

Metric		2026 Q1	2025 Q4	Change %
Website Analytics	Active Users	8,300	8,183	1%
	New Users	7,600	7,400	3%
	Page Views	15,900	16,800	-5%
Email	Emails Sent	37,909	62,596	-39%
	Open Rate	35.00%	35.30%	-1%
	Clicks	1,438	1,393	3%
Social Media Posting	Views	320,079	630,018	-49%
	Reach	50,313	139,757	-64%
	Interactions	4,057	7,285	-44%
ThriftWorks Social Media	Views	62,520	57,606	9%
	Reach	18,743	9,236	103%
	Interactions	1,304	944	38%
Print/Billboard	Number of current ads	47	32	47%
	Views	601,000	463,008	30%
Google Ads	Impressions		2855	
	Clicks		192	

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