

Metric	vans.com	newbalance.com	converse.com	nike.com
URL	vans.com	newbalance.com	converse.com	nike.com
Company	Vans	New Balance	Converse	Nike
QuickLift Score	58.4	63.3	57.5	57
2024 total \$B (360)		\$5.80		\$46.30
2024 \$ Web \$B (360)		\$0.54		\$9.78
2024 % web (C360)		9.23%		21.12%
AOV		\$120.00		\$262.00
avg. AOV	\$191.00	\$191.00	\$191.00	\$191.00
%gap average (AOV)		59.17%		-27.10%
Conv %		5.80%		4.70%
avg. Conv%	5.25%	5.25%	5.25%	5.25%
%gap average (Conv %)		-9.48%		11.70%
Visits MM	9.68	13.27	6.38	109.42
Unique MM	4.66	6.68	3.31	49.76
% Multi Visit	51.84%	49.67%	48.07%	54.52%
avg. multi visit	51.03%	51.03%	51.03%	51.03%
%gap average (% Multi Visit)	-1.57%	2.73%	6.15%	-6.41%
desk %	19.37%	22.47%	18.02%	19.81%
mobile %	80.63%	77.53%	81.98%	80.19%
New Visitors %	63.81%	72.55%	70.90%	60.75%
Return Visitors %	36.19%	27.45%	29.10%	39.25%
avg. return visits	33.00%	33.00%	33.00%	33.00%
%gap average (Return Visitors %)	-8.82%	20.21%	13.39%	-15.93%
Bounce %	46.14%	36.41%	43.89%	41.18%
avg. bounce	41.91%	41.91%	41.91%	41.91%
%gap average (Bounce %)	10.11%	-13.11%	4.74%	-1.73%
Owned Visits %	70.13%	70.04%	74.22%	72.91%
avg Owned Visit %	71.83%	71.83%	71.83%	71.83%
%gap average (Owned Visits %)	2.42%	2.55%	-3.23%	-1.49%
Owned Traffic Retention Index	73	76	72	70
avg. Owned Traffic Index	72.75	72.75	72.75	72.75
%gap average (Owned Traffic Retention Index)	-0.34%	-4.28%	1.04%	3.93%
Paid Visits %	29.87%	29.96%	25.78%	27.09%
Paid Traffic Retention Index	73	71	61	58
avg. Paid Traffic Index	65.75	65.75	65.75	65.75
%gap average (Paid Traffic Retention Index)	-9.93%	-7.39%	7.79%	13.36%
%gap leader (Paid Traffic Retention Index)	0.00%	2.82%	19.67%	25.86%
\$ Per PPC Visit	\$0.50	\$0.86	\$0.29	\$0.54
\$ Per Retained PPC Visit	\$0.55	\$1.04	\$0.33	\$0.66
List MM	8.3	0.1	8	38.8
Vol MM	214.6	0.4	46.5	375.2
Camps	95	24	36	321
Read %	7.78%		5.48%	9.29%
Del %	10.24%		10.64%	10.91%
Spam %	1.60%	0.00%	1.50%	1.60%
% List/Campaign	27.22%	16.67%	16.15%	3.01%
Email/User/Day	0.85	0.13	0.19	0.32
Email POWER Index	1.85	1,649.20	6.8	10.74
avg. email POWER Index	417.15	417.15	417.15	417.15
%gap average (Email POWER Index)	22448.51%	-74.71%	6034.52%	3784.05%