

Metric	truereigion.com	luckybrand.com	levi.com	abercrombie.com
URL	truereigion.com	luckybrand.com	levi.com	abercrombie.com
Company	True Religion	Lucky Brand	Levi Strauss	Abercrombie & Fitch Co
QuickLift Score	52.2	53.6	58.8	57.2
2024 total \$B (360)	\$0.22	\$0.32	\$6.36	\$4.95
2024 \$ Web \$B (360)	\$0.06	\$0.11	\$0.64	\$2.28
2024 % web (C360)	27.13%	33.71%	10.00%	46.00%
AOV	\$205.00	\$287.00	\$103.00	\$232.00
avg. AOV	\$206.75	\$206.75	\$206.75	\$206.75
%gap average (AOV)	0.85%	-27.96%	100.73%	-10.88%
Conv %	1.30%	2.90%	2.30%	4.80%
avg. Conv%	2.82%	2.82%	2.82%	2.82%
%gap average (Conv %)	117.31%	-2.59%	22.83%	-41.15%
Visits MM	3.69	2.32	17.11	20.04
Unique MM	1.63	1.15	8.56	7.46
% Multi Visit	55.81%	51.27%	49.81%	62.79%
avg. multi visit	54.92%	54.92%	54.92%	54.92%
%gap average (% Multi Visit)	-1.60%	7.12%	10.27%	-12.54%
desk %	10.06%	20.96%	24.13%	34.08%
mobile %	89.94%	79.04%	75.87%	65.92%
New Visitors %	63.59%	72.83%	68.46%	54.85%
Return Visitors %	36.41%	27.17%	31.54%	45.15%
avg. return visits	35.07%	35.07%	35.07%	35.07%
%gap average (Return Visitors %)	-3.68%	29.04%	11.18%	-22.33%
Bounce %	51.39%	49.62%	43.86%	42.04%
avg. bounce	46.72%	46.72%	46.72%	46.72%
%gap average (Bounce %)	9.97%	6.19%	-6.13%	-10.03%
Owned Visits %	70.53%	67.59%	68.74%	77.66%
avg Owned Visit %	71.13%	71.13%	71.13%	71.13%
%gap average (Owned Visits %)	0.85%	5.24%	3.48%	-8.41%
Owned Traffic Retention Index	68.27	67.2	72.8	73.33
avg. Owned Traffic Index	70.4	70.4	70.4	70.4
%gap average (Owned Traffic Retention Index)	3.12%	4.76%	-3.30%	-4.00%
Paid Visits %	29.47%	32.41%	31.26%	22.34%
Paid Traffic Retention Index	48.13	59.8	71.27	62.4
avg. Paid Traffic Index	60.4	60.4	60.4	60.4
%gap average (Paid Traffic Retention Index)	25.48%	1.00%	-15.25%	-3.21%
%gap leader (Paid Traffic Retention Index)	48.06%	19.18%	0.00%	14.21%
\$ Per PPC Visit	\$1.47	\$1.34	\$0.82	\$1.11
\$ Per Retained PPC Visit	\$2.16	\$1.76	\$0.93	\$1.46
List MM	5.98	3.32	13.46	5.83
Vol MM	647.51	90.21	226.76	201.26
Camps	374.06	142.86	466.18	146.5
Read %	5.34%	6.17%	51.93%	6.80%
Del %	6.86%	8.97%	11.97%	7.79%
Spam %	2.93%	5.26%	3.51%	3.16%
% List/Campaign	29.40%	31.55%	9.70%	23.89%
Email/User/Day	3.72	0.96	0.93	1.14
Email POWER Index	2.33	11.13	6.85	5.68
avg. email POWER Index	6.5	6.5	6.5	6.5
%gap average (Email POWER Index)	178.81%	-41.61%	-5.19%	14.42%
Desk Page/Visit	5.87	7.75	7.58	7.13
Mobile Page/Visit	5.98	4.33	3.46	4.26
Dur (sec)	211.99	168.37	180.77	238.48
RPE	\$156,013.98	\$178,457.40	\$374,590.36	\$169,891.07
RPE Marketing	\$2,039,738.36	\$1,602,547.42	\$2,014,358.16	