

Metric		Feb-25	Jan-25	Change %	Notes
Website Analytics	Active Users	3,100	2,600	19%	Action Alert
	New Users	2,900	2,400	21%	
	Page Views	6,300	6,379	-1%	
Email	Emails Sent	17,598	18,605	-5%	
	Open Rate	40.60%	35.25%	15%	
	Clicks	779	577	35%	
Social Media Posting	Views	66,600	38,383	74%	
	Reach	9,500	8,900	7%	
	Interactions	2,200	929	137%	
ThriftWorks Social Media	Views	4,700	7,600	-38%	
	Reach	1,000	1,200	-17%	
	Interactions	94	181	-48%	
Print/Billboard	Number of current ads	9	9	0%	
	Views	141,250	141,250	0%	
Google Ads	Impressions	139	130	7%	
	Clicks	44	46	-4%	

#### 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

Metric		Mar-25	Feb-25	Change %	Notes
Website Analytics	Active Users	2,900	3,100	-6%	
	New Users	2,800	2,900	-3%	
	Page Views	6,300	6,300	0%	
Email	Emails Sent	12,702	17,598	-28%	
	Open Rate	41.67%	40.60%	3%	
	Clicks	450	779	-42%	fewer action items
Social Media Posting	Views	95,700	66,600	44%	
	Reach	16,500	9,500	74%	
	Interactions	3,900	2,200	77%	
ThriftWorks Social Media	Views	5,100	4,700	9%	
	Reach	983	1,000	-2%	
	Interactions	148	94	57%	
Print/Billboard	Number of current ads	10	9	11%	
	Views	147,276	141,250	4%	
Google Ads	Impressions	122	139	-12%	
	Clicks	43	44	-2%	

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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

Metric		Apr-25	Mar-25	Change %	Notes
Website Analytics	Active Users	2,800	2,900	-3%	< action items
	New Users	2,600	2,800	-7%	
	Page Views	6,600	6,300	5%	
Email	Emails Sent	18,817	12,702	48%	
	Open Rate	38.60%	41.67%	-7%	
	Clicks	684	450	52%	
Social Media Posting	Views	79,100	95,700	-17%	
	Reach	14,000	16,500	-15%	
	Interactions	1,400	3,900	-64%	
ThriftWorks Social Media	Views	6,100	5,100	20%	
	Reach	1,200	983	22%	
	Interactions	159	148	7%	
Print/Billboard	Number of current ads	10	10	0%	
	Views	147,276	147,276	0%	
Google Ads	Impressions	141	122	16%	
	Clicks	61	43	42%	

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Impressions - How many times the ad was shown