

Metric		Jan-25	Dec-24	Change %
Website Analytics	Active Users	2,600	1,600	63%
	New Users	2,400	1,500	60%
	Page Views	6,379	3,900	64%
Email	Emails Sent	18,605	4,337	329%
	Open Rate	35.25%	33.00%	7%
	Clicks	577	159	263%
Social Media Posting	Views	98,383	45,800	115%
	Reach	8,900	16,700	-47%
	Interactions	929	1,100	-16%
ThriftWorks Social Media	Views	7,600	7,600	0%
	Reach	1,200	1,400	-14%
	Interactions	181	143	27%
Print/Billboard	Number of current ads	9	8	13%
	Views	141,250	123,750	14%
Google Ads	Impressions	130	82	59%
	Clicks	46	41	12%

Metric		Dec-24	Nov-24	Change %
Website Analytics	Active Users	1,600	2,400	-33%
	New Users	1,500	2,300	-35%
	Page Views	3,900	5,500	-29%
Email	Emails Sent	4,337	23,003	-81%
	Open Rate	33.00%	28.60%	15%
	Clicks	159	398	-60%
Social Media Posting	Views	45,800	87,600	-48%
	Reach	16,700	24,100	-31%
	Interactions	1,100	2,300	-52%
ThriftWorks Social Media	Views	7,600	8,700	-13%
	Reach	1,400	1,800	-22%
	Interactions	143	186	-23%
Print/Billboard	Number of current ads	8	8	0%
	Views	123,750	123,750	0%
Google Ads	Impressions	82	108	-24%
	Clicks	41	40	3%

Metric		Nov-24	Oct-24	Change %
Website Analytics	Active Users	2,400	2,000	20%
	New Users	2,300	1,900	21%
	Page Views	5,500	5,300	4%
Email	Emails Sent	23,003	4,332	431%
	Open Rate	28.60%	40.00%	-29%
	Clicks	398	215	85%
Social Media Posting	Views	87,600	67,700	29%
	Reach	24,100	20,200	19%
	Interactions	2,300	758	203%
ThriftWorks Social Media	Views	8,700	13,100	-34%
	Reach	1,800	3,900	-54%
	Interactions	186	164	13%
Print/Billboard	Number of current ads	8	7	14%
	Views	123,750	118,750	4%
Google Ads	Impressions	108	102	6%
	Clicks	40	41	-2%