



WEBSITE TRAFFIC REPORT

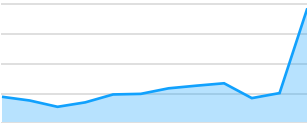
COMMENTS

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

9,665



Previous period
284%

Previous year
350%

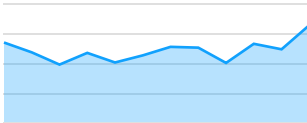
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions ▾
Paid Social	5,394
Direct	2,400
Organic Search	1,036
Referral	306
Paid Search	305
Organic Social	76
Unassigned	9
Display	3

BOUNCE RATE

65.96%

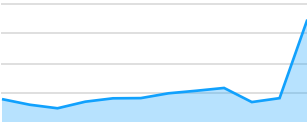


Previous period
33%

Previous year
27%

TOTAL USERS

8,685



Previous period
321%

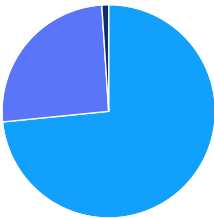
Previous year
420%

TOP SESSIONS BY LANDING PAGE

Landing page

	Sessions ▾	
/	1,691	+895
/innovation-fund/	1,050	+384
(not set)	251	+92
/global-innovation-platform-plugin-and-play-launches-new-location-in-mckinney-texas/	143	+130
/notable-employers/	117	+21
/leadership/	93	+30
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	50	+20
/quality-of-life/	41	+30

VISITS BY DEVICE TYPE



Device category	Sessions ▾
mobile	7,060
desktop	2,458
tablet	99

TOP SESSIONS BY CITY

City	Sessions ▾	
Los Angeles	1,819	+1,740
San Francisco	780	+775
San Jose	481	+457
Dallas	391	+98
(not set)	306	+68
McKinney	301	+47
Moses Lake	163	+67
Ashburn	163	+119
Cheyenne	134	+72
San Diego	131	+128

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

3129

IMPRESSIONS

15,073



Previous period
-19%
Previous year
147%

SHARES

7



Previous period
-56%
Previous year
-56%

LIKES

439



Previous period
-46%
Previous year
12%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



What an insanely great week at @ [Dallas Startup Week sponsored by Capital One] (urn:li:organization:16244946) 📍 Our

The past couple of weeks for our team have been a whirlwind of trips, conferences, speaking engagements, and overall full schedules of spreading the word about what's happening in

Engagement Rate ▾

48.8%

+48.8%

Likes

50

+50

Clicks

596

+596

29.3%

+29.3%

64

+64

483

+483

COMMENTS

15



Previous period
7%
Previous year
-44%

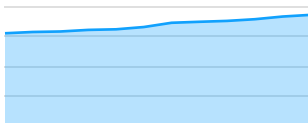
FACEBOOK REPORT

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

1,117



Previous period
2%
Previous year
22%

FAN ADDS

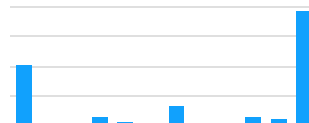
19



Previous period
-37%
Previous year
138%

PAGE IMPRESSIONS

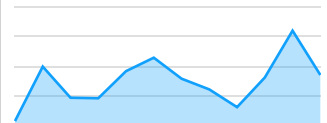
388,282



Previous period
1,716%
Previous year
25%

PAGE ENGAGEMENT RATE

2.55%



Previous period
-47%
Previous year
1,095%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

		Engagement Rate ▾	Total Reactions		Post Comments		Post Shares	
	Tyler Kingston Mercantile, a family-owned retail store, has officially landed in McKinney! 📍 Explore their collection of apparel, home decor, and novelty gifts. Be sure to visit and explore the	7.46%	+7.46%	9	+9	0	=	5 +5
	All aboard the new downtown trolley in McKinney! 🚊 Operating for free Thursdays through Saturdays, the trolley is here to connect you to the heart of our city's rich history. Hop on and off to enjoy all	6.71%	+6.71%	9	+9	0	=	0 =

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post

● Here we GROW again! Two new roles we're looking to fill ...		83
● Tyler Kingston Mercantile, a family-owned retail store, ha...		40
● Mark your calendars for the tenth juried indoor Art Festi...		18
● Plug and Play, a leading innovation platform, has landed ...		13
● Plug and Play is behind the scenes, boosting jobs and fue...		10
● All aboard the new downtown trolley in McKinney! 🚊 Ope...		9
● Welcome Cubana Grille to McKinney! 📍 This upscale Niger...		8
● Aside from its ideal location and safe neighborhoods, Mc...		4
● Safety and freedom are pillars in McKinney. 📍 McKinney l...		3
● Congrats to these 4 organizations on receiving the 2024...		3

TOP POSTS BY VIRALITY IMPRESSIONS

Post

● Here we GROW again! Two new roles we're looking to fill ...		11,075
● Mark your calendars for the tenth juried indoor Art Festi...		2,232
● Plug and Play is behind the scenes, boosting jobs and fue...		1,471
● Tyler Kingston Mercantile, a family-owned retail store, ha...		1,455
● Congrats to these 4 organizations on receiving the 2024...		1,213
● Plug and Play, a leading innovation platform, has landed ...		217
● Safety and freedom are pillars in McKinney. 📍 McKinney l...		0
● Welcome Cubana Grille to McKinney! 📍 This upscale Niger...		0
● Aside from its ideal location and safe neighborhoods, Mc...		0
● All aboard the new downtown trolley in McKinney! 🚊 Ope...		0

INSTAGRAM REPORT

COMMENTS

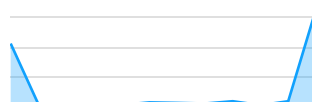
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

1664

IMPRESSIONS

131,382



1,699% 20%

LIKES

150



-25% 36%

ENGAGEMENT RATE



7.12%



52% 28%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

		Likes ▾		Comments		Engagement	
	Thanks for the shoutout, @dallastexas_tv ! We love it here! 📍	48	+48	0	=	48	+48
	All aboard the new downtown trolley in McKinney! 🚊 Operating for free Thursdays through Saturdays, the trolley is here to connect you to the heart of our city's rich history. Hop on and off to enjoy all the charm and culture McKinney has to offer! #mckinneytx #downtownmckinney #freetrolley #historicaldistrict #visitmckinney #culturalalexperience	33	+33	3	+3	39	+39

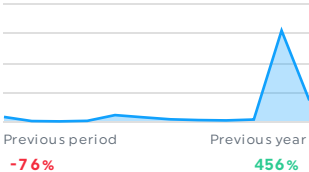
YOUTUBE REPORT

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

1,111



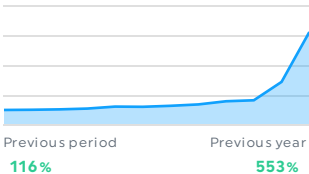
VIEWS BY VIDEO TITLE

Video Title

Why Choose McKinney	690
Blue Screen of Death? McKinney IT and Cyber Security E...	29
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	27
EDC 101 - Show Trailer	16
EDC 101 Ep 3 - Site Selection and SCOUT	13
Improving the Customer Experience with Data - with Ra...	13
Where does the money come from? EDC 101 Episode 1	11
What is business attraction vs retention? EDC 101 Episod...	10
Practical and Insightful Leadership with Shawn Pratt, MIS...	9
Providential Media Group Merger Announcement	9

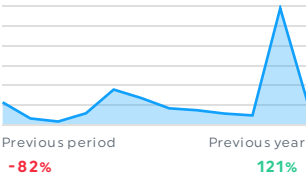
YOUTUBE SUBSCRIBERS

470



ESTIMATED MINUTES WATCHED

12:52:00



EMAIL OPEN RATES REPORT

COMMENTS

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

OPEN RATE

There is no data for this period

AVG OPEN RATE

40.32%

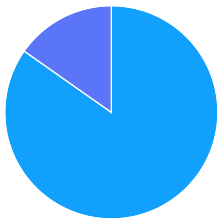
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

649

TOP GOOGLE SERVICES



Google Service

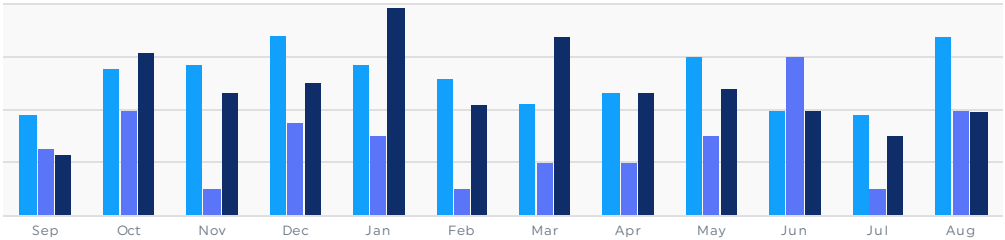
- Views on Search
- Views on Maps

Total Views

550
99

CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests



PODCAST REPORT

COMMENTS

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

28 downloads from Aug 01, 2024 to Aug 31, 2024

LAST 7 DAYS LAST 30 DAYS LAST 90 DAYS ALL TIME

CUSTOM

Aug 01, 2024



TO

Aug 31, 2024



Update Stats

