

Metric		March. 2026	Feb. 2026	Change %	Notes
Website Analytics	Active Users	2,700	2,600	4%	
	New Users	2,500	2,300	9%	
	Page Views	5,100	5,100	0%	
Email	Emails Sent	9,529	7,880	21%	
	Open Rate	37.00%	35.00%	6%	
	Clicks	335	197	70%	
Social Media Posting	Views	58,604	194,537	-70%	
	Reach	19,213	15,166	27%	
	Interactions	1,505	1,029	46%	
ThriftWorks Social Media	Views	19,314	15,699	23%	
	Reach	5,109	4,614	11%	
	Interactions	321	355	-10%	
Print/Billboard	Number of current ads	16	16	0%	
	Views	204,000	204,000	0%	
Google Ads	Impressions			#DIV/0!	
	Clicks			#DIV/0!	

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