

### WEBSITE TRAFFIC REPORT

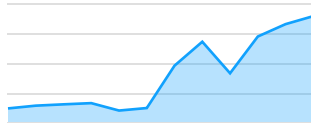
#### COMMENTS

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

18,010



Previous period: 8%  
Previous year: 649%

#### TOP TRAFFIC SOURCES

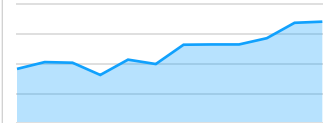
##### Session Default Channel Grouping

	Sessions
Organic Social	14,484
Direct	1,438
Paid Search	913
Organic Search	911
Referral	242
Paid Social	23
Unassigned	8
Display	1

##### Sessions

#### BOUNCE RATE

85.40%



Previous period: 1%  
Previous year: 109%

#### TOTAL USERS

16,768



Previous period: 9%  
Previous year: 717%

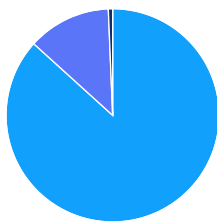
#### TOP SESSIONS BY LANDING PAGE

##### Landing page

	Sessions	% Change
/	16,361	+3,298
/innovation-fund/	460	+125
(not set)	192	-91
/notable-employers/	103	+13
/leadership/	82	+28
/city-of-mckinney-announces-a-new-partnership-with-cannon-beach-surf-and-adventure-park/	68	-1,363
/contact/	44	+18
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	35	+10

##### Sessions

#### VISITS BY DEVICE TYPE



##### Device category

mobile	15,721
desktop	2,288
tablet	118

#### TOP SESSIONS BY CITY

City	Sessions	% Change
Los Angeles	3,560	+545
San Francisco	1,719	+462
San Jose	1,067	+443
(not set)	652	-333
San Diego	593	-4
Dallas	383	-615
McKinney	288	-318
Sacramento	258	+47
Anaheim	254	+43
Long Beach	180	+35

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

3671

IMPRESSIONS

11,045



Previous period -46% Previous year -3%

SHARES

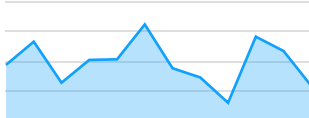
8



Previous period -58% Previous year -43%

LIKES

289



Previous period -51% Previous year -26%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



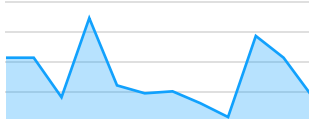
While we're trying to stay warm during the chilly Texas winter, it's the perfect time to start planning for brighter days ahead. Discover what's coming to

Engagement Rate ▾	Likes	Clicks
30.6% +30.6%	44 +44	283 +283
15.8% +15.8%	26 +26	121 +121

We are so ready for this!

COMMENTS

13



Previous period -59% Previous year -66%

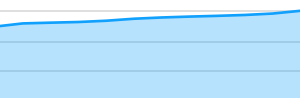
FACEBOOK REPORT

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.

FANS COUNT

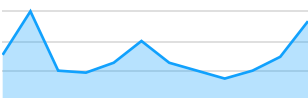
1,207



Previous period 3% Previous year 24%

FAN ADDS

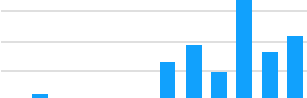
40



Previous period 82% Previous year 344%

PAGE IMPRESSIONS

659,237



Previous period 33% Previous year 5,242%


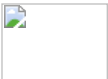
PAGE ENGAGEMENT RATE

3.39%



Previous period -12% Previous year 24%

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image		Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
	📌 We're thrilled to join Dallas Meetup for an exciting event on February 6th! This startup-focused gathering will bring together venture capitalists, private equity professionals, family	15.29%	+15.29%	N/A	N/A	N/A	N/A	N/A	N/A
	Building Momentum in MEDC's Innovation Ecosystem! In November 2024, McKinney Economic Development Corporation expanded its Innovation Fund, increasing the maximum	8.46%	+8.46%	N/A	N/A	N/A	N/A	N/A	N/A

## TOP POSTS BY PEOPLE TALKING ABOUT IT

Post		▼
● While we're trying to stay warm during the chilly Texas wi...		44
● Building Momentum in MEDC's Innovation Ecosystem! In...		4
● Happy New Year from McKinney Economic Development...		4
● 📌 We're thrilled to join Dallas Meetup for an exciting eve...		3

## TOP POSTS BY VIRALITY IMPRESSIONS

Post		▼
● While we're trying to stay warm during the chilly Texas wi...		5,951
● Building Momentum in MEDC's Innovation Ecosystem! In...		0
● 📌 We're thrilled to join Dallas Meetup for an exciting eve...		0
● Happy New Year from McKinney Economic Development...		0

## INSTAGRAM REPORT

## COMMENTS

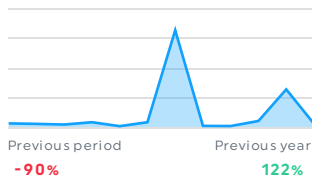
Summary of all activity monthly for the unique\_mckinney instagram account.

## FOLLOWERS

# 2071

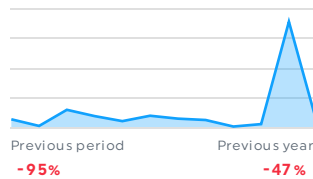
## IMPRESSIONS

5,275



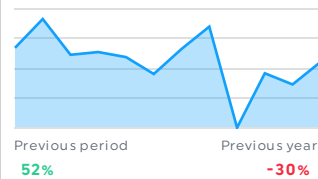
## LIKES

95





## ENGAGEMENT RATE

5.52%



## ENGAGEMENT BY POST (WITH IMAGE)

Post With Image		Likes ▾		Comments		Engagement	
	While we're trying to stay warm during the chilly Texas winter, it's the perfect time to start planning for brighter days ahead. Discover what's coming to McKinney in 2025.📌 Get ready for Arts in Bloom, McKinney Oktoberfest, the CJ Cup Byron Nelson Golf Tournament, the Texas Music Revolution, and more. Whether you're strolling through art displays, raising a stein at	61	+61	2	+2	83	+83
	📌 We're thrilled to join @dallasmeetup for an exciting event on February 6th! This startup-focused gathering will bring together venture capitalists, private equity professionals, family office representatives, and more from across DFW and beyond. It's the perfect opportunity to connect, collaborate, and learn more about the expansion of the Innovation Fund—a major	18	+18	3	+3	52	+52

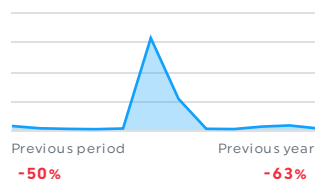
## YOUTUBE REPORT

### 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

149



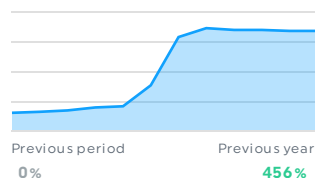
#### VIEWS BY VIDEO TITLE

##### Video Title

Be a Maverick and disrupt industries - Tom Currier with M...	46
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	27
Surf's up in McKinney   Resort style hotel and surf advent...	10
Improving the Customer Experience with Data - with Ra...	10
Where does the money come from? EDC 101 Episode 1	9
"What is ILS Gummies?"	6
EDC 101 - Show Trailer	5
MEDC Video Innovation Fund	4
MEDC Video Overview	4
Meet the New MEDC President - Michael Kowski - McKinn...	3

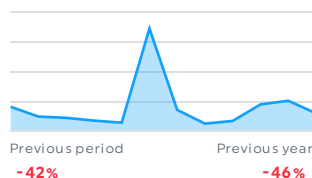
#### YOUTUBE SUBSCRIBERS

506



#### DT:ESTIMATEDMINUTESWATCHED

745



## EMAIL OPEN RATES REPORT

### COMMENTS

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

AVG OPEN RATE

40.32%

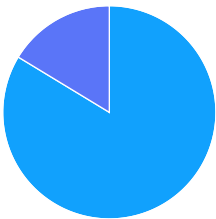
# GOOGLE MY BUSINESS RESULTS

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

## TOTAL VIEWS

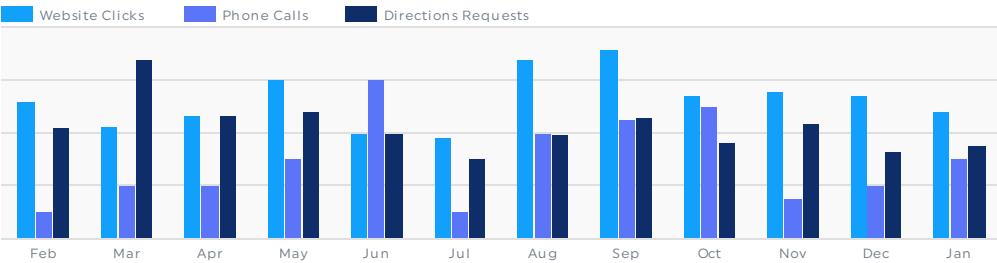
723

## TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	605
Views on Maps	118

## CUSTOMER ACTIONS



# PODCAST REPORT

## COMMENTS

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



33 downloads from Jan 01, 2025 to Feb 01, 2025

LAST 7 DAYS LAST 30 DAYS LAST 90 DAYS ALL TIME

CUSTOM

Jan 01, 2025



TO

Feb 01, 2025



Update Stats

