

WEBSITE TRAFFIC REPORT

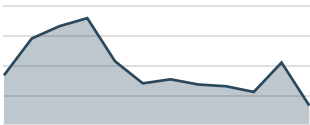
1

COMMENTS

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

3,266



Previous period
-69%
Previous year
-76%

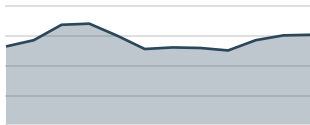
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Organic Social	1,191
Paid Search	856
Direct	405
Organic Search	402
Paid Social	315
Referral	58
Unassigned	7
Cross-network	3
Email	2
Display	1

BOUNCE RATE

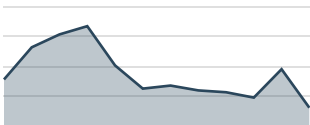
76.06%



Previous period
1%
Previous year
15%

TOTAL USERS

3,025

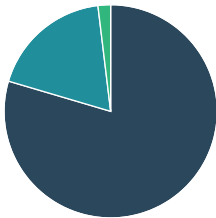


Previous period
-68%
Previous year
-76%

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	2,218 -4,968
/innovation-fund/	143 -328
/demographics/	90 -188
/subscribe/	86 -194
(not set)	75 -159
/notable-employers/	40 -70
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	26 -19
/contact/	26 -24

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	2,579
desktop	600
tablet	62

TOP SESSIONS BY CITY

City	Sessions
Los Angeles	516 -1,050
San Francisco	221 -537
(not set)	135 -198
Chicago	117 -320
San Jose	102 -233
McKinney	98 -201
Dallas	88 -326
Austin	70 -205
Atlanta	70 -203
Anaheim	60 -107

LINKEDIN REPORT

COMMENTS

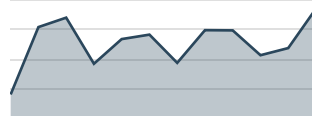
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

4677

IMPRESSIONS

22,193



Previous period
56% Previous year
97%

SHARES

11



Previous period
-27% Previous year
100%

LIKES

876



Previous period
47% Previous year
143%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



What an honor to partner with the
@[Texas Economic Development
Corporation]
(urn:li:organization:24777136)'s

Engagement Rate ▾

Likes

Clicks

32.7% +32.7% 110 +110 688 +688



Thinking about relocating your
headquarters to McKinney? The
Innovation Fund was built to support
startups and scale-ups who are ready

24.2% +24.2% 43 +43 206 +206

COMMENTS

32



Previous period
-9% Previous year
256%

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.

FOLLOWERS

1645

FAN ADDS

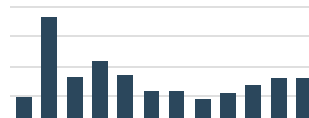
23



Previous period
0% Previous year
53%

PAGE IMPRESSIONS

483,709



Previous period
0% Previous year
-14%

PAGE ENGAGEMENT RATE

2.06%



Previous period
-4% Previous year
-39%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
	New infrastructure is popping up every day in McKinney, making it hard to keep up with all the ongoing developments. Being over halfway through 2025, here are some exciting and notable	14.48%	+14.48%	N/A	N/A	N/A	N/A	N/A
	McKinney has been named the number one Best City for Renters in 2025 by RentCafe — and it's no surprise to us. At McKinney Economic Development Corporation, we work every day to	6.50%	+6.50%	N/A	N/A	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▾
● New infrastructure is popping up every day in McKinney, ...	77
● 🎫 The Ticket is coming to McKinney! 🎫 On Friday, Octobe...	31
● Big ideas need bold support. That's why the McKinney Ec...	16
● McKinney ranks number one safest suburb in Texas and i...	14
● Today, we celebrate the hardworking people and innovati...	10
● McKinney's four strategic pillars serve as the foundation ...	8
● Thinking about relocating your headquarters to McKinne...	4
● What once started as a haven for Austin's vegan crowd, ...	4
● McKinney has been named the number one Best City for...	2

TOP POSTS BY VIRALITY IMPRESSIONS

Post	▾
● New infrastructure is popping up every day in McKinney, ...	4,725
● 🎫 The Ticket is coming to McKinney! 🎫 On Friday, Octobe...	1,797
● Big ideas need bold support. That's why the McKinney Ec...	1,313
● McKinney ranks number one safest suburb in Texas and i...	1,028
● Today, we celebrate the hardworking people and innovati...	925
● McKinney's four strategic pillars serve as the foundation ...	822
● Thinking about relocating your headquarters to McKinne...	611
● What once started as a haven for Austin's vegan crowd, ...	511
● McKinney has been named the number one Best City for...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

2879

IMPRESSIONS

108,563



-37% 12,336%

LIKES

850



-60% 564%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image		Likes ▾		Comments		Engagement	
	New infrastructure is popping up every day in McKinney, making it hard to keep up with all the ongoing developments. Being over halfway through 2025, here are some exciting and notable projects that have gotten underway: • District 121's expansion, welcoming restaurants like Chef Kenny Chong's Shun • Cannon Beach Surf and Adventure Park	677	+677	13	+13	1,619	+1,619
	McKinney has been named the number one Best City for Renters in 2025 by RentCafe — and it's no surprise to us. At McKinney Economic Development Corporation, we work every day to attract and grow businesses that create jobs, strengthen our economy, and build the kind of community where people want to live. This recognition highlights how	74	+74	4	+4	177	+177

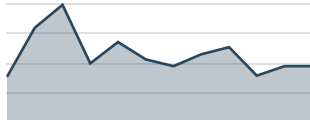
YOUTUBE REPORT

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

142



0% 12%

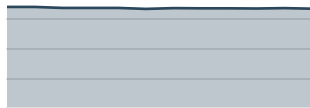
VIEWS BY VIDEO TITLE

Video Title

● Be a Maverick and disrupt industries - Tom Currier with M...	32
● "What is ILS Gummies?"	18
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	17
● Improving the Customer Experience with Data - with Ra...	15
● Where did Maverick Power Get its name?	8
● Solutions for the homeless epidemic in Collin County wi...	5
● Blue screen death? IT issues all day? Grounded flights? W...	5
● HUGS Cafe is empowering employees for success #mcki...	5
● It's Almost Time for the 2023 AT&T Byron Nelson!	4
● McKinney has everything startups need to make their dre...	4

YOUTUBE SUBSCRIBERS

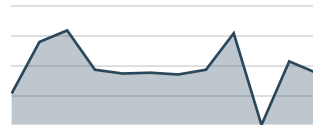
502



-1% -3%

DT:ESTIMATEDMINUTESWATCHED

699



-19% 125%

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

49.04%

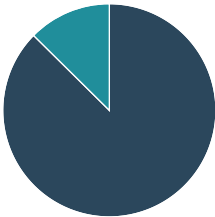
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

675

TOP GOOGLE SERVICES



Google Service	Total Views	
Views on Search	590	
Views on Maps	85	

NOTES

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