	Metric	May-25	Apr-25	Change %	Notes
Website Analytics	Active Users	2,400	2,800	-14%	
	New Users	2,400	2,600	-8%	
	Page Views	5,300	6,600	-20%	
Email	Emails Sent	17,139	18,817	-9%	
	Open Rate	35.00%	38.60%	-9%	
	Clicks	519	684	-24%	
Social Media Posting	Views	73,649	79,100	-7%	
	Reach	14,838	14,000	6%	
	Interactions	1,601	1,400	14%	
ThriftWorks Social Media	Views	6,335	6,100	4%	
	Reach	3,016	1,200	151%	
	Interactions	252	159	58%	
Print/Billboard	Number of current ads	10	10	0%	
	Views	147,276	147,276	0%	
Google Ads	Impressions	251	141	78%	
	Clicks	68	61	11%	

KEY

Active Users - Number of people who have enganged 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