

Metric	talbots.com	anntaylor.com	whitehouseblackmarket.com	chicos.com
URL	talbots.com	anntaylor.com	whitehouseblackmarket.com	chicos.com
Company	The Talbots Inc.	Ann Taylor	White House Black Market	Chico's FAS Inc.
QuickLift Score	56.3	56.7	60.5	58.7
2024 total \$B (360)	\$1.73	\$9.40		\$2.13
2024 \$ Web \$B (360)	\$0.89	\$2.81		\$0.87
2024 % web (C360)	51.75%	29.84%		40.99%
AOV	\$241.00	\$233.00		\$263.00
avg. AOV	\$245.67	\$245.67	\$245.67	\$245.67
%gap average (AOV)	1.94%	5.44%		-6.59%
Conv %	5.00%	4.10%		4.20%
avg. Conv%	4.43%	4.43%	4.43%	4.43%
%gap average (Conv %)	-11.33%	8.13%		5.56%
Visits MM	4.2	6.65	2.69	4.34
Unique MM	1.31	2.1	1.15	1.38
% Multi Visit	68.86%	68.36%	57.32%	68.27%
avg. multi visit	65.70%	65.70%	65.70%	65.70%
%gap average (% Multi Visit)	-4.58%	-3.89%	14.62%	-3.76%
desk %	32.80%	19.55%	22.73%	27.60%
mobile %	67.20%	80.45%	77.27%	72.40%
New Visitors %	49.45%	53.86%	60.27%	56.95%
Return Visitors %	50.55%	46.14%	39.73%	43.05%
avg. return visits	44.87%	44.87%	44.87%	44.87%
%gap average (Return Visitors %)	-11.25%	-2.75%	12.94%	4.23%
Bounce %	39.15%	40.50%	41.80%	41.58%
avg. bounce	40.76%	40.76%	40.76%	40.76%
%gap average (Bounce %)	-3.95%	-0.63%	2.56%	2.02%
Owned Visits %	69.54%	67.03%	65.16%	75.13%
avg Owned Visit %	69.22%	69.22%	69.22%	69.22%
%gap average (Owned Visits %)	-0.47%	3.26%	6.23%	-7.87%
Owned Traffic Retention Index	77	72	71.33	76.33
avg. Owned Traffic Index	74.17	74.17	74.17	74.17
%gap average (Owned Traffic Retention Index)	-3.68%	3.01%	3.97%	-2.84%
Paid Visits %	30.46%	32.97%	34.84%	24.87%
Paid Traffic Retention Index	68	74.33	75.33	58.67
avg. Paid Traffic Index	69.08	69.08	69.08	69.08
%gap average (Paid Traffic Retention Index)	1.59%	-7.06%	-8.30%	17.76%
%gap leader (Paid Traffic Retention Index)	10.78%	1.35%	0.00%	28.41%
\$ Per PPC Visit	\$0.79	\$0.44	\$0.65	\$0.55
\$ Per Retained PPC Visit	\$1.02	\$0.46	\$0.71	\$0.58
List MM	1.1	3.27		1.25
Vol MM	81.15	189.22		73.48
Camps	168.75	128.83		148.17
Read %	11.60%	10.03%		14.73%
Del %	18.27%	14.77%		18.63%
Spam %	9.22%	4.37%		19.30%
% List/Campaign	46.88%	44.94%		39.65%
Email/User/Day	2.44	1.9		1.93
Email POWER Index	5.93	2.57		6.82
avg. email POWER Index	5.11	5.11	5.11	5.11
%gap average (Email POWER Index)	-13.93%	98.70%		-25.09%