

Metric		Apr-26	Mar-26	Change %	Notes
Website Analytics	Active Users	3,000	2,700	11%	
	New Users	2,800	2,500	12%	
	Page Views	5,700	5,100	12%	
Email	Emails Sent	20,500	9,529	115%	
	Open Rate	33.00%	37.00%	-11%	
	Clicks	906	335	170%	
Social Media Posting	Views	66,938	58,604	14%	
	Reach	15,934	19,213	-17%	
	Interactions	1,523	1,505	1%	
ThriftWorks Social Media	Views	27,507	19,314	42%	
	Reach	9,020	5,109	77%	
	Interactions	628	321	96%	
Print/Billboard	Number of current ads	15	16	-6%	
	Views	193,000	204,000	-5%	
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