

	Metric	Oct-25	Sep-25	Change %	Notes
<b>Website Analytics</b>	Active Users	2,883	1,600	80%	
	New Users	2,500	1,400	79%	
	Page Views	5,900	4,100	44%	
<b>Email</b>	Emails Sent	12,603	9,228	37%	
	Open Rate	37.50%	37.00%	1%	
	Clicks	441	191	131%	
<b>Social Media Posting</b>	Views	114,200	172,643	-34%	
	Reach	24,701	101,450	-76%	
	Interactions	2,300	4,133	-44%	
<b>ThriftWorks Social Media</b>	Views	32,600	41,891	-22%	
	Reach	12,300	31,735	-61%	
	Interactions	500	476	5%	
<b>Print/Billboard</b>	Number of current ads	12	12	0%	
	Views	168,558	168,558	0%	
<b>Google Ads</b>	Impressions	135	550	-75%	
	Clicks	38	58	-34%	

**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