%	53.28%
avg. multi visit	58.46%	58.46%	58.46%	58.46%
%gap average (% Multi Visit)	1.40%	-8.72%	-0.69%	9.73%
desk %	31.78%	25.93%	23.58%	21.11%
mobile %	68.22%	74.07%	76.42%	78.89%
New Visitors %	56.74%	52.58%	56.38%	64.10%
Return Visitors %	43.26%	47.42%	43.62%	35.90%
avg. return visits	42.55%	42.55%	42.55%	42.55%
%gap average (Return Visitors %)	-1.64%	-10.27%	-2.45%	18.52%
Bounce %	42.45%	42.30%	41.83%	48.56%
avg. bounce	43.78%	43.78%	43.78%	43.78%
%gap average (Bounce %)	-3.05%	-3.39%	-4.46%	10.91%
Owned Visits %	78.88%	72.61%	76.55%	85.68%
avg Owned Visit %	78.43%	78.43%	78.43%	78.43%
%gap average (Owned Visits %)	-0.57%	8.02%	2.46%	-8.46%
Owned Traffic Retention Index	68	73	74	71
avg. Owned Traffic Index	71.5	71.5	71.5	71.5
%gap average (Owned Traffic Retention Index)	5.15%	-2.05%	-3.38%	0.70%
Paid Visits %	21.12%	27.39%	23.45%	14.32%
Paid Traffic Retention Index	63	74	64	43
avg. Paid Traffic Index	61	61	61	61
%gap average (Paid Traffic Retention Index)	-3.17%	-17.57%	-4.69%	41.86%
%gap leader (Paid Traffic Retention Index)	17.46%	0.00%	15.62%	72.09%
\$ Per PPC Visit	\$0.88	\$1.15	\$2.67	\$0.71
\$ Per Retained PPC Visit	\$1.57	\$1.32	\$3.42	\$1.48
List MM	10.7	45.8	37	1.6
Vol MM	292.4	3,400.00	1,200.00	31.7
Camps	244	1,437.00	341	115
Read %	9.17%	7.05%	9.28%	13.83%
Del %	12.07%	12.96%	14.45%	13.45%
Spam %	1.70%	5.30%	3.40%	5.60%
% List/Campaign	11.20%	5.17%	9.51%	17.23%
Email/User/Day	0.9	2.44	1.07	0.65
Email POWER Index	9.5	1.81	2.76	19.14
avg. email POWER Index	8.3	8.3	8.3	8.3
%gap average (Email POWER Index)	-12.61%	358.70%	200.82%	-56.62%