

Metric	tillys.com	pacsun.com	zumiez.com	hollister.com
URL	tillys.com	pacsun.com	zumiez.com	hollister.com
Company	Tilly's	PacSun	Zumiez	Hollister
QuickLift Score	57.5	54.8	53.4	57.3
2024 total \$B (360)	\$0.57	\$1.13	\$0.89	
2024 \$ Web \$B (360)	\$0.12	\$0.38	\$0.17	
2024 % web (C360)	21.90%	33.50%	18.59%	
AOV	\$137.00	\$148.00	\$201.00	
avg. AOV	\$162.00	\$162.00	\$162.00	\$162.00
%gap average (AOV)	18.25%	9.46%	-19.40%	
Conv %	3.50%	2.70%	4.10%	
avg. Conv%	3.43%	3.43%	3.43%	3.43%
%gap average (Conv %)	-1.90%	27.16%	-16.26%	
Visits MM	4.54	15.09	3.58	0.23
Unique MM	2.3	6.73	1.59	0.12
% Multi Visit	49.41%	55.38%	55.57%	47.17%
avg. multi visit	51.88%	51.88%	51.88%	51.88%
%gap average (% Multi Visit)	5.00%	-6.32%	-6.64%	9.99%
desk %	17.99%	16.35%	16.32%	29.98%
mobile %	82.01%	83.65%	83.68%	70.02%
New Visitors %	70.78%	66.80%	74.79%	81.10%
Return Visitors %	29.22%	33.20%	25.21%	18.90%
avg. return visits	26.63%	26.63%	26.63%	26.63%
%gap average (Return Visitors %)	-8.86%	-19.78%	5.64%	40.91%
Bounce %	44.81%	38.65%	40.29%	39.86%
avg. bounce	40.90%	40.90%	40.90%	40.90%
%gap average (Bounce %)	9.55%	-5.51%	-1.50%	-2.55%
Owned Visits %	71.10%	72.77%	90.21%	77.64%
avg Owned Visit %	77.93%	77.93%	77.93%	77.93%
%gap average (Owned Visits %)	9.61%	7.09%	-13.61%	0.37%
Owned Traffic Retention Index	72	75	64	56
avg. Owned Traffic Index	66.75	66.75	66.75	66.75
%gap average (Owned Traffic Retention Index)	-7.29%	-11.00%	4.30%	19.20%
Paid Visits %	28.90%	27.23%	9.79%	22.36%
Paid Traffic Retention Index	51	48	49	31
avg. Paid Traffic Index	44.75	44.75	44.75	44.75
%gap average (Paid Traffic Retention Index)	-12.25%	-6.77%	-8.67%	44.35%
%gap leader (Paid Traffic Retention Index)	0.00%	6.25%	4.08%	64.52%
\$ Per PPC Visit	\$0.53	\$0.66	\$0.61	\$1.11
\$ Per Retained PPC Visit	\$0.87	\$1.21	\$0.97	\$1.11
List MM	0	5.2	3.3	
Vol MM	0.4	163.6	86.6	
Camps	19	169	56	
Read %		4.79%	3.35%	
Del %		5.36%	5.74%	
Spam %	0.00%	3.50%	24.90%	
% List/Campaign		18.62%	46.86%	
Email/User/Day		1.03	0.86	
Email POWER Index	341.1	2.62	0.78	
avg. email POWER Index	114.83	114.83	114.83	114.83
%gap average (Email POWER Index)	-66.33%	4282.95%	14622.22%	