

Metric	ross-simons.com	brilliantearth.com	kay.com	itv.com
URL	ross-simons.com	brilliantearth.com	kay.com	itv.com
Company	Luxury Brand Holdings	Brilliant Earth	Kay Jewelers	Jewelry Television
QuickLift Score	50.3	50.3	54.9	51.5
2024 total \$B (360)	\$0.28	\$0.42	\$6.70	\$0.53
2024 \$ Web \$B (360)	\$0.27	\$0.42	\$1.52	\$0.37
2024 % web (C360)	95.48%	100.00%	22.71%	70.73%
AOV	\$340.00	\$2,695.00	\$280.00	\$157.00
avg. AOV	\$868.00	\$868.00	\$868.00	\$868.00
%gap average (AOV)	155.29%	-67.79%	210.00%	452.87%
Conv %	2.50%	2.00%	1.50%	3.40%
avg. Conv%	2.35%	2.35%	2.35%	2.35%
%gap average (Conv %)	-6.00%	17.50%	56.67%	-30.88%
Visits MM	1.3	6.17	8.36	3.67
Unique MM	0.55	3.26	4.57	1.05
% Multi Visit	57.78%	46.83%	45.18%	71.36%
avg. multi visit	55.29%	55.29%	55.29%	55.29%
%gap average (% Multi Visit)	-4.32%	18.06%	22.36%	-22.52%
desk %	21.21%	14.15%	9.11%	21.30%
mobile %	78.79%	85.85%	90.89%	78.70%
New Visitors %	67.92%	74.97%	68.27%	51.69%
Return Visitors %	32.08%	25.03%	31.73%	48.31%
avg. return visits	34.29%	34.29%	34.29%	34.29%
%gap average (Return Visitors %)	6.87%	36.98%	8.07%	-29.03%
Bounce %	48.25%	61.39%	44.86%	53.31%
avg. bounce	51.95%	51.95%	51.95%	51.95%
%gap average (Bounce %)	-7.12%	18.17%	-13.66%	2.62%
Owned Visits %	57.22%	62.73%	69.14%	68.28%
avg Owned Visit %	64.34%	64.34%	64.34%	64.34%
%gap average (Owned Visits %)	12.45%	2.58%	-6.94%	-5.77%
Owned Traffic Retention Index	59.27	58.53	63.6	60.07
avg. Owned Traffic Index	60.37	60.37	60.37	60.37
%gap average (Owned Traffic Retention Index)	1.86%	3.13%	-5.08%	0.50%
Paid Visits %	42.78%	37.27%	30.86%	31.72%
Paid Traffic Retention Index	42.73	51.6	72.07	36.67
avg. Paid Traffic Index	50.77	50.77	50.77	50.77
%gap average (Paid Traffic Retention Index)	18.80%	-1.61%	-29.56%	38.45%
%gap leader (Paid Traffic Retention Index)	68.64%	39.66%	0.00%	96.55%
\$ Per PPC Visit	\$1.41	\$1.85	\$1.62	\$1.20
\$ Per Retained PPC Visit	\$2.37	\$3.13	\$1.71	\$1.57
List MM	1.66	2.94	8.4	1.02
Vol MM	27.79	23.73	464.24	33.7
Camps	99	86.36	205.5	117.36
Read %	8.48%	8.12%	5.74%	1.72%
Del %	13.68%	11.24%	8.29%	12.19%
Spam %	4.73%	1.45%	3.36%	4.83%
% List/Campaign	27.69%	30.04%	29.12%	31.38%
Email/User/Day	0.88	0.71	2.02	1.26
Email POWER Index	3.95	10.06	0.85	11.66
avg. email POWER Index	6.63	6.63	6.63	6.63
%gap average (Email POWER Index)	67.86%	-34.07%	677.92%	-43.15%