

Metric	saatva.com	mattressfirm.com	casper.com	purple.com
URL	saatva.com	mattressfirm.com	casper.com	purple.com
Company	Saatva	Mattress Firm	Casper	Purple
QuickLift Score	48.2	48.1	49.9	48
2024 total \$B (360)	\$0.44	\$4.13	\$0.73	\$0.49
2024 \$ Web \$B (360)	\$0.44	\$0.32	\$0.69	\$0.26
2024 % web (C360)	100.00%	7.72%	94.65%	52.27%
AOV	\$1,834.00	\$821.00	\$1,060.00	\$1,036.00
avg. AOV	\$1,187.75	\$1,187.75	\$1,187.75	\$1,187.75
%gap average (AOV)	-35.24%	44.67%	12.05%	14.65%
Conv %	1.80%	1.40%	2.80%	1.90%
avg. Conv%	1.97%	1.97%	1.97%	1.97%
%gap average (Conv %)	9.72%	41.07%	-29.46%	3.95%
Visits MM	1.66	7.64	1.5	2.6
Unique MM	0.95	4.43	0.85	1.51
% Multi Visit	42.97%	41.70%	41.98%	41.39%
avg. multi visit	42.01%	42.01%	42.01%	42.01%
%gap average (% Multi Visit)	-2.23%	0.74%	0.07%	1.49%
desk %	30.98%	13.42%	20.37%	15.52%
mobile %	69.02%	86.58%	79.63%	84.48%
New Visitors %	85.75%	75.76%	82.09%	84.02%
Return Visitors %	14.25%	24.24%	17.91%	15.98%
avg. return visits	18.09%	18.09%	18.09%	18.09%
%gap average (Return Visitors %)	26.95%	-25.35%	1.04%	13.24%
Bounce %	58.82%	55.28%	54.35%	56.35%
avg. bounce	56.20%	56.20%	56.20%	56.20%
%gap average (Bounce %)	4.66%	-1.64%	-3.29%	0.26%
Owned Visits %	62.31%	42.65%	78.55%	70.65%
avg Owned Visit %	63.54%	63.54%	63.54%	63.54%
%gap average (Owned Visits %)	1.97%	48.97%	-19.11%	-10.06%
Owned Traffic Retention Index	47.67	58.8	46.6	53.33
avg. Owned Traffic Index	51.6	51.6	51.6	51.6
%gap average (Owned Traffic Retention Index)	8.25%	-12.24%	10.73%	-3.25%
Paid Visits %	37.69%	57.35%	21.45%	29.35%
Paid Traffic Retention Index	43.8	61.87	53.67	47.33
avg. Paid Traffic Index	51.67	51.67	51.67	51.67
%gap average (Paid Traffic Retention Index)	17.96%	-16.49%	-3.73%	9.15%
%gap leader (Paid Traffic Retention Index)	41.25%	0.00%	15.28%	30.70%
\$ Per PPC Visit	\$3.99	\$2.94	\$7.16	\$2.57
\$ Per Retained PPC Visit	\$6.49	\$4.42	\$10.62	\$4.19
List MM	0.34	2.73	1.97	1.2
Vol MM	3.67	36.41	31.72	25.94
Camps	48.31	77.07	40.12	67.64
Read %	13.62%	8.45%	12.45%	12.42%
Del %	8.10%	15.10%	18.56%	6.80%
Spam %	9.55%	2.42%	4.03%	1.86%
% List/Campaign	22.86%	19.12%	43.42%	37.04%
Email/User/Day	0.36	0.46	0.54	0.76
Email POWER Index	22.65	9.92	1.19	5.35
avg. email POWER Index	9.78	9.78	9.78	9.78
%gap average (Email POWER Index)	-56.82%	-1.45%	720.12%	82.73%