

Metric		2026 Q1	2025 Q1	Change %
Website Analytics	Active Users	8,300	8,600	-3%
	New Users	7,600	8,100	-6%
	Page Views	15,900	18,979	-16%
Email	Emails Sent	37,909	48,905	-22%
	Open Rate	35.00%	39.00%	-10%
	Clicks	1,438	1,806	-20%
Social Media Posting	Views	320,079	150,783	112%
	Reach	50,313	34,900	44%
	Interactions	4,057	7,029	-42%
ThriftWorks Social Media	Views	62,520	17,400	259%
	Reach	18,743	3,183	489%
	Interactions	1,304	423	208%
Print/Billboard	Number of current ads	47	28	68%
	Views	601,000	429,776	40%
Google Ads	Impressions	733	391	
	Clicks	214	133	

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