

Metric	petsmart.com	petco.com	chewy.com	petflow.com
URL	petsmart.com	petco.com	chewy.com	petflow.com
Company	PetSmart	Petco	Chewy	PetFlow
QuickLift Score	53.3	55.1	63.9	55.2
2024 total \$B (360)	\$11.23	\$6.12	\$11.86	\$0.16
2024 \$ Web \$B (360)	\$0.85	\$1.25	\$11.86	\$0.16
2024 % web (C360)	7.60%	20.47%	100.00%	100.00%
AOV	\$119.00	\$127.00	\$119.00	\$107.00
avg. AOV	\$118.00	\$118.00	\$118.00	\$118.00
%gap average (AOV)	-0.84%	-7.09%	-0.84%	10.28%
Conv %	3.70%	3.40%	6.40%	5.50%
avg. Conv%	4.75%	4.75%	4.75%	4.75%
%gap average (Conv %)	28.38%	39.71%	-25.78%	-13.64%
Visits MM	14.1	13.3	44.7	0.11
Unique MM	7.23	6.87	17.76	0.06
% Multi Visit	48.69%	48.34%	60.23%	45.37%
avg. multi visit	50.66%	50.66%	50.66%	50.66%
%gap average (% Multi Visit)	4.04%	4.79%	-15.90%	11.66%
desk %	23.75%	22.36%	30.87%	30.23%
mobile %	76.25%	77.64%	69.13%	69.77%
New Visitors %	60.59%	61.09%	46.09%	68.88%
Return Visitors %	39.41%	38.91%	53.91%	31.12%
avg. return visits	40.84%	40.84%	40.84%	40.84%
%gap average (Return Visitors %)	3.62%	4.95%	-24.25%	31.23%
Bounce %	44.36%	44.14%	39.18%	41.94%
avg. bounce	42.41%	42.41%	42.41%	42.41%
%gap average (Bounce %)	4.62%	4.09%	-7.60%	-1.11%
Owned Visits %	70.77%	75.74%	71.31%	76.09%
avg Owned Visit %	73.48%	73.48%	73.48%	73.48%
%gap average (Owned Visits %)	3.82%	-2.99%	3.04%	-3.43%
Owned Traffic Retention Index	71.8	71.5	80.3	62.1
avg. Owned Traffic Index	71.43	71.43	71.43	71.43
%gap average (Owned Traffic Retention Index)	-0.52%	-0.10%	-11.05%	15.02%
Paid Visits %	29.23%	24.26%	28.69%	23.91%
Paid Traffic Retention Index	58.5	50.4	65.8	55
avg. Paid Traffic Index	57.42	57.42	57.42	57.42
%gap average (Paid Traffic Retention Index)	-1.84%	13.94%	-12.73%	4.41%
%gap leader (Paid Traffic Retention Index)	12.48%	30.56%	0.00%	19.64%
\$ Per PPC Visit	\$1.10	\$1.12	\$1.37	\$2.84
\$ Per Retained PPC Visit	\$1.53	\$1.66	\$2.02	\$7.16
List MM	18.52	8.46	4.57	0.16
Vol MM	618.45	136.85	33.58	1.14
Camps	458.91	132	144	13.91
Read %	5.99%	7.16%	41.15%	19.22%
Del %	12.73%	13.83%	20.99%	22.92%
Spam %	24.96%	2.58%	0.97%	39.38%
% List/Campaign	7.45%	12.79%	5.12%	51.25%
Email/User/Day	1.1	0.56	0.24	0.29
Email POWER Index	0.92	3.8	82.99	4.33
avg. email POWER Index	23.01	23.01	23.01	23.01
%gap average (Email POWER Index)	2401.27%	505.25%	-72.27%	431.24%