

Metric	petco.com	petsmart.com	chewy.com	petsuppliesplus.com
URL	petco.com	petsmart.com	chewy.com	petsuppliesplus.com
Company	Petco	PetSmart	Chewy	Pet Supplies Plus
QuickLift Score	54.1	53.8	63.6	59.3
2024 total \$B (360)	\$6.12	\$11.23	\$11.86	\$1.44
2024 \$ Web \$B (360)	\$1.25	\$0.85	\$11.86	\$0.42
2024 % web (C360)	20.47%	7.60%	100.00%	29.06%
AOV	\$127.00	\$119.00	\$119.00	\$125.00
avg. AOV	\$122.50	\$122.50	\$122.50	\$122.50
%gap average (AOV)	-3.54%	2.94%	2.94%	-2.00%
Conv %	3.40%	3.70%	6.40%	4.50%
avg. Conv%	4.50%	4.50%	4.50%	4.50%
%gap average (Conv %)	32.35%	21.62%	-29.69%	0.00%
Visits MM	13.76	13.73	45.04	2.26
Unique MM	7.08	7.15	18.26	1.22
% Multi Visit	48.54%	47.89%	59.45%	46.27%
avg. multi visit	50.54%	50.54%	50.54%	50.54%
%gap average (% Multi Visit)	4.12%	5.53%	-14.99%	9.22%
desk %	20.42%	21.36%	28.43%	18.96%
mobile %	79.58%	78.64%	71.57%	81.04%
New Visitors %	62.94%	61.42%	48.52%	60.85%
Return Visitors %	37.06%	38.58%	51.48%	39.15%
avg. return visits	41.57%	41.57%	41.57%	41.57%
%gap average (Return Visitors %)	12.16%	7.74%	-19.26%	6.17%
Bounce %	41.76%	43.23%	37.96%	42.20%
avg. bounce	41.29%	41.29%	41.29%	41.29%
%gap average (Bounce %)	1.14%	4.70%	-8.06%	2.21%
Owned Visits %	73.56%	69.48%	69.66%	85.09%
avg Owned Visit %	74.45%	74.45%	74.45%	74.45%
%gap average (Owned Visits %)	1.21%	7.15%	6.87%	-12.51%
Owned Traffic Retention Index	72	70	80	76
avg. Owned Traffic Index	74.5	74.5	74.5	74.5
%gap average (Owned Traffic Retention Index)	3.47%	6.43%	-6.88%	-1.97%
Paid Visits %	26.44%	30.52%	30.34%	14.91%
Paid Traffic Retention Index	50	58	65	74
avg. Paid Traffic Index	61.75	61.75	61.75	61.75
%gap average (Paid Traffic Retention Index)	23.50%	6.47%	-5.00%	-16.55%
%gap leader (Paid Traffic Retention Index)	48.00%	27.59%	13.85%	0.00%
\$ Per PPC Visit	\$0.72	\$0.75	\$1.58	\$1.09
\$ Per Retained PPC Visit	\$1.17	\$1.03	\$2.28	\$1.25
List MM	8.5	17.1	4.1	1.8
Vol MM	134.2	624	32.8	26.8
Camps	108	451	140	56
Read %	7.14%	6.07%	42.09%	5.34%
Del %	13.09%	12.89%	22.00%	8.81%
Spam %	2.10%	2.10%	1.10%	3.30%
% List/Campaign	14.62%	8.09%	5.71%	26.59%
Email/User/Day	0.52	1.2	0.26	0.49
Email POWER Index	3.41	0.72	81.37	2.75
avg. email POWER Index	22.06	22.06	22.06	22.06
%gap average (Email POWER Index)	546.99%	2964.24%	-72.89%	702.27%