



MARKETING UPDATE JUNE 2023

WEBSITE SNAPSHOT

TOP SESSIONS BY LANDING PAGE

| Landing page | Sessions | Change |
|---|----------|--------|
| / | 735 | +231 |
| (not set) | 122 | +18 |
| /uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/ | 90 | -2 |
| /innovation-fund/ | 77 | -60 |
| /leadership/ | 68 | -6 |
| /quality-of-life/ | 45 | +14 |
| /announcements/review-wave/ | 33 | -7 |
| /history-of-mckinney/ | 31 | +9 |
| /demographics/ | 20 | +13 |

FOLLOWER COUNT

1882
1341
890

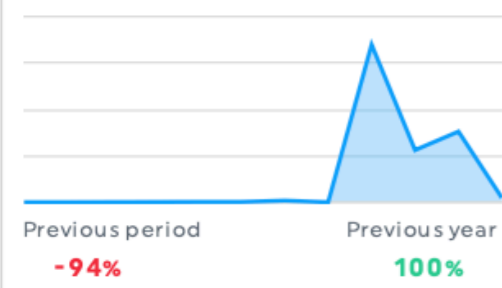
YOUTUBE REPORT

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 following and attempt to engage the community with the vehicle of our podcast.

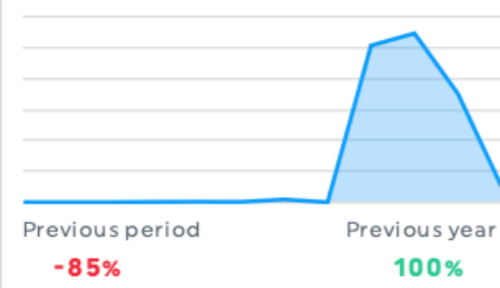
VIDEO VIEWS

38



ESTIMATED MINUTES WATCHED

01:34:00



VIEWS BY VIDEO TITLE

| Video Title | Views |
|---|-------|
| McKinney Momentum: Angie Woods from the McKinney ... | 10 |
| McKinney Momentum: Episode 3 w/ Dru Riess & Madison ... | 10 |
| McKinney will rally and support ANYONE | 5 |
| "What is ILS Gummies?" | 2 |
| Madison Clark BRE Welcome | 2 |
| McKinney Momentum - Episode 4 - Aaron Werner w/ Visi... | 2 |
| McKinney Momentum and the McKinney Chamber of Co... | 2 |
| McKinney Momentum: Lisa Hermes from the McKinney C... | 2 |
| "McKinney is the reason that I am where I am" | 1 |
| Mayor Fuller - Giving Spirit of McKinney | 1 |

YOUTUBE SUBSCRIBERS

59

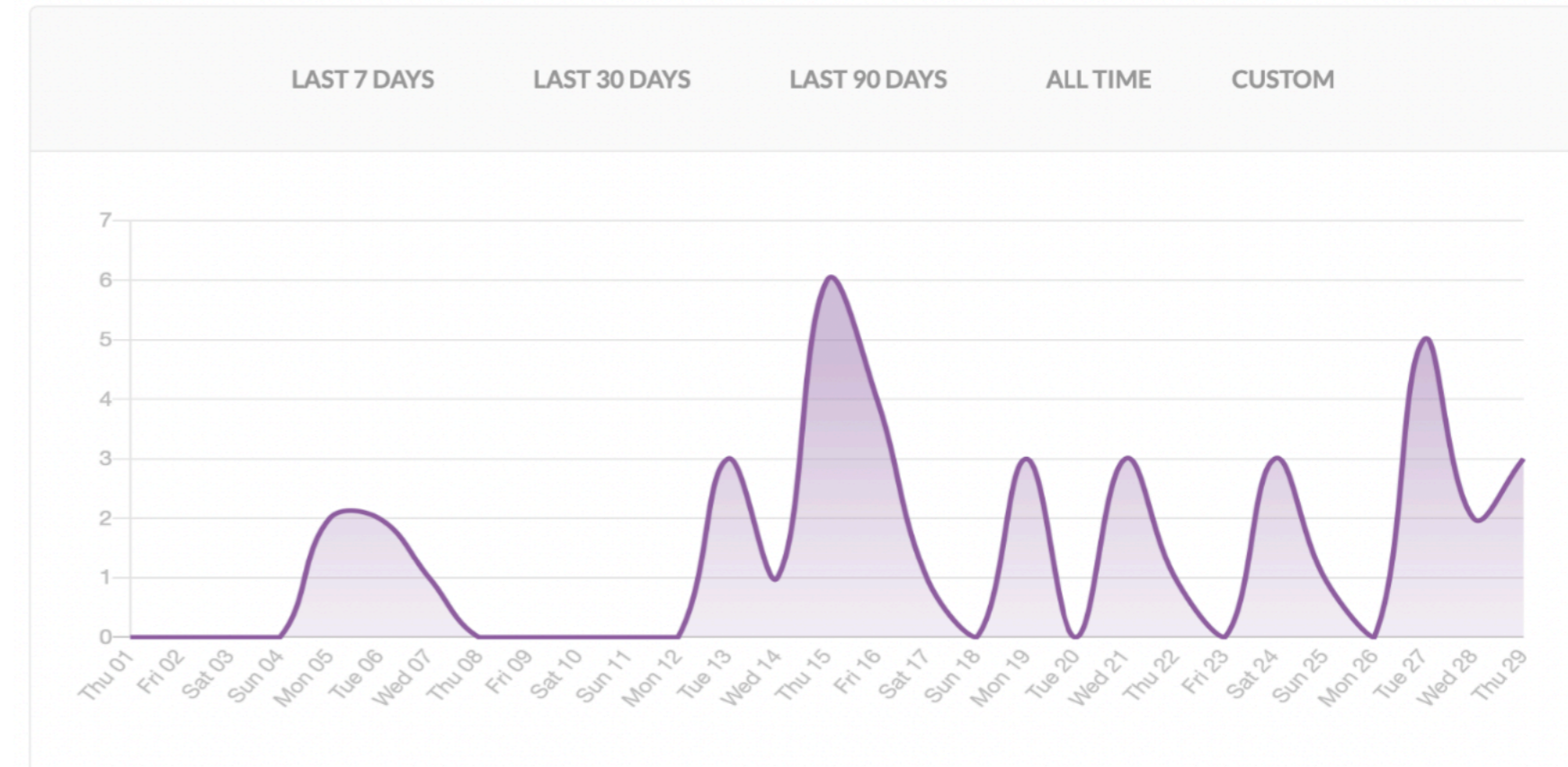


PODCAST REPORT

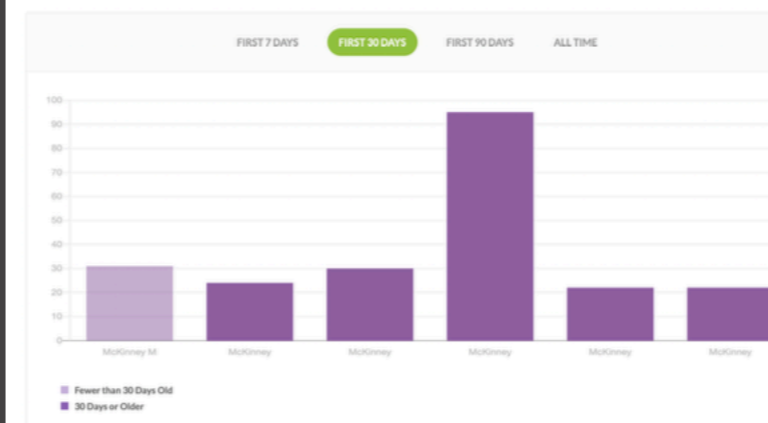
COMMENTS

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

41 downloads from Jun 01, 2023 to Jun 30, 2023



First 30 days of the last 6 episodes.



TOP EPISODES (All Time)

| | |
|--|-----|
| McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark | 107 |
| McKinney Momentum: Episode 2 w/ Mayor George Fuller | 33 |
| McKinney Momentum - Episode 1 - Peter Tokar | 31 |
| McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark | 31 |
| McKinney Momentum: Angie Woods from the McKinney Community Development Corporation | 31 |

TOP APPS (Last 5 Episodes)

| | | |
|----------------------|-----|----|
| Spotify | 41% | 95 |
| Apple Podcasts | 33% | 76 |
| Unknown Apple Apps | 10% | 25 |
| Your Buzzsprout Site | 5% | 13 |
| Amazon Music | 3% | 8 |

Top App



Spotify

41%

Top Device



Apple iPhone

80%

Top Category



Mobile

86%

APPS

| | | |
|----------------------|-----|----|
| Spotify | 41% | 95 |
| Apple Podcasts | 33% | 76 |
| Unknown Apple Apps | 10% | 25 |
| Your Buzzsprout Site | 5% | 13 |
| Amazon Music | 3% | 8 |

