

Metric	zola.com	minted.com	trulyengaging.com	amazon.com
URL	zola.com	minted.com	trulyengaging.com	amazon.com
Company	Zola	MINTED	Truly Engaging	Amazon.com Inc.
QuickLift Score	60.8	56.7	59.8	66.1
2024 total \$B (360)	\$0.28	\$0.19	\$0.04	\$637.96
2024 \$ Web \$B (360)	\$0.28	\$0.19	\$0.04	\$447.55
2024 % web (C360)	100.00%	100.00%	100.00%	70.15%
AOV	\$275.00	\$198.00	\$264.00	\$64.00
avg. AOV	\$200.25	\$200.25	\$200.25	\$200.25
%gap average (AOV)	-27.18%	1.14%	-24.15%	212.89%
Conv %	4.00%	1.30%	2.80%	14.70%
avg. Conv%	5.70%	5.70%	5.70%	5.70%
%gap average (Conv %)	42.50%	338.46%	103.57%	-61.22%
Visits MM	17.23	2.73	0.19	2,621.97
Unique MM	7.32	1.22	0.08	375.64
% Multi Visit	57.30%	55.10%	56.59%	85.65%
avg. multi visit	63.66%	63.66%	63.66%	63.66%
%gap average (% Multi Visit)	11.10%	15.54%	12.49%	-25.67%
desk %	28.86%	40.02%	49.68%	50.92%
mobile %	71.14%	59.98%	50.32%	49.08%
New Visitors %	57.20%	71.54%	78.63%	17.53%
Return Visitors %	42.80%	28.46%	21.37%	82.47%
avg. return visits	43.77%	43.77%	43.77%	43.77%
%gap average (Return Visitors %)	2.27%	53.83%	104.86%	-46.92%
Bounce %	36.15%	34.30%	34.41%	31.10%
avg. bounce	33.99%	33.99%	33.99%	33.99%
%gap average (Bounce %)	6.36%	0.91%	1.24%	-8.51%
Owned Visits %	83.30%	79.91%	77.24%	83.74%
avg Owned Visit %	81.05%	81.05%	81.05%	81.05%
%gap average (Owned Visits %)	-2.71%	1.42%	4.93%	-3.21%
Owned Traffic Retention Index	70.93	68.73	63.6	76.73
avg. Owned Traffic Index	70	70	70	70
%gap average (Owned Traffic Retention Index)	-1.32%	1.84%	10.06%	-8.77%
Paid Visits %	16.70%	20.09%	22.76%	16.26%
Paid Traffic Retention Index	49.6	67.33	78.47	70.8
avg. Paid Traffic Index	66.55	66.55	66.55	66.55
%gap average (Paid Traffic Retention Index)	34.17%	-1.16%	-15.19%	-6.00%
%gap leader (Paid Traffic Retention Index)	58.20%	16.53%	0.00%	10.83%
\$ Per PPC Visit	\$1.12	\$1.78	\$1.88	\$0.62
\$ Per Retained PPC Visit	\$1.42	\$2.06	\$2.32	\$0.68
List MM	1.91	19.21		149.58
Vol MM	4.71	60.81		5,980.50
Camps	42.81	403.12	1	3,216.72
Read %	20.41%	7.54%		20.54%
Del %	22.70%	13.69%		17.87%
Spam %	3.64%	4.09%		1.66%
% List/Campaign	12.06%	16.14%		1.13%
Email/User/Day	0.17	0.83		1.44
Email POWER Index	286.94	4.68		42.33
avg. email POWER Index	111.32	111.32	111.32	111.32
%gap average (Email POWER Index)	-61.21%	2279.28%		162.99%
Desk Page/Visit	6.92	11.05	10.3	12.76
Mobile Page/Visit	3.39	3.56	3.29	5.81
Dur (sec)	216.09	257.44	295.75	366.2
RPE	\$1,247,862.57	\$334,555.24	\$499,385.32	\$799,056.85
RPE Marketing	\$13,429,378.10	\$649,831.02	\$1,581,386.83	