

|                          | Metric                | Jan-26  | Jan-25  | Change % |
|--------------------------|-----------------------|---------|---------|----------|
| Website Analytics        | Active Users          | 2,600   | 2,600   | 0%       |
|                          | New Users             | 2,400   | 2,400   | 0%       |
|                          | Page Views            | 5,400   | 6,379   | -15%     |
| Email                    | Emails Sent           | 7,747   | 18,605  | -58%     |
|                          | Open Rate             | 35.00%  | 35.25%  | -1%      |
|                          | Clicks                | 163     | 577     | -72%     |
| Social Media Posting     | Views                 | 77,748  | 38,383  | 103%     |
|                          | Reach                 | 31,298  | 8,900   | 252%     |
|                          | Interactions          | 1,650   | 929     | 78%      |
| ThriftWorks Social Media | Views                 | 14,209  | 7,600   | 87%      |
|                          | Reach                 | 2,629   | 1,200   | 119%     |
|                          | Interactions          | 212     | 181     | 17%      |
| Print/Billboard          | Number of current ads | 14      | 9       | 56%      |
|                          | Views                 | 185,000 | 141,250 | 31%      |
| Google Ads               | Impressions           | 1,100   | 130     | 746%     |
|                          | Clicks                | 68      | 46      | 48%      |

#### 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