

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%	

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