

### WEBSITE TRAFFIC REPORT

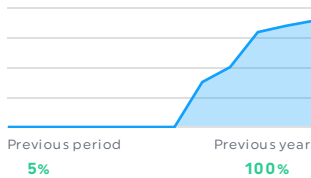
COMMENTS

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

1,432



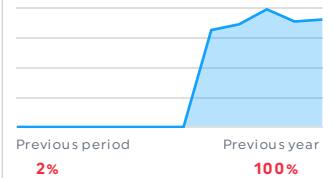
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Organic Search	699
Direct	349
Organic Social	231
Referral	139
Unassigned	7
Display	1
Email	1

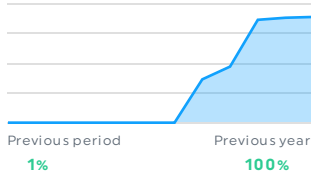
BOUNCE RATE

54.33%



TOTAL USERS

1,069

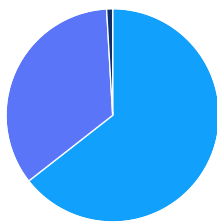


TOP SESSIONS BY LANDING PAGE

Landing page

Landing page	Sessions	Change
/	504	+5
/innovation-fund/	128	+56
(not set)	124	+8
/leadership/	79	+16
/your-new-career-awaits/	54	+31
/history-of-mckinney/	42	=
/quality-of-life/	39	+12
/announcements/review-wave/	36	-29
/board-and-agendas/	32	-1
/contact/	20	+12

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	924
mobile	497
tablet	13

TOP SESSIONS BY CITY

City	Sessions	Change
McKinney	212	+41
Dallas	211	+12
(not set)	72	-8
New York	49	-17
Los Angeles	32	-18
Frisco	30	+11
Chicago	30	-6
Plano	28	+4
Ashburn	20	+10
Richardson	17	+4

## LINKEDIN REPORT

### COMMENTS

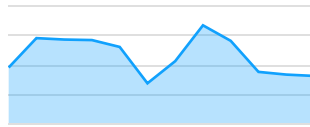
Linked In continues to be one of our most important platforms when considering engagement rates - likes, comments, and shares.

### FOLLOWERS

# 1,698

### IMPRESSIONS

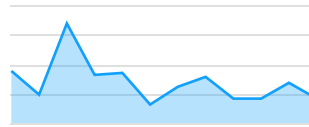
## 6,525



Previous period: -3%  
Previous year: 43%

### SHARES

## 13



Previous period: -38%  
Previous year: 160%

### LIKES

## 313



Previous period: 5%  
Previous year: 291%

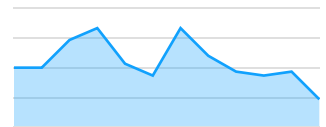
### TOP POSTS BY PEOPLE TALKING ABOUT IT

#### Post

- The Horse's Axe is coming soon to Downtown McKinney! ... **38**
- Who said you need to hop on a plane to enjoy breathtak... **9**
- Yesterday we hosted our third Tech and Trucks Innovatio... **8**
- Hope everyone stayed safe during the excitement tonigh... **6**
- Love being able to share that a McKinney company mad... **6**
- Coming soon to Youtube and wherever you listen to po... **4**
- Ooooooh, is this the button that launches our NEW POD... **4**
- Here's our take on March Madness — MCKINNEY MADNES... **3**
- Are you looking for the perfect place to grow your busin... **2**
- We pride ourselves on being the second safest city in Am... **2**

### COMMENTS

## 7



Previous period: -50%  
Previous year: 100%

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

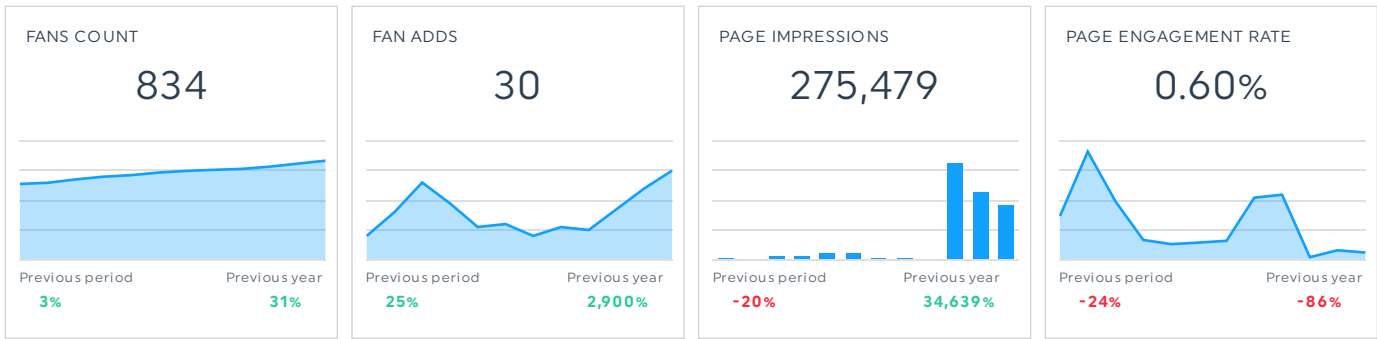
#### Post with image

	Engagement Rate ▾	Likes	Clicks
We ♥ our team!	41.0% +41.0%	22 +22	152 +152
	40.1% +40.1%	7 +7	68 +68

## 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.



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

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
<p>Coming soon to Youtube and wherever you listen to podcasts...Welcome to McKinney Momentum! A multi-channel video and audio podcast produced by the McKinney EDC featuring local community</p>	11.76% +11.76%	4 +4	0	= 0 =
<p>Yesterday we hosted our third Tech and Trucks Innovation Fund event at Lucid Private Offices, formerly WorkSuites in District 121. Over 100 founders and investors showed up to network and</p>	10.57% +10.57%	8 +8	1 +1	0 =

**TOP POSTS BY PEOPLE TALKING ABOUT IT**

Post	Count
The Horse's Axe is coming soon to Downtown McKinney! ...	38
Who said you need to hop on a plane to enjoy breathtak...	9
Yesterday we hosted our third Tech and Trucks Innovatio...	8
Hope everyone stayed safe during the excitement tonigh...	6
Love being able to share that a McKinney company mad...	6
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Ooooooh, is this the button that launches our NEW POD...	4
Here's our take on March Madness — MCKINNEY MADNES...	3
Are you looking for the perfect place to grow your busin...	2
We pride ourselves on being the second safest city in Am...	2

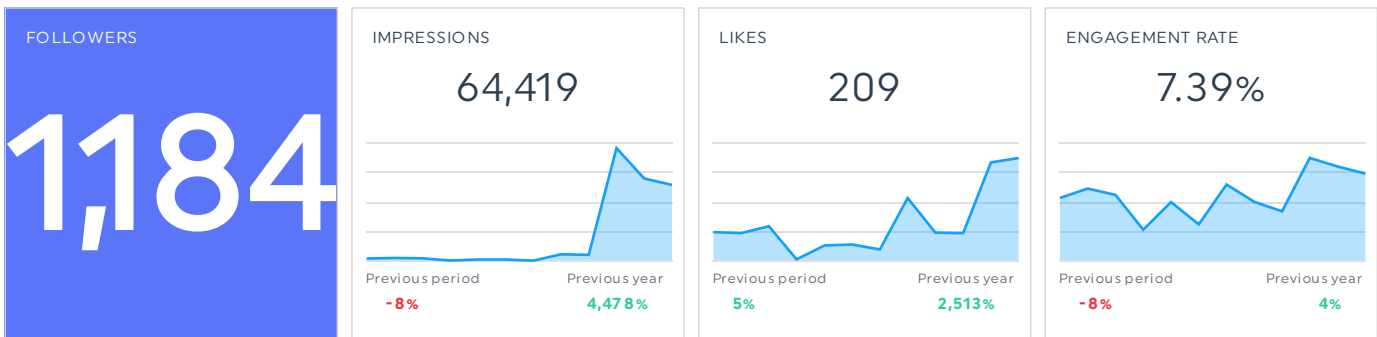
**TOP POSTS BY VIRALITY IMPRESSIONS**

Post	Count
The Horse's Axe is coming soon to Downtown McKinney! ...	1,098
Hope everyone stayed safe during the excitement tonigh...	287
Who said you need to hop on a plane to enjoy breathtak...	240
MCKINNEY ECONOMIC DEVELOPMENT CORPORATION 1...	84
Are you looking for the perfect place to grow your busin...	1
Coming soon to Youtube and wherever you listen to po...	1
It's here! We're launching with not one, but TWO episode...	1
Love being able to share that a McKinney company mad...	1
Ooooooh, is this the button that launches our NEW POD...	1
Happy St. Patrick's Day from all of us at MEDC! We hope ...	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
 <p>Mayor George Fuller was our guest on the podcast to describe his heart for McKinney, vision for the city, and what's coming up. Check out the episode now at the link in our bio.</p>	31 +31	2 +2	N/A N/A
 <p>The Horse's Axe is coming soon to Downtown McKinney! Guests can enjoy axe throwing, billiards, and delicious foods and drinks. Welcome to our community, @horsesaxe! We are all looking forward to your grand opening.</p>	30 +30	4 +4	35 +35


## 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

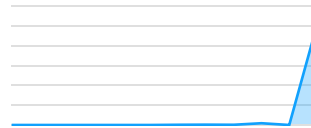
1,357



Previous period: 100%    Previous year: 100%

ESTIMATED MINUTES WATCHED

15:11:00



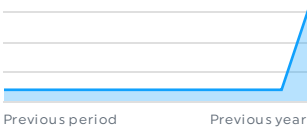
Previous period: 100%    Previous year: 100%

VIEWS BY VIDEO TITLE

Video Title	Views
Mayor Fuller - Giving Spirit of McKinney	1,263
McKinney Momentum: Episode Two w/ Mayor George Ful...	34
McKinney Momentum: Pilot Episode w/ Peter Tokar III	22
Tech and Trucks March 23 Recap Video	19
McKinney Momentum - Show Trailer	7
Madison Clark BRE Welcome	6
McKinney Momentum Podcast Trailer	5
Test Clip	1

YOUTUBE SUBSCRIBERS

16



Previous period: 700%    Previous year: 700%

## EMAIL OPEN RATES REPORT

COMMENTS

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

EMAIL DATA

Campaign Name	# Sends		Open Rate	
Q1 2023 Community	561	+561	35.47%	+35.47%
Event Follow Up	325	+325	29.72%	+29.72%
Tech and Trucks Q1 Registration	52	+52	57.69%	+57.69%
Tech and Trucks Q1 Registration for Press	43	+43	37.21%	+37.21%
Tech and Trucks Q1 Registration fixed	40	+40	57.50%	+57.50%

AVERAGE OPEN RATE

41.22%

PODCAST REPORT

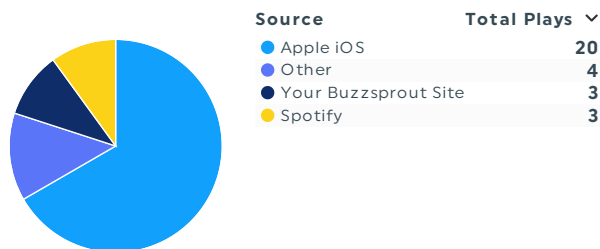
COMMENTS

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

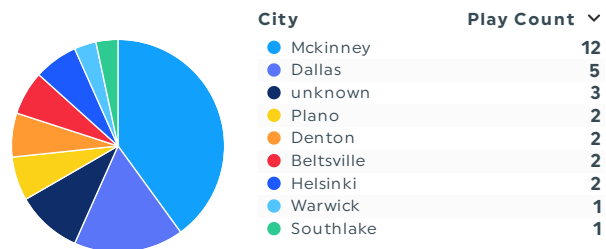
MARCH 2023

Episode Title	Last 30 Days	
McKinney Momentum: Episode Two w/ Mayor George Fuller	15	+15
McKinney Momentum - Episode 1 - Peter Tokar	15	+15

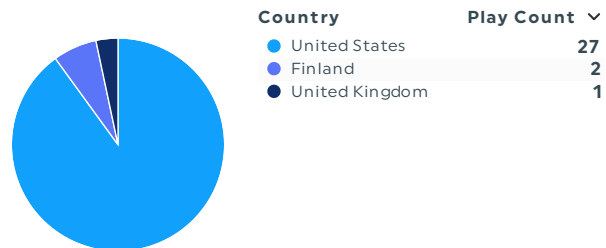
TOTAL PLAYS



LISTENS BASED ON CITY

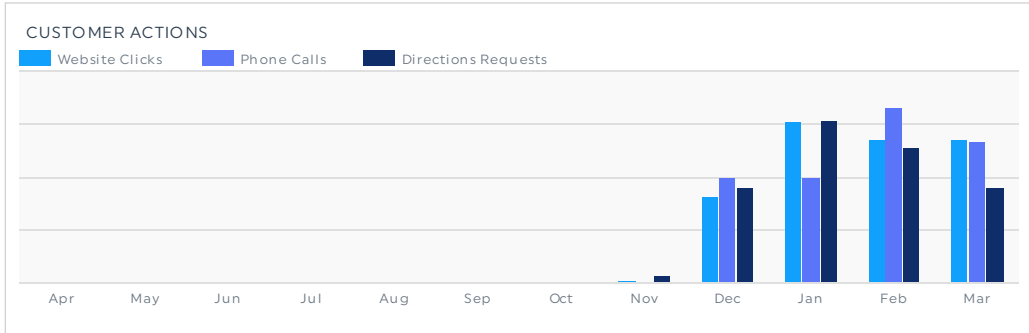
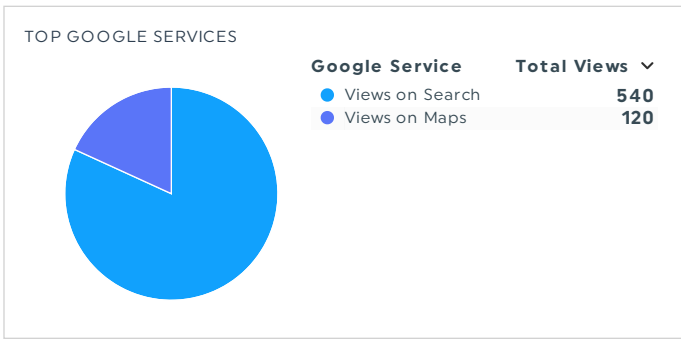
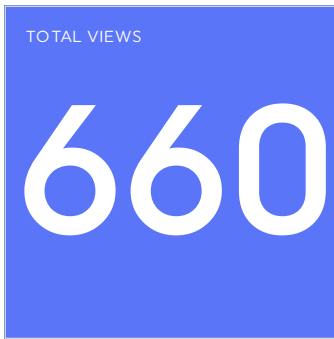


LISTENS BASED ON COUNTRY



GOOGLE MY BUSINESS RESULTS

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



NOTES

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