

### WEBSITE TRAFFIC REPORT

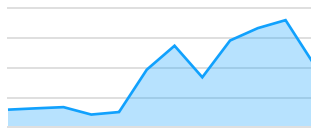
#### COMMENTS

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

10,739



Previous period: -40%  
Previous year: 337%

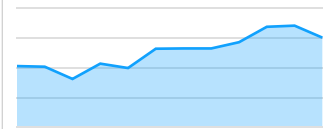
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

Channel Grouping	Sessions
Organic Social	5,749
Paid Search	2,514
Organic Search	1,024
Direct	815
Paid Social	469
Referral	260
Unassigned	19

#### BOUNCE RATE

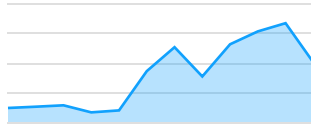
75.31%



Previous period: -12%  
Previous year: 65%

#### TOTAL USERS

10,157

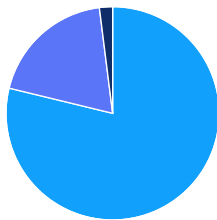


Previous period: -39%  
Previous year: 391%

#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	8,698 -7,663
/innovation-fund/	514 +54
(not set)	210 +18
/notable-employers/	131 +28
/leadership/	88 +6
/history-of-mckinney/	79 +63
/demographics/	72 +53
/subscribe/	61 +28
/contact/	57 +13

#### VISITS BY DEVICE TYPE



Device category	Sessions
mobile	8,612
desktop	2,099
tablet	218

#### TOP SESSIONS BY CITY

City	Sessions
Los Angeles	2,009 -1,551
San Francisco	1,029 -690
San Jose	436 -631
Dallas	397 +14
Austin	316 +227
(not set)	292 -360
McKinney	279 -9
Atlanta	223 +166
Chicago	218 +81
San Diego	187 -406

## LINKEDIN REPORT

### COMMENTS

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

### FOLLOWERS

# 3831

### IMPRESSIONS

## 16,034



Previous period: **45%** | Previous year: **18%**

### SHARES

## 12



Previous period: **50%** | Previous year: **-40%**

### LIKES

## 672



Previous period: **133%** | Previous year: **44%**

### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

#### Post with image



We were encouraged and inspired by this morning's McKinney Black History Month event. The @McKinney Chamber of Commerce]

#### Engagement Rate ▾

#### Likes

#### Clicks

**29.4%** **+29.4%** **15** **+15** **166** **+166**

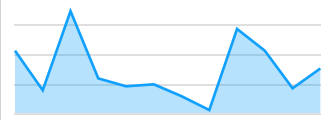


From napkin sketches to over \$100M in revenue, Maverick Power, led by CEO Tom Currier, is revolutionizing power distribution with customized solutions

**17.3%** **+17.3%** **22** **+22** **77** **+77**

### COMMENTS

## 23



Previous period: **77%** | Previous year: **-28%**

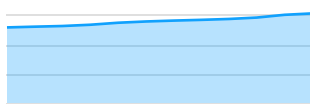
## FACEBOOK REPORT

### 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

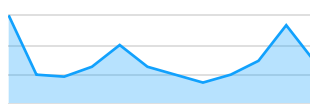
## 1,226



Previous period: **2%** | Previous year: **23%**

### FAN ADDS

## 22



Previous period: **-45%** | Previous year: **-4%**

### PAGE IMPRESSIONS

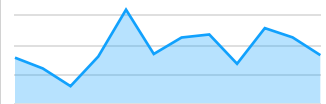
## 508,100



Previous period: **-23%** | Previous year: **6,149%**



### PAGE ENGAGEMENT RATE

## 2.49%



Previous period: **-27%** | Previous year: **-27%**

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 We agree - there's a whole lot to love about McKinney! What another great example of a thriving company that stays here, grows here, and re-invests here.	11.15% <span style="color: green;">+11.15%</span>	N/A	N/A	N/A
 McKinney is breaking ground! Construction will begin soon for the Sunset Amphitheater, a 20,000-seat outdoor venue coming to Southgate Development at U.S. 75 & S.H. 121. This project is	10.23% <span style="color: green;">+10.23%</span>	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
● Building a stronger McKinney! McKinney's new City Hall is ...	153
● McKinney is breaking ground! Construction will begin so...	24
● MEDC is the perfect match for your business! ♥ From st...	17
● We agree - there's a whole lot to love about McKinney! W...	14
● McKinney is on the rise! In 2025, the city's tech sector ma...	7
● J.W. Roth, Founder, Chairman, and CEO of Venu, is bringi...	4
● Grab a drink and join us tonight at the Dallas Meetup at ...	2
● From napkin sketches to over \$100M in revenue, Maveric...	1
● Today, we honor the leadership and vision that have shap...	0

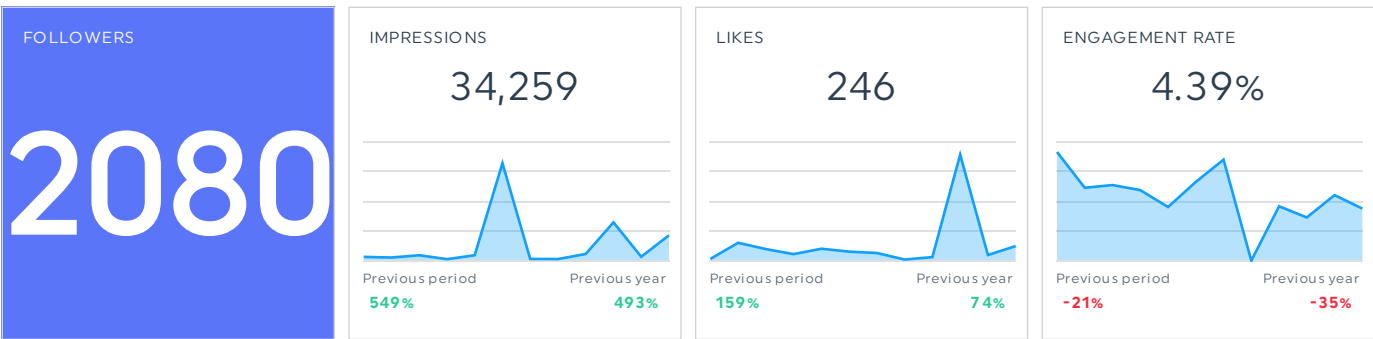
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
● Building a stronger McKinney! McKinney's new City Hall is ...	11,824
● MEDC is the perfect match for your business! ♥ From st...	1,836
● McKinney is on the rise! In 2025, the city's tech sector ma...	1,538
● McKinney is breaking ground! Construction will begin so...	123
● We agree - there's a whole lot to love about McKinney! W...	80
● From napkin sketches to over \$100M in revenue, Maveric...	0
● J.W. Roth, Founder, Chairman, and CEO of Venu, is bringi...	0
● Today, we honor the leadership and vision that have shap...	0
● Grab a drink and join us tonight at the Dallas Meetup at ...	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
 McKinney is breaking ground! Construction will begin soon for the Sunset Amphitheater, a 20,000-seat outdoor venue coming to Southgate Development at U.S. 75 & S.H. 121. This project is expected to bring over 1,300 direct and indirect jobs to the community and generate a \$3 billion economic impact in its first ten years. With fully covered seating, over 250 fire pit suites,	100 <span style="color: green;">+100</span>	8 <span style="color: green;">+8</span>	160 <span style="color: green;">+160</span>
 Building a stronger McKinney! McKinney's new City Hall is set to make an impact! This 175,000-square-foot facility, designed as a central gathering space, will support city growth and pave the way for more business opportunities and a thriving local economy. The new City Hall is now open to the public, and a grand opening event is planned for this spring. Follow us and the	45 <span style="color: green;">+45</span>	0 =	50 <span style="color: green;">+50</span>

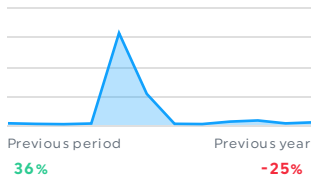
## YOUTUBE REPORT

### 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

203



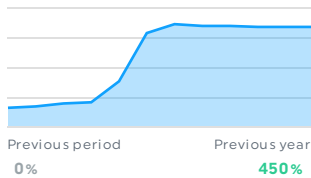
### VIEWS BY VIDEO TITLE

#### Video Title

● Be a Maverick and disrupt industries - Tom Currier with M...	71
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	39
● Surf's up in McKinney   Resort style hotel and surf advent...	12
● Improving the Customer Experience with Data - with Ra...	10
● Solutions for the homeless epidemic in Collin County wi...	9
● Jon Drago, Byron Nelson Tournament Director	6
● "What is ILS Gummies?"	5
● Meet the New MEDC President - Michael Kowski - McKinn...	5
● Madison Clark Introduction	5
● Providential Media Group Merger Announcement	5

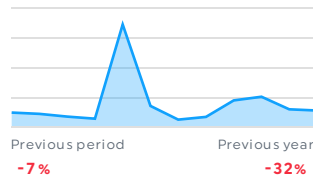
### YOUTUBE SUBSCRIBERS

506



### DT:ESTIMATEDMINUTESWATCHED

694



## EMAIL OPEN RATES REPORT

### COMMENTS

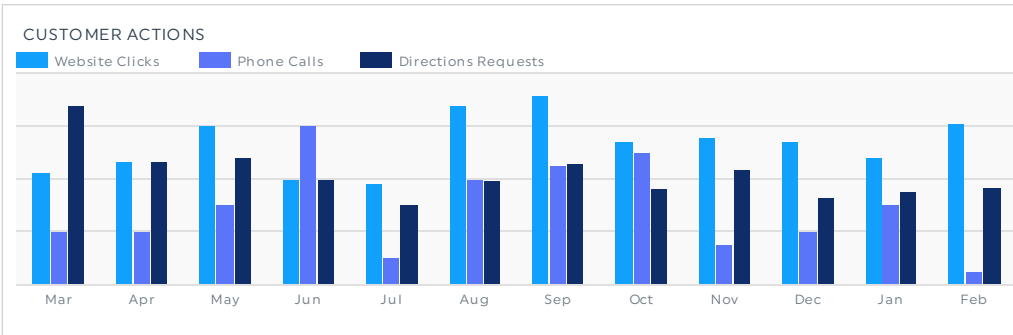
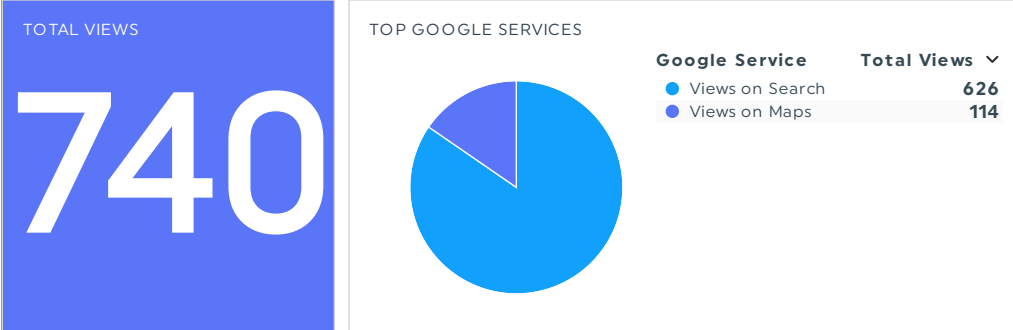
This report provides email open rate data per campaign and the open rate over the quarter, averaged.

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.



## PODCAST REPORT

### COMMENTS

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

### Top Episodes (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	<b>138</b>
Practical and Insightful Leadership with Shawn Pratt, MISD Superintendent	<b>54</b>
McKinney Momentum: Episode 2 w/ Mayor George Fuller	<b>53</b>
McKinney Momentum - Episode 1 - Peter Tokar	<b>52</b>
Meet the New MEDC President - Michael Kowski - McKinney Momentum	<b>52</b>

### Top Apps (Last 5 Episodes)

Apple Podcasts	51%	<b>98</b>
Buzzsprout Embed Player	25%	<b>49</b>
Web Browser	10%	<b>21</b>
Pocket Casts	6%	<b>12</b>
Spotify	4%	<b>8</b>

[See more apps](#)