

Metric	thirdlove.com	victoriasecret.com	skims.com	shop.lululemon.com
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Company	Third Love	Victoria's Secret	Skims	Lululemon Athletica Inc.
QuickLift Score	52.9	57.5	59.6	58.2
2024 total \$B (360)	\$0.24	\$6.23	\$0.69	\$10.59
2024 \$ Web \$B (360)	\$0.24	\$2.04	\$0.48	\$4.57
2024 % web (C360)	100.00%	32.78%	70.00%	43.16%
AOV	\$170.00	\$177.00	\$147.00	\$261.00
avg. AOV	\$188.75	\$188.75	\$188.75	\$188.75
%gap average (AOV)	11.03%	6.64%	28.40%	-27.68%
Conv %	2.10%	6.40%	3.00%	5.00%
avg. Conv%	4.12%	4.12%	4.12%	4.12%
%gap average (Conv %)	96.43%	-35.55%	37.50%	-17.50%
Visits MM	0.92	30.52	9.17	32.89
Unique MM	0.49	12.53	4.71	13.59
% Multi Visit	46.45%	58.95%	48.62%	58.69%
avg. multi visit	53.18%	53.18%	53.18%	53.18%
%gap average (% Multi Visit)	14.49%	-9.79%	9.37%	-9.39%
desk %	22.71%	14.94%	24.39%	25.05%
mobile %	77.29%	85.06%	75.61%	74.95%
New Visitors %	76.05%	59.51%	67.15%	57.53%
Return Visitors %	23.95%	40.49%	32.85%	42.47%
avg. return visits	34.94%	34.94%	34.94%	34.94%
%gap average (Return Visitors %)	45.85%	-13.70%	6.36%	-17.72%
Bounce %	45.91%	40.01%	44.03%	43.71%
avg. bounce	43.42%	43.42%	43.42%	43.42%
%gap average (Bounce %)	5.74%	-7.84%	1.41%	0.69%
Owned Visits %	74.66%	72.24%	69.92%	72.26%
avg Owned Visit %	72.27%	72.27%	72.27%	72.27%
%gap average (Owned Visits %)	-3.20%	0.03%	3.36%	0.02%
Owned Traffic Retention Index	54.2	78.6	75.7	78.7
avg. Owned Traffic Index	71.8	71.8	71.8	71.8
%gap average (Owned Traffic Retention Index)	32.47%	-8.65%	-5.15%	-8.77%
Paid Visits %	25.34%	27.76%	30.08%	27.74%
Paid Traffic Retention Index	59.5	64	68.5	62.8
avg. Paid Traffic Index	63.7	63.7	63.7	63.7
%gap average (Paid Traffic Retention Index)	7.06%	-0.47%	-7.01%	1.43%
%gap leader (Paid Traffic Retention Index)	15.13%	7.03%	0.00%	9.08%
\$ Per PPC Visit	\$1.67	\$2.74	\$0.44	\$1.22
\$ Per Retained PPC Visit	\$2.06	\$2.49	\$0.45	\$1.70
List MM	1.21	19.28	5.11	16.52
Vol MM	18.92	651.52	60.67	227.59
Camps	71.09	962.27	60.36	253.73
Read %	8.13%	6.04%	12.61%	12.37%
Del %	14.84%	11.11%	5.72%	11.53%
Spam %	10.03%	1.75%	2.51%	2.97%
% List/Campaign	21.21%	3.72%	14.41%	5.47%
Email/User/Day	0.54	1.14	0.32	0.45
Email POWER Index	4.59	2.25	52.13	6.57
avg. email POWER Index	16.38	16.38	16.38	16.38
%gap average (Email POWER Index)	256.79%	629.79%	-68.57%	149.56%