

WEBSITE TRAFFIC REPORT

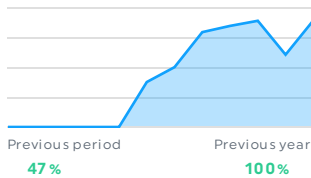
COMMENTS

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

1,437



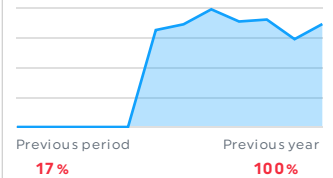
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Organic Search	684
Direct	374
Organic Social	227
Referral	146
Unassigned	5
Display	1
Paid Search	1

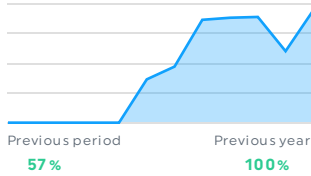
BOUNCE RATE

52.05%



TOTAL USERS

1,137

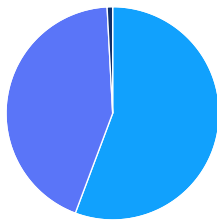


TOP SESSIONS BY LANDING PAGE

Landing page

Landing page	Sessions	Change
/	504	+44
/innovation-fund/	137	+64
(not set)	104	+21
/uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	92	+52
/leadership/	74	+13
/your-new-career-awaits/	43	+40
/announcements/review-wave/	40	+12
/board-and-agendas/	34	+19
/quality-of-life/	31	+6

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	801
mobile	625
tablet	12

TOP SESSIONS BY CITY

City	Sessions	Change
Dallas	194	+68
McKinney	154	-25
(not set)	98	+33
New York	57	+44
Los Angeles	42	+37
Chicago	33	+19
Houston	25	+15
Plano	23	-3
Frisco	19	-6
Ashburn	18	+2

LINKEDIN REPORT

COMMENTS

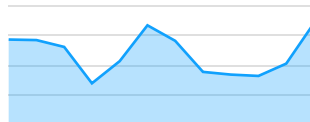
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

1,838

IMPRESSIONS

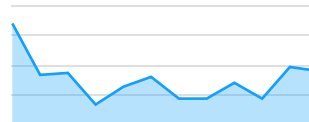
13,645



Previous period: 67%
Previous year: 17%

SHARES

27



Previous period: -7%
Previous year: 80%

LIKES

600



Previous period: 69%
Previous year: 85%

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post

● We are ready for the final day of the AT&T Byron Nelson t...	71
● Today marks the McKinney EDC's 30th anniversary! Over ...	28
● We are having a great time at the @mckinneychamber ...	21
● []We had so much fun giving away a set of Byron Nelson t...	21
● Cirrus Aircraft Breaks Ground on New Facility at McKinne...	16
● Excitement on 18! Our Board Chairman and McKinney F...	15
● McKinney Moms are the best by PAR! Happy Mothers Day...	15
● Don't miss out on all the excitement! []♀ It's the FIRST DA...	13
● Small business owners not only make a living for themse...	9
● We had a great time after the AT&T Byron Nelson yesterd...	8

COMMENTS

31



Previous period: 244%
Previous year: 107%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

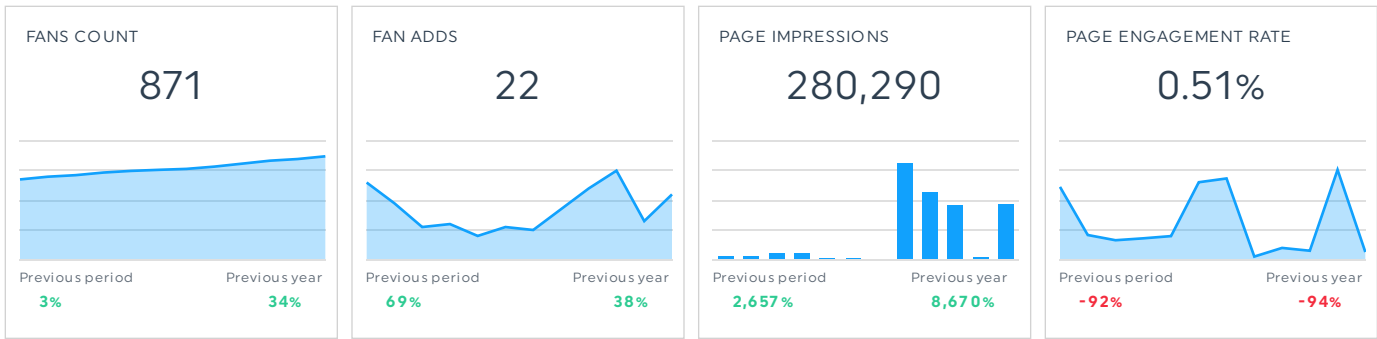
Post with image

	Engagement Rate		Likes		Clicks	
Excitement on 18! Our Board Chairman and McKinney Former Mayor @[Brian Loughmiller](urn:li:person:08smg_LxE) got hit with Min Woo Lee's golf ball while sitting on the deck of our MEDC suite. Lee threw him the ball and his glove with an apology.	37.8%	+37.8%	48	+48	390	+390
Loved having you and Don out, Jessica! We are so proud of all of our Innovation Fund partner companies.	32.5%	+32.5%	12	+12	158	+158

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>Excitement on 18! Our Board Chairman and McKinney Former Mayor Brian Loughmiller got hit with Min Woo Lee's golf ball while sitting on the deck of our MEDC suite. Lee threw him the ball</p>	22.51% +22.51%	15 +15	0	0
<p>Cirrus Aircraft Breaks Ground on New Facility at McKinney National Airport Cirrus Aircraft announced the groundbreaking for its new facility at the McKinney National Airport (TKI) in the</p>	17.46% +17.46%	16 +16	0	0

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
● We are ready for the final day of the AT&T Byron Nelson t...	71
● Today marks the McKinney EDC's 30th anniversary! Over ...	28
● We are having a great time at the @mckinneychamber ...	21
● □We had so much fun giving away a set of Byron Nelson t...	21
● Cirrus Aircraft Breaks Ground on New Facility at McKinne...	16
● Excitement on 18! Our Board Chairman and McKinney F...	15
● McKinney Moms are the best by PAR! Happy Mothers Day...	15
● Don't miss out on all the excitement!□□ It's the FIRST DA...	13
● Small business owners not only make a living for themse...	9
● We had a great time after the AT&T Byron Nelson yesterd...	8

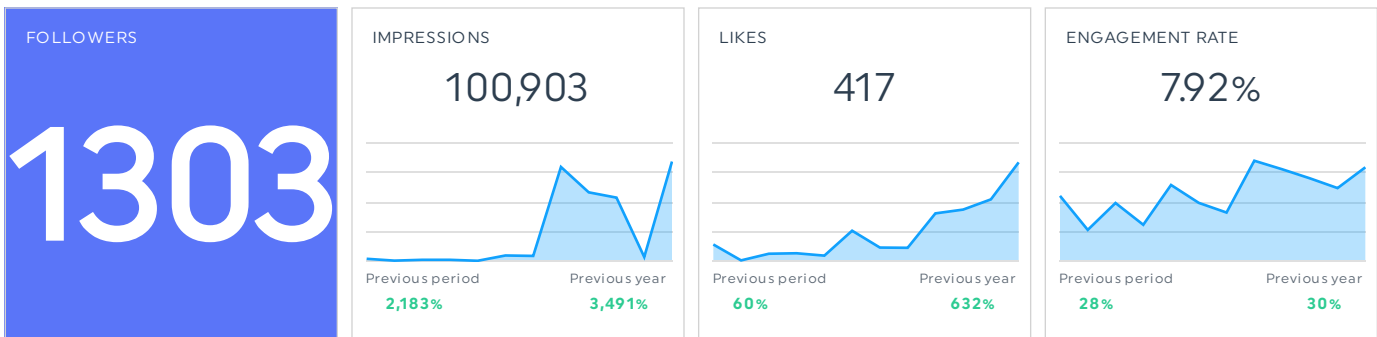
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
● We are ready for the final day of the AT&T Byron Nelson t...	7,230
● □We had so much fun giving away a set of Byron Nelson t...	599
● Small business owners not only make a living for themse...	170
● Today marks the McKinney EDC's 30th anniversary! Over ...	3
● Excitement on 18! Our Board Chairman and McKinney F...	2
● McKinney Moms are the best by PAR! Happy Mothers Day...	2
● We are having a great time at the @mckinneychamber ...	2
● In honor of National Teacher Appreciation Day, we want ...	1
● We had a great time after the AT&T Byron Nelson yesterd...	1
● Are you ready to relocate your construction business? □ ...	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>We are ready for the final day of the AT&T Byron Nelson today! Our team will be at the 17th and 18th holes today all day. The weather has held up and it has been a perfect weekend ☀️</p>	103	+103	1	+1	N/A	N/A
 <p>We have great news — El Rincon Mexican Kitchen is coming to McKinney! As a DFW locally-owned business, they understand the importance of community. Their goal is to develop meaningful connections with their guests and provide outstanding, personalized service. We can't wait to chow down at your new McKinney location, @elrincontx!</p>	48	+48	5	+5	54	+54

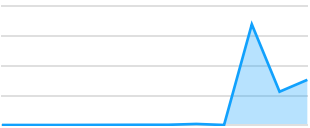
YOUTUBE REPORT

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


609



Previous period: 36% | Previous year: 100%

ESTIMATED MINUTES WATCHED

10:31:00



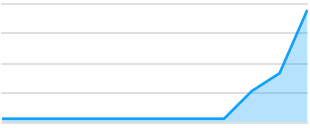
Previous period: -36% | Previous year: 100%

VIEWS BY VIDEO TITLE

Video Title	Views
● It's Almost Time for the 2023 AT&T Byron Nelson!	418
● McKinney Momentum and the McKinney Chamber of Co...	43
● The ATT Byron Nelson's Impact in McKinney	41
● McKinney Momentum - Episode 4 - Aaron Werner w/ Visi...	29
● McKinney Momentum: Lisa Hermes from the McKinney C...	25
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	19
● Madison Clark BRE Welcome	7
● "What is ILS Gummies?"	5
● Byron Nelson VIP Reception 2023	5
● McKinney Momentum: Pilot Episode w/ Peter Tokar III	5

YOUTUBE SUBSCRIBERS

57



Previous period: 128% | Previous year: 2,750%

EMAIL OPEN RATES REPORT

COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged. (No newsletters were sent in May)

OPENS

There is no data for this period

AVG OPEN RATE

There is no data for this period

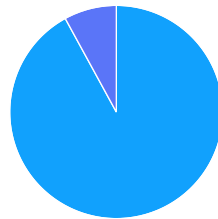
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

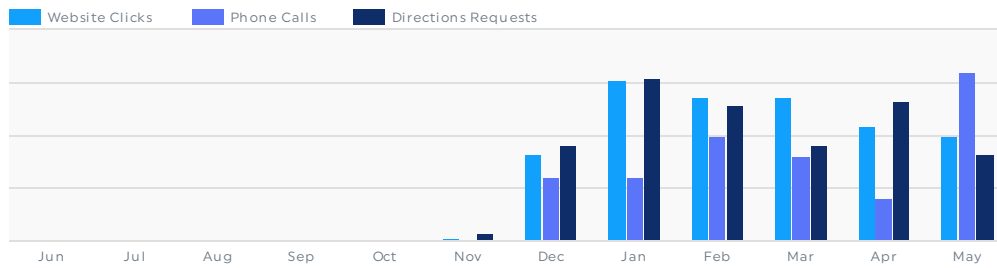
465

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	428
Views on Maps	37

CUSTOMER ACTIONS

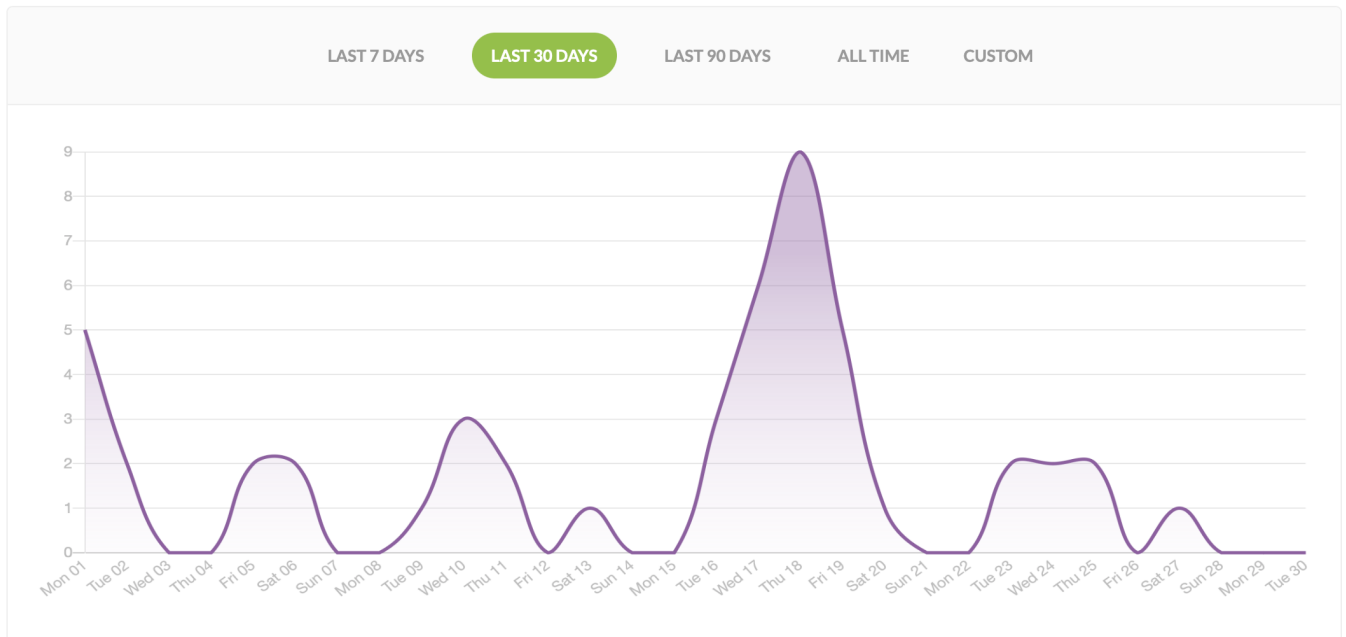


PODCAST REPORT


COMMENTS

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

49 downloads from May 01, 2023 to May 31, 2023




Top App




Spotify
46%

Top Device



Apple iPhone
77%

Top Category








Mobile
85%

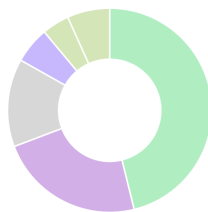
TOP EPISODES (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	101
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	30
McKinney Momentum - Episode 1 - Peter Tokar	28
McKinney Momentum: Episode 2 w/ Mayor George Fuller	27
McKinney Momentum: Lisa Hermes from the McKinney Chamber of Commerce	22






APPS

 Spotify	46%	96
 Apple Podcasts	23%	48
 Unknown Apple Apps	13%	29
 Amazon Music	5%	12
 Your Buzzsprout Site	4%	9

[See all apps](#)



DEVICES

 Apple iPhone	77%	162
 Android Phone	7%	15
 Amazon Smart Speaker	6%	13
 Apple Computer	5%	11
 Windows Computer	1%	4

