

Metric		2025 Q4	2025 Q3	Change %
<b>Website Analytics</b>	Active Users	8,183	6,800	20%
	New Users	7,400	6,200	19%
	Page Views	16,800	15,000	12%
<b>Email</b>	Emails Sent	62,596	49,530	26%
	Open Rate	35.30%	36.00%	-2%
	Clicks	1,393	1,330	5%
<b>Social Media Posting</b>	Views	630,018	466,493	35%
	Reach	139,757	197,077	-29%
	Interactions	7,285	11,630	-37%
<b>ThriftWorks Social Media</b>	Views	57,606	46,452	24%
	Reach	9,236	37,252	-75%
	Interactions	944	850	11%
<b>Print/Billboard</b>	Number of current ads	32	33	-3%
	Views	463,008	464,110	0%
<b>Google Ads</b>	Impressions	2855	1409	103%
	Clicks	192	212	-9%

**NOTE - Cumulative total except open rate on email.**

#### 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