OCTOBER



WEBSITE

Active Users: 33,000 New Users: 32,000

Views: 77,000

Engagement Time: 36 seconds

Top Pages Visited:

1.Grand Diwali

2.Home Page

3.Events

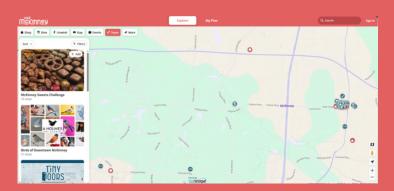
4. Monster Dash

5. Creepy Coffee

Crawl



VISIT WIDGET



Total Users: 43,523

Returning Visitors: 3,032

Top Visits:

1. Tiny Doors

2. Birds of Downtown

3. Historic Walking Tour

SOCIAL MEDIA

Facebook Impressions: 527,112 Facebook Engagement Rate: .7% Instagram Impressions: 368,184 Instagram Engagement rate: .8%

LinkedIn Impressions: 5,191

Linkedin Engagment Rate: 8.7%

Most Engaging Post: Oktoberfest Set Up Reel (6.8%)

Top Posts







EMAIL MARKETING

- 4946 email contacts received content
- 2398 opens (48.5%)
- 4,124 clicks

Visit McKinney switched to a monthly e-newsletter cadence that began in October.

EARNED MEDIA

- McKinney Farmers Market Ranked #1 in Texas
 - 10/2 <u>Local Profile</u>
 - 10/3 Community Impact
 - o 10/2 Star Local Media
 - 10/22 <u>Good Morning Texas Live</u> <u>Segment</u>
- McKinney Wine & Music Festival <u>North Texas E-News</u>