

Metric	zumiez.com	tillys.com	vans.com	pacsun.com
URL	zumiez.com	tillys.com	vans.com	pacsun.com
Company	Zumiez	Tilly's	Vans	PacSun
QuickLift Score	55.5	58.2	58.7	55.5
2024 total \$B (360)	\$0.89	\$0.57		\$1.13
2024 \$ Web \$B (360)	\$0.17	\$0.12		\$0.38
2024 % web (C360)	18.59%	21.90%		33.50%
AOV	\$201.00	\$137.00		\$148.00
avg. AOV	\$162.00	\$162.00	\$162.00	\$162.00
%gap average (AOV)	-19.40%	18.25%		9.46%
Conv %	4.10%	3.50%		2.70%
avg. Conv%	3.43%	3.43%	3.43%	3.43%
%gap average (Conv %)	-16.26%	-1.90%		27.16%
Visits MM	3.6	4.49	9.04	13.5
Unique MM	1.6	2.25	4.29	6.02
% Multi Visit	55.63%	50.02%	52.47%	55.13%
avg. multi visit	53.31%	53.31%	53.31%	53.31%
%gap average (% Multi Visit)	-4.17%	6.59%	1.61%	-3.30%
desk %	17.71%	17.31%	20.23%	19.37%
mobile %	82.29%	82.69%	79.77%	80.63%
New Visitors %	72.09%	71.70%	65.47%	64.74%
Return Visitors %	27.91%	28.30%	34.53%	35.26%
avg. return visits	31.50%	31.50%	31.50%	31.50%
%gap average (Return Visitors %)	12.87%	11.30%	-8.78%	-10.66%
Bounce %	41.38%	46.45%	45.73%	33.85%
avg. bounce	41.85%	41.85%	41.85%	41.85%
%gap average (Bounce %)	-1.13%	10.98%	9.26%	-19.11%
Owned Visits %	90.42%	74.91%	70.42%	75.40%
avg Owned Visit %	77.79%	77.79%	77.79%	77.79%
%gap average (Owned Visits %)	-13.97%	3.85%	10.46%	3.16%
Owned Traffic Retention Index	66.4	72.8	75.6	74.9
avg. Owned Traffic Index	72.42	72.42	72.42	72.42
%gap average (Owned Traffic Retention Index)	9.07%	-0.52%	-4.20%	-3.30%
Paid Visits %	9.58%	25.09%	29.58%	24.60%
Paid Traffic Retention Index	54.8	55.9	76	51.1
avg. Paid Traffic Index	59.45	59.45	59.45	59.45
%gap average (Paid Traffic Retention Index)	8.49%	6.35%	-21.78%	16.34%
%gap leader (Paid Traffic Retention Index)	38.69%	35.96%	0.00%	48.73%
\$ Per PPC Visit	\$0.55	\$0.66	\$0.80	\$0.76
\$ Per Retained PPC Visit	\$1.15	\$0.97	\$0.80	\$1.22
List MM	3.76	0	10.01	5.55
Vol MM	98.69	1.06	201.14	199.84
Camps	64.82	20.55	103.18	183.27
Read %	4.28%	18.87%	8.11%	5.36%
Del %	6.37%	3.86%	10.57%	5.98%
Spam %	16.05%	4.86%	11.47%	2.85%
% List/Campaign	42.40%		22.43%	20.87%
Email/User/Day	0.87		0.67	1.19
Email POWER Index	0.73	274.19	2.4	2.32
avg. email POWER Index	69.91	69.91	69.91	69.91
%gap average (Email POWER Index)	9516.02%	-74.50%	2814.07%	2919.80%