

Metric		2026 Q2	2025 Q2	Change %
Website Analytics	Active Users	12,200	8,900	37%
	New Users	10,600	8,500	25%
	Page Views	20,100	18,700	7%
Email	Emails Sent	75,579	58,138	30%
	Open Rate	33.00%	36.00%	-8%
	Clicks	2,017	1,723	17%
Social Media Posting	Views	189,228	246,050	-23%
	Reach	13,672	43,846	-69%
	Interactions	3,793	5,182	-27%
ThriftWorks Social Media	Views	38,579	16,945	128%
	Reach	1,537	5,279	-71%
	Interactions	641	527	22%
Print/Billboard	Number of current ads	47	31	52%
	Views	623,000	451,828	38%
Google Ads	Impressions		733	
	Clicks		214	

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