

Metric	vince.com	everlane.com	clubmonaco.com	wantable.com
URL	vince.com	everlane.com	clubmonaco.com	wantable.com
Company	Vince	Everlane	Club Monaco	Wantable
QuickLift Score	52.8	57.5	59.3	54.9
2024 total \$B (360)	\$0.29	\$0.33	\$0.19	\$0.06
2024 \$ Web \$B (360)	\$0.06	\$0.33	\$0.05	\$0.06
2024 % web (C360)	20.36%	99.10%	28.00%	100.00%
AOV	\$142.00	\$230.00	\$181.00	\$103.00
avg. AOV	\$164.00	\$164.00	\$164.00	\$164.00
%gap average (AOV)	15.49%	-28.70%	-9.39%	59.22%
Conv %	2.00%	3.40%	2.60%	2.70%
avg. Conv%	2.68%	2.68%	2.68%	2.68%
%gap average (Conv %)	33.75%	-21.32%	2.88%	-0.93%
Visits MM	0.55	5.01	0.26	1.62
Unique MM	0.26	2.15	0.13	0.7
% Multi Visit	52.39%	56.87%	49.13%	56.12%
avg. multi visit	53.63%	53.63%	53.63%	53.63%
%gap average (% Multi Visit)	2.35%	-5.70%	9.16%	-4.44%
desk %	41.66%	30.82%	41.13%	4.25%
mobile %	58.34%	69.18%	58.87%	95.75%
New Visitors %	69.50%	51.13%	72.39%	63.97%
Return Visitors %	30.50%	48.87%	27.61%	36.03%
avg. return visits	35.75%	35.75%	35.75%	35.75%
%gap average (Return Visitors %)	17.23%	-26.84%	29.47%	-0.77%
Bounce %	44.38%	31.19%	36.09%	48.57%
avg. bounce	40.06%	40.06%	40.06%	40.06%
%gap average (Bounce %)	10.79%	-22.14%	-9.90%	21.26%
Owned Visits %	73.34%	71.97%	78.37%	71.73%
avg Owned Visit %	73.85%	73.85%	73.85%	73.85%
%gap average (Owned Visits %)	0.70%	2.62%	-5.77%	2.96%
Owned Traffic Retention Index	62.6	74.33	70.8	74.33
avg. Owned Traffic Index	70.52	70.52	70.52	70.52
%gap average (Owned Traffic Retention Index)	12.65%	-5.13%	-0.40%	-5.13%
Paid Visits %	26.66%	28.03%	21.63%	28.27%
Paid Traffic Retention Index	51.53	66.33	67.07	57.33
avg. Paid Traffic Index	60.57	60.57	60.57	60.57
%gap average (Paid Traffic Retention Index)	17.53%	-8.69%	-9.69%	5.64%
%gap leader (Paid Traffic Retention Index)	30.14%	1.11%	0.00%	16.98%
\$ Per PPC Visit	\$1.11	\$1.25	\$1.17	\$4.47
\$ Per Retained PPC Visit	\$1.71	\$1.67	\$1.39	\$6.86
List MM	1.85	1.82	6.49	2.42
Vol MM	29.71	92.6	8.77	68.81
Camps	183.25	186.06	30.87	240.75
Read %	12.80%	8.98%	7.58%	9.87%
Del %	11.66%	54.46%	13.73%	28.80%
Spam %	1.30%	5.24%	3.06%	4.35%
% List/Campaign	30.97%	30.54%	31.75%	26.38%
Email/User/Day	1.18	1.87	0.32	1.74
Email POWER Index	3.91	28.27	2.59	1.38
avg. email POWER Index	9.04	9.04	9.04	9.04
%gap average (Email POWER Index)	131.02%	-68.03%	249.51%	554.23%
Desk Page/Visit	4.68	11.11	5.07	5.58
Mobile Page/Visit	2.48	4.45	2.76	4.45
Dur (sec)	113.54	185.58	80.57	201.29
RPE	\$370,520.20	\$793,019.99	\$193,080.35	\$330,614.75
RPE Marketing	\$2,328,984.13	\$1,963,890.68	\$714,252.13	\$847,491.32