

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