

Metric	zazzle.com	cafepress.com	customink.com	rushorderteesh.com
URL	zazzle.com	cafepress.com	customink.com	rushorderteesh.com
Company	Zazzle	CafePress	Custom Ink	RushOrderTees
QuickLift Score	49	46.9	54.2	49.8
2024 total \$B (360)	\$0.20	\$0.12	\$0.77	\$0.08
2024 \$ Web \$B (360)	\$0.20	\$0.12	\$0.77	\$0.08
2024 % web (C360)	100.00%	100.00%	100.00%	100.00%
AOV	\$59.00	\$66.00	\$218.00	\$193.00
avg. AOV	\$134.00	\$134.00	\$134.00	\$134.00
%gap average (AOV)	127.12%	103.03%	-38.53%	-30.57%
Conv %	2.10%	2.10%	3.10%	3.90%
avg. Conv%	2.80%	2.80%	2.80%	2.80%
%gap average (Conv %)	33.33%	33.33%	-9.68%	-28.21%
Visits MM	7.7	0.46	2.97	0.93
Unique MM	4.15	0.28	1.5	0.43
% Multi Visit	46.09%	38.64%	49.63%	54.05%
avg. multi visit	47.10%	47.10%	47.10%	47.10%
%gap average (% Multi Visit)	2.20%	21.90%	-5.09%	-12.85%
desk %	37.80%	38.35%	45.94%	41.89%
mobile %	62.20%	61.65%	54.06%	58.11%
New Visitors %	79.81%	85.75%	81.63%	86.22%
Return Visitors %	20.19%	14.25%	18.37%	13.78%
avg. return visits	16.65%	16.65%	16.65%	16.65%
%gap average (Return Visitors %)	-17.55%	16.82%	-9.38%	20.81%
Bounce %	58.18%	43.70%	39.40%	38.57%
avg. bounce	44.96%	44.96%	44.96%	44.96%
%gap average (Bounce %)	29.40%	-2.81%	-12.37%	-14.22%
Owned Visits %	70.26%	77.67%	71.68%	56.57%
avg Owned Visit %	69.05%	69.05%	69.05%	69.05%
%gap average (Owned Visits %)	-1.73%	-11.10%	-3.68%	22.05%
Owned Traffic Retention Index	52	48	73	59
avg. Owned Traffic Index	58	58	58	58
%gap average (Owned Traffic Retention Index)	11.54%	20.83%	-20.55%	-1.69%
Paid Visits %	29.74%	22.33%	28.32%	43.43%
Paid Traffic Retention Index	40	60	63	66
avg. Paid Traffic Index	57.25	57.25	57.25	57.25
%gap average (Paid Traffic Retention Index)	43.12%	-4.58%	-9.13%	-13.26%
%gap leader (Paid Traffic Retention Index)	65.00%	10.00%	4.76%	0.00%
\$ Per PPC Visit	\$1.35	\$1.41	\$1.82	\$1.77
\$ Per Retained PPC Visit	\$2.95	\$2.08	\$2.39	\$2.39
List MM	1.1	0.7	4.6	0.5
Vol MM	19.5	15.3	61.1	3.7
Camps	76	24	64	26
Read %	11.26%	4.57%	7.36%	8.84%
Del %	10.45%	15.89%	10.63%	8.43%
Spam %	3.20%	16.80%	0.90%	0.60%
% List/Campaign	23.33%	91.07%	20.75%	28.46%
Email/User/Day	0.58	0.72	0.44	0.24
Email POWER Index	26.33	1.79	3.94	15.93
avg. email POWER Index	12	12	12	12
%gap average (Email POWER Index)	-54.43%	570.25%	204.51%	-24.69%