

Metric		2025 Q1	2024 Q4	Change %
Website Analytics	Active Users	2,850	2,000	43%
	New Users	2,675	1,900	41%
	Page Views	6,395	4,900	31%
Email	Emails Sent	16,931	10,557	60%
	Open Rate	39.00%	34.00%	15%
	Clicks	623	257	142%
Social Media Posting	Views	69,946	67,033	4%
	Reach	12,225	20,333	-40%
	Interactions	2,107	1,386	52%
ThriftWorks Social Media	Views	5,875	9,800	-40%
	Reach	1,096	2,367	-54%
	Interactions	146	164	-11%
Print/Billboard	Number of current ads	9.5	7.67	24%
	Views	144,263	122,083	18%
Google Ads	Impressions	133	97	37%
	Clicks	49	41	20%

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