

Metric		Dec-24	Nov-24	Change %
<b>Website Analytics</b>	Active Users	1,600	2,400	-33%
	New Users	1,500	2,300	-35%
	Page Views	3,900	5,500	-29%
<b>Email</b>	Emails Sent	4,337	23,003	-81%
	Open Rate	33.00%	28.60%	15%
	Clicks	159	398	-60%
<b>Social Media Posting</b>	Views	45,800	87,600	-48%
	Reach	16,700	24,100	-31%
	Interactions	1,100	2,300	-52%
<b>ThriftWorks Social Media</b>	Views	7,600	8,700	-13%
	Reach	1,400	1,800	-22%
	Interactions	143	186	-23%
<b>Print/Billboard</b>	Number of current ads	8	8	0%
	Views	123,750	123,750	0%
<b>Google Ads</b>	Impressions	82	108	-24%
	Clicks	41	40	3%

**KEY**

Active Users - Number of people who have engaged with the website

New Users - Number of first time visitors to website

Page Views - Number of times a page on the website was loaded

Open Rate - Number of people who opened the email

Clicks - How many times the user interacted with clickable links within the ad

Views - Number of times post was displayed to users

Reach - Number of unique users who saw the post

Interactions - Number of times users interacted with a post (Like/share/comment)

Impressions - How many times the ad was shown