

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