

WEBSITE TRAFFIC REPORT

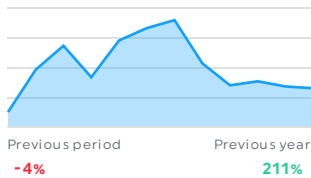
COMMENTS

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

6,529



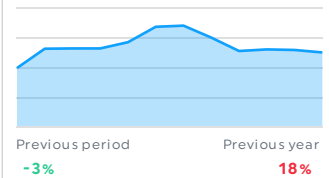
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Paid Search	2,002
Organic Social	1,326
Direct	1,025
Organic Search	996
Paid Social	965
Referral	161
Email	34
Unassigned	11
Cross-network	8
Display	1

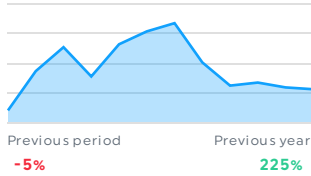
BOUNCE RATE

62.81%



TOTAL USERS

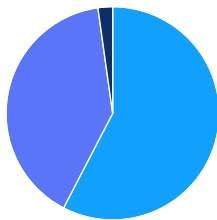
5,631



TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	
/	1,956	-1,038
/gad_campaignid=22118577562	1,055	-87
/gad_campaignid=22118801731	711	+669
/innovation-fund/	626	+77
(not set)	225	-13
/notable-employers/	119	-9
/leadership/	113	=
/subscribe/?gad_campaignid=22118577562	83	+27
/demographics/?gad_campaignid=22118577562	60	-12

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	3,777
desktop	2,633
tablet	145

TOP SESSIONS BY CITY

City	Sessions	
Los Angeles	1,132	+275
San Francisco	300	-13
Dallas	293	-191
Chicago	243	+137
Austin	239	+13
(not set)	237	+66
McKinney	204	-132
Atlanta	172	-43
San Jose	149	-32
Phoenix	123	-71

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

4204

IMPRESSIONS

17,785



Previous period
-0%
Previous year
60%

SHARES

26



Previous period
271%
Previous year
333%

LIKES

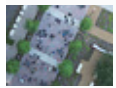
663



Previous period
3%
Previous year
29%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



Innovation Unwind this week was a massive success! Nearly 100 founders, funders, and community partners gathered at the new McKinney City

Engagement Rate ▾

43.3% +43.3%

Likes

46 +46

Clicks

383 +383



Innovation Unwind is this week - Tuesday, 6/24! Join the innovation and technology ecosystem as a founder, funder, or community

34.0% +34.0%

26 +26

257 +257

COMMENTS

23



Previous period
-51%
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

1,359



Previous period
3%
Previous year
27%

FAN ADDS

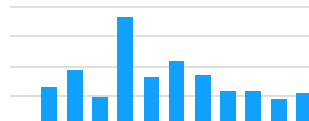
41



Previous period
-2%
Previous year
116%

PAGE IMPRESSIONS

340,757



Previous period
24%
Previous year
1,001%



PAGE ENGAGEMENT RATE

2.46%



Previous period
-11%
Previous year
2%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
 Today at our monthly board meeting, we took a moment to honor outgoing Mayor George Fuller. Along with some heartfelt words from each board member, we presented him with a custom guitar	17.78%	+17.78%	N/A	N/A	N/A	N/A	N/A	N/A
 The Sunset Amphitheater McKinney is more than entertainment, it's a \$3B economic driver, workforce development hub, and cultural cornerstone in the making. A strong example of	11.30%	+11.30%	N/A	N/A	N/A	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▾
● Today at our monthly board meeting, we took a momen...	382
● Exciting news for East McKinney! Hugs Cafe Inc is set to ...	126
● The Sunset Amphitheater McKinney is more than entert...	28
● McKinney, Texas ranks #1 most affordable, fastest-growin...	26
● Big swings ahead, on and off the course. THE CJ CUP Byr...	25
● * Summer fun, right here in McKinney! * McKinney is bu...	16
● This Father's Day, we're celebrating the dads who power p...	10
● MEDC - McKinney Economic Development Corporation's...	0

TOP POSTS BY VIRALITY IMPRESSIONS

Post	▾
● Today at our monthly board meeting, we took a momen...	10,116
● Exciting news for East McKinney! Hugs Cafe Inc is set to ...	5,063
● * Summer fun, right here in McKinney! * McKinney is bu...	2,595
● Big swings ahead, on and off the course. THE CJ CUP Byr...	1,805
● The Sunset Amphitheater McKinney is more than entert...	251
● McKinney, Texas ranks #1 most affordable, fastest-growin...	225
● This Father's Day, we're celebrating the dads who power p...	45
● MEDC - McKinney Economic Development Corporation's...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

2250

IMPRESSIONS

26,639



Previous period
-11%

Previous year
100%

LIKES

387



Previous period
116%

Previous year
252%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾		Comments		Engagement	
 "McKinney isn't just open for business, we're here to steal the spotlight!" - MEDC President Michael Kowski Welcome to McKinney, VENU! "In order to have announcements and opportunities like this, you've got to compete for projects like this. And we will continue to compete for projects like this." - Mayor Elect Bill Cox. Coming: 2026. Full project details:	111	+111	2	+2	143	+143
 Exciting news for East McKinney! @hugscafe is set to break ground this May on a \$10 million, 13,500-square-foot headquarters that will unify their café, training academy, and administrative offices under one roof. This new facility will enhance collaboration and expand programming for adults with intellectual and developmental disabilities. Slated to	89	+89	6	+6	111	+111

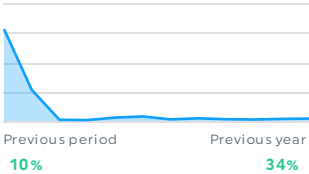
YOUTUBE REPORT

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

190

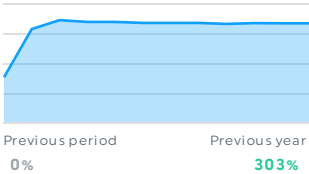


VIEWS BY VIDEO TITLE

Video Title	
Be a Maverick and disrupt industries - Tom Currier with M...	73
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	19
MEDC Video Overview	15
Where did Maverick Power Get its name?	13
"What is ILS Gummies?"	10
Improving the Customer Experience with Data - with Ra...	10
HUGS Cafe is empowering employees for success #mcki...	7
Where does the money come from? EDC 101 Episode 1	5
Solutions for the homeless epidemic in Collin County wi...	4
McKinney Momentum: Kevin Shatley from the Dallas Reg...	3

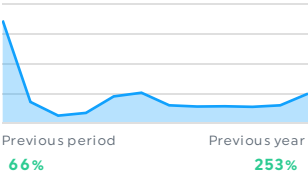
YOUTUBE SUBSCRIBERS

504



DT:ESTIMATEDMINUTESWATCHED

1,237



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%

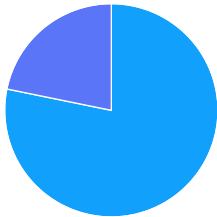
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

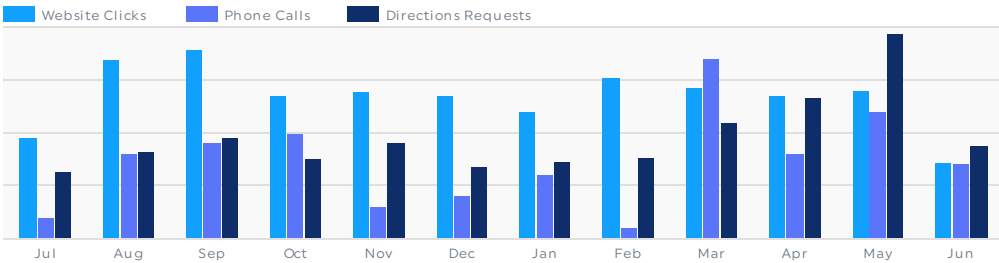
592

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	463
Views on Maps	129

CUSTOMER ACTIONS



NOTES

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