

Metric		Apr-25	Mar-25	Change %	Notes
Website Analytics	Active Users	2,800	2,900	-3%	
	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%	< action ite
	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%	

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

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