

	Metric	Jun-25	May-25	Change %	Notes
Website Analytics	Active Users	3,700	2,400	54%	
	New Users	3,500	2,400	46%	
	Page Views	6,800	5,300	28%	
Email	Emails Sent	22,182	17,139	29%	
	Open Rate	34.50%	35.00%	-1%	
	Clicks	520	519	0%	
Social Media Posting	Views	93,301	73,649	27%	
	Reach	27,608	14,838	86%	
	Interactions	2,181	1,601	36%	
ThriftWorks Social Media	Views	4,510	6,335	-29%	
	Reach	1,063	3,016	-65%	
	Interactions	116	252	-54%	
Print/Billboard	Number of current ads	11	10	10%	
	Views	157,276	147,276	7%	
Google Ads	Impressions	341	251	36%	
	Clicks	85	68	25%	

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