

Metric	skims.com	victoriasecret.com	spanx.com	shop.lululemon.com
URL	skims.com	victoriasecret.com	spanx.com	shop.lululemon.com
Company	Skims	Victoria's Secret	Spanx	Lululemon Athletica Inc.
QuickLift Score	61.8	57.1	57.9	58
2024 total \$B (360)	\$0.69	\$6.23	\$0.28	\$10.59
2024 \$ Web \$B (360)	\$0.48	\$2.04	\$0.10	\$4.57
2024 % web (C360)	70.00%	32.78%	36.81%	43.16%
AOV	\$147.00	\$177.00	\$127.00	\$261.00
avg. AOV	\$178.00	\$178.00	\$178.00	\$178.00
%gap average (AOV)	21.09%	0.56%	40.16%	-31.80%
Conv %	3.00%	6.40%	2.40%	5.00%
avg. Conv%	4.20%	4.20%	4.20%	4.20%
%gap average (Conv %)	40.00%	-34.38%	75.00%	-16.00%
Visits MM	9.48	32.35	3.18	35.59
Unique MM	4.77	13.26	1.89	14.81
% Multi Visit	49.66%	58.99%	40.24%	58.42%
avg. multi visit	51.83%	51.83%	51.83%	51.83%
%gap average (% Multi Visit)	4.36%	-12.14%	28.80%	-11.29%
desk %	21.43%	12.77%	19.35%	19.75%
mobile %	78.57%	87.23%	80.65%	80.25%
New Visitors %	66.93%	57.95%	65.33%	54.17%
Return Visitors %	33.07%	42.05%	34.67%	45.83%
avg. return visits	38.91%	38.91%	38.91%	38.91%
%gap average (Return Visitors %)	17.66%	-7.48%	12.22%	-15.12%
Bounce %	44.53%	40.64%	46.82%	45.96%
avg. bounce	44.49%	44.49%	44.49%	44.49%
%gap average (Bounce %)	0.10%	-8.65%	5.24%	3.31%
Owned Visits %	67.90%	71.19%	67.15%	72.06%
avg Owned Visit %	69.57%	69.57%	69.57%	69.57%
%gap average (Owned Visits %)	2.47%	-2.27%	3.61%	-3.45%
Owned Traffic Retention Index	76.33	78	74.33	79
avg. Owned Traffic Index	76.92	76.92	76.92	76.92
%gap average (Owned Traffic Retention Index)	0.76%	-1.39%	3.48%	-2.64%
Paid Visits %	32.10%	28.81%	32.85%	27.94%
Paid Traffic Retention Index	70.33	63.33	87	62.33
avg. Paid Traffic Index	70.75	70.75	70.75	70.75
%gap average (Paid Traffic Retention Index)	0.59%	11.71%	-18.68%	13.50%
%gap leader (Paid Traffic Retention Index)	23.70%	37.37%	0.00%	39.57%
\$ Per PPC Visit	\$0.35	\$1.91	\$1.30	\$1.26
\$ Per Retained PPC Visit	\$0.44	\$2.24	\$1.34	\$1.72
List MM	0.7	20.57	1.7	16.87
Vol MM	2.87	666.47	39.47	232.47
Camps	32.25	806.75	77	245.5
Read %	18.93%	5.71%	16.40%	11.72%
Del %	0.00%	11.24%	14.37%	11.62%
Spam %	1.63%	1.98%	6.15%	3.62%
% List/Campaign	11.17%	4.21%	32.26%	5.86%
Email/User/Day	0.13	1.12	0.85	0.45
Email POWER Index	159.73	2.06	5.22	5.08
avg. email POWER Index	43.02	43.02	43.02	43.02
%gap average (Email POWER Index)	-73.07%	1985.10%	724.71%	747.46%