

Metric		Jan-25	Dec-24	Change %
Website Analytics	Active Users	2,600	1,600	63%
	New Users	2,400	1,500	60%
	Page Views	6,379	3,900	64%
Email	Emails Sent	18,605	4,337	329%
	Open Rate	35.25%	33.00%	7%
	Clicks	577	159	263%
Social Media Posting	Views	98,383	45,800	115%
	Reach	8,900	16,700	-47%
	Interactions	929	1,100	-16%
ThriftWorks Social Media	Views	7,600	7,600	0%
	Reach	1,200	1,400	-14%
	Interactions	181	143	27%
Print/Billboard	Number of current ads	9	8	13%
	Views	141,250	123,750	14%
Google Ads	Impressions	130	82	59%
	Clicks	46	41	12%
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				