

WEBSITE TRAFFIC REPORT

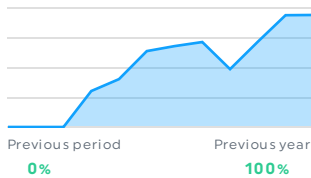
COMMENTS

1

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

SESSIONS

1,888



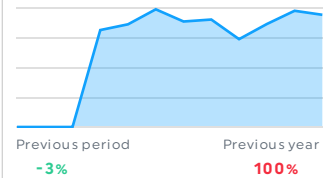
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Organic Search	994
Direct	382
Organic Social	303
Referral	188
Unassigned	16
Display	2

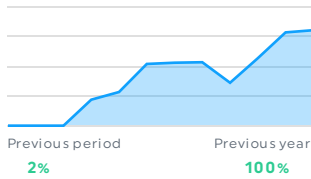
BOUNCE RATE

56.73%



TOTAL USERS

1,609

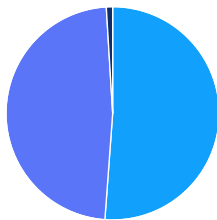


TOP SESSIONS BY LANDING PAGE

Landing page

	Sessions	
/	821	+86
(not set)	152	+30
/innovation-fund/	90	+13
/uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	81	-9
/history-of-mckinney/	59	+28
/leadership/	48	-20
/quality-of-life/	41	-4
/mckinney-updates-q2-2023/	38	+38
/demographics/	19	-1

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	965
mobile	903
tablet	18

TOP SESSIONS BY CITY

City	Sessions	
McKinney	184	+11
Dallas	170	-64
(not set)	138	+9
Los Angeles	88	+22
New York	69	+1
Chicago	59	+15
Toronto	50	-9
Plano	27	+5
Ashburn	27	+11
Austin	20	+7

LINKEDIN REPORT

COMMENTS

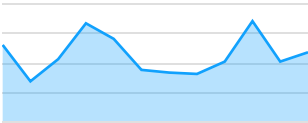
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

1,947

IMPRESSIONS

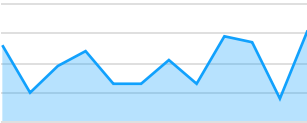
9,443



Previous period
15%
Previous year
-17%

SHARES

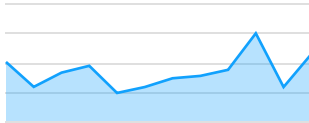
31



Previous period
288%
Previous year
24%

LIKES

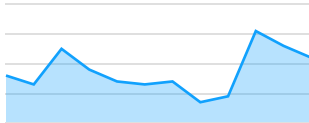
460



Previous period
93%
Previous year
15%

COMMENTS

22



Previous period
-15%
Previous year
-12%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Our team had such a blast being a part of the Good Morning America segment today in Downtown @[City of McKinney](urn:li:organization:58485) with John Quiñones ! GMA featured McKinney as part of their #MainStreetUSA series and honored Jason Hernandez with the key to the city from Mayor George Fuller! Thanks to all who came out to represent

Engagement Rate ▾

Likes

Clicks

33.0%

+33.0%

71

+71

338

+338

H-E-B is HERE! 🎉 Great day celebrating with a ribbon cutting, VIP tours, and incredible presentations from the store partners. More than 750 employees will be based here, and it all kicks off tomorrow \(\July 19th\) at 6am!

25.2%

+25.2%

58

+58

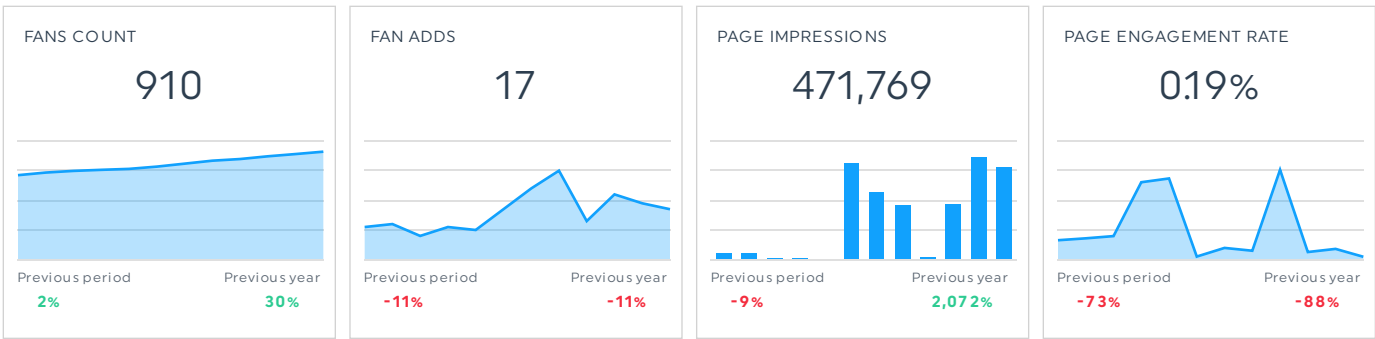
164

+164



FACEBOOK REPORT

COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 <div>Our team had such a blast being a part of the Good Morning America segment today in @Historic Downtown McKinney with John Quiñones ! GMA featured McKinney as part of</div>	21.32% +21.32%	6 +6	0 =	0 =
 <div>Working hard today, lots of meetings about making McKinney the best place to work, live and play! Thank you to Dana Stillwell for bringing us donuts today to accompany our innovation fuel!</div>	10.34% +10.34%	10 +10	1 +1	0 =

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● H-E-B is HERE! 🎊 Great day celebrating with a ribbon cut...	25
● What if we told you that you don't have to settle for the ...	17
● We have a SWEET surprise to share with you all. Parlor D...	15
● The City of McKinney, TX, is seeking partners for an exciti...	13
● Working hard today, lots of meetings about making McKi...	10
● COMPANY SPOTLIGHT // Join us in welcoming CX Data ...	7
● Move to McKinney to enjoy safe communities and family...	6
● Our team had such a blast being a part of the Good Mor...	6
● We wanted to highlight the stunning Mckinney Cotton Mi...	6
● Happy early Fourth of July from your friends at the MED...	4

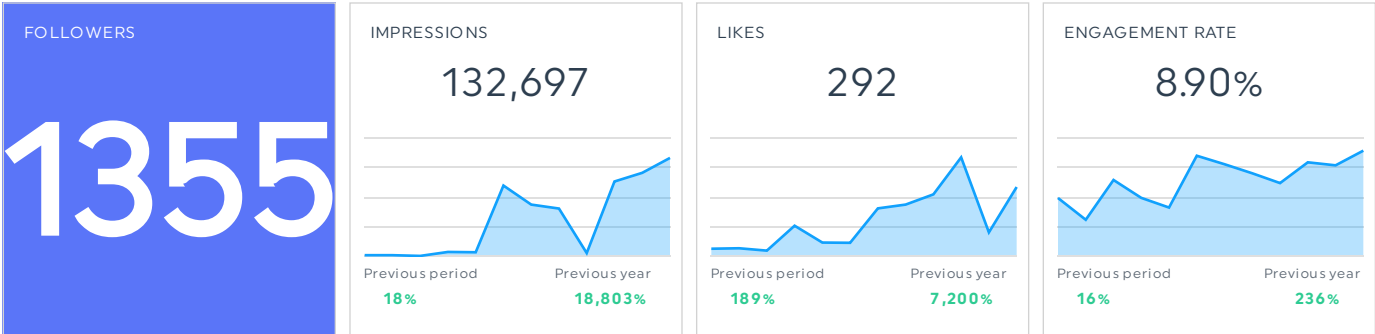
TOP POSTS BY VIRALITY IMPRESSIONS

Post	
● H-E-B is HERE! 🎊 Great day celebrating with a ribbon cut...	620
● What if we told you that you don't have to settle for the ...	502
● The City of McKinney, TX, is seeking partners for an exciti...	363
● Happy early Fourth of July from your friends at the MED...	118
● They say everything is bigger in Texas, and we agree! We ...	100
● We have a SWEET surprise to share with you all. Parlor D...	10
● Working hard today, lots of meetings about making McKi...	4
● Our team had such a blast being a part of the Good Mor...	2
● COMPANY SPOTLIGHT // Join us in welcoming CX Data ...	0
● Move to McKinney to enjoy safe communities and family...	0



INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 <p>Our team had such a blast being a part of the Good Morning America segment today! Check out the link in our bio for the clip on our YouTube channel.</p>	95 +95	5 +5	100 +100
 <p>H-E-B is HERE! 🎉 Great day celebrating with a ribbon cutting, VIP tours, and incredible presentations from the store partners. More than 750 employees will be based here, and it all kicks off tomorrow (July 19th) at 6am!</p>	34 +34	2 +2	36 +36

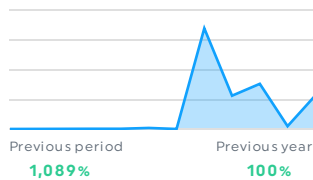
YOUTUBE REPORT

COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.

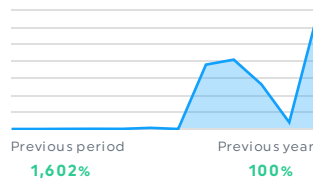
VIDEO VIEWS

452



ESTIMATED MINUTES WATCHED

1d 02:40:00

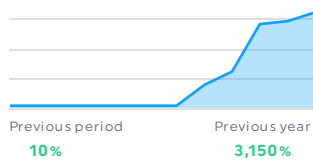


VIEWS BY VIDEO TITLE

Video Title	Views
McKinney, Texas On Good Morning America July 6, 2023	196
McKinney, Texas, has a sense of "place".	51
McKinney Momentum: Kevin Shatley from the Dallas Reg...	49
Spot Opportunity, Seize Opportunity	42
McKinney Momentum: Rey Colon with Lyric Health	31
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	16
McKinney Momentum: Episode 2 w/ Mayor George Fuller	15
Madison Clark Introduction	12
McKinney Momentum: Angie Woods from the McKinney ...	9
Michael Quint - Downtown McKinney RFQ Promo V1	8

YOUTUBE SUBSCRIBERS

65



EMAIL OPEN RATES REPORT

COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

OPENS

Campaign Name

	# Opens ▾		# Sends		Open Rate	
Q2 2023 Site Selectors Newsletter	229	+229	483	+483	47.41%	+47.41%
Q2 2023 Community Newsletter	168	+168	375	+375	44.80%	+44.80%
Q2 2023 Real Estate Newsletter	43	+43	83	+83	51.81%	+51.81%

AVG OPEN RATE

48.01%

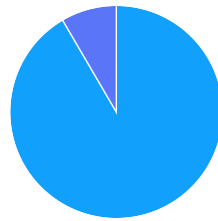
GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.

TOTAL VIEWS

392

TOP GOOGLE SERVICES



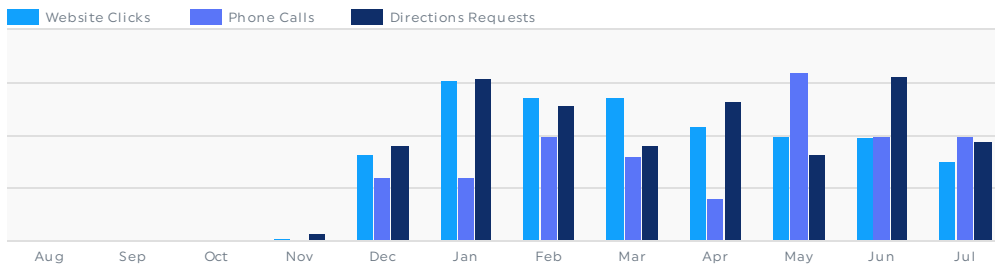
Google Service

- Views on Search
- Views on Maps

Total Views ▾

359
33

CUSTOMER ACTIONS

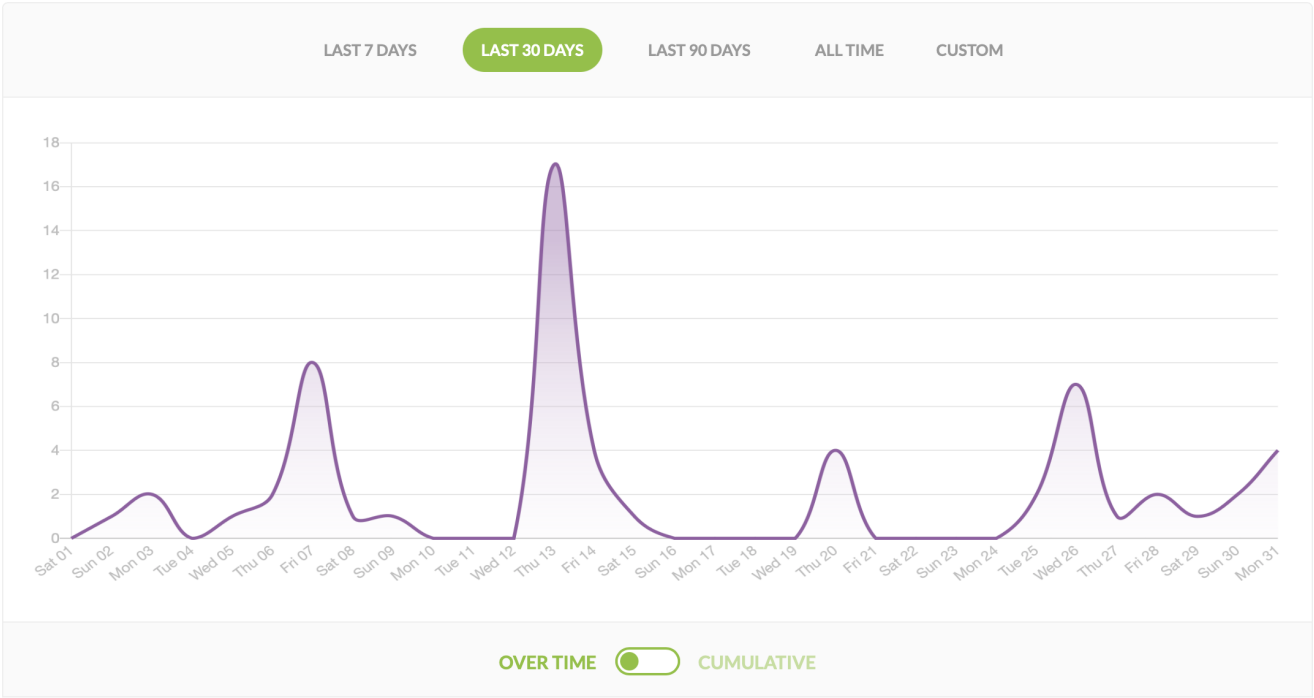


PODCAST REPORT

COMMENTS

This is a summary of our **audio** listeners to the McKinney Momentum Podcast

61 downloads from Jul 01, 2023 to Jul 31, 2023



TOP EPISODES (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	109
McKinney Momentum: Episode 2 w/ Mayor George Fuller	34
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	33
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	33
McKinney Momentum - Episode 1 - Peter Tokar	31

TOP APPS (Last 5 Episodes)

Apple Podcasts	62%	85
Spotify	13%	19
Unknown Apple Apps	10%	14
Your Buzzsprout Site	6%	9
Web Browser	4%	6

See more apps

Top App



Top Device



Top Category



APPS

Apple Podcasts	37%	117
Spotify	35%	110
Unknown Apple Apps	10%	33
Your Buzzsprout Site	5%	18
Amazon Music	3%	12

See all apps

