

WEBSITE TRAFFIC REPORT

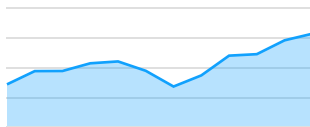
COMMENTS

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

3,144



Previous period
8%

Previous year
222%

TOP TRAFFIC SOURCES

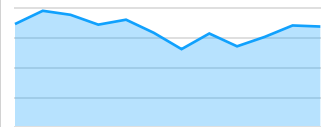
Session Default Channel Grouping

Sessions ▾

Direct	1,282
Paid Search	876
Organic Search	740
Referral	182
Organic Social	29
Unassigned	3
Display	2

BOUNCE RATE

50.80%



Previous period
-1%

Previous year
14%

TOTAL USERS

2,689



Previous period
9%

Previous year
272%

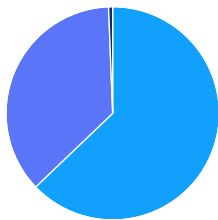
TOP SESSIONS BY LANDING PAGE

Landing page

Sessions ▾

/innovation-fund/	1,338	+142
/	1,121	-16
(not set)	169	+29
/leadership/	98	+29
/review-wave/	57	+20
?mc_cid=f9f75621cd&mc_eid=HAVDVE	54	+54
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	50	+14
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	31	-20

VISITS BY DEVICE TYPE



Device category

Sessions ▾

desktop	1,958
mobile	1,138
tablet	19

TOP SESSIONS BY CITY

City

Sessions ▾

Los Angeles	241	+24
McKinney	219	+27
Dallas	196	+10
Chicago	164	+19
Moses Lake	155	+30
(not set)	144	-28
Des Moines	131	+19
Cheyenne	128	+66
San Antonio	122	+14
Washington	95	+4

LINKEDIN REPORT

COMMENTS

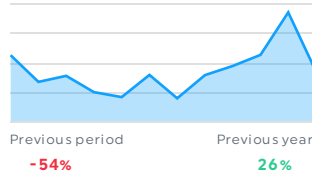
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

2,734

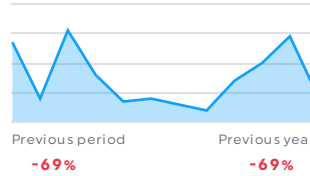
IMPRESSIONS

10,257



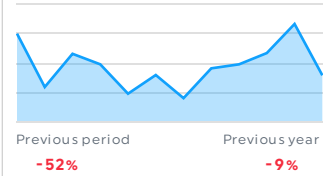
SHARES

9



LIKES

317



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



In a unique partnership, we had the pleasure of cosponsoring today's @ [North Texas Commercial Association of Realtors \ (NTCAR\)]

Engagement Rate ▾

40.8%

+40.8%

Likes

69

+69

Clicks

678

+678



□ Please join us Tuesday, April 16th at the @ [North Texas Commercial Association of Realtors \ (NTCAR\)] (urn:li:organization:688244) Q2

9.7%

+9.7%

25

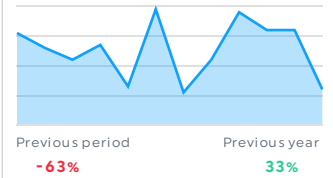
+25

43

+43

COMMENTS

12



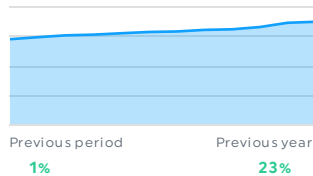
FACEBOOK REPORT

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.

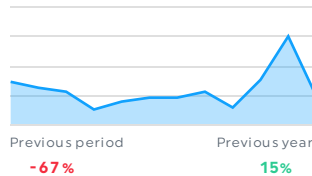
FANS COUNT

1,047



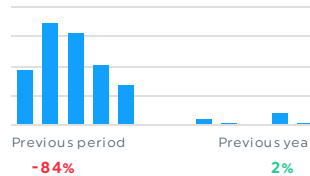
FAN ADDS

15



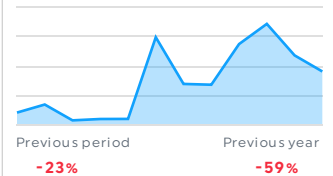
PAGE IMPRESSIONS

10,355



PAGE ENGAGEMENT RATE

1.82%



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 Exciting news, North McKinney! 📍 A new Chick-fil-A location is coming soon to our area! With this new location opening up, you and your family can surely Eat Mor Chikin. 📍 • • • #CFA #Newrestaurants	17.36% +17.36%	5 +5	1 +1	0 =
 Exciting news for McKinney! 📍 We are thrilled to introduce Tupps Brewery's new space, set to be a catalyst for growth in the McKinney area. With an expanded taproom, outdoor bar, and	13.33% +13.33%	15 +15	1 +1	0 =

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post

● Exciting news for McKinney! 📍 We are thrilled to introduc...	16
● Spring is here, and so is the Arts In Bloom Festival in Dow...	10
● The CJ Cup Byron Nelson returns to McKinney's TPC Crai...	8
● Get ready to tee off at THE CJ CUP Byron Nelson! 📍 We ...	8
● North Texas' innovation ecosystem is getting a jolt of en...	7
● Exciting News! 📍 The McKinney Community Developmen...	7
● Exciting news, North McKinney! 📍 A new Chick-fil-A locati...	6
● 📍 Look up, West McKinney! Our skyline is about to chan...	6
● McKinney has once again proven itself as a beacon for b...	5
● 📍 Happy Earth Day! 📍 We'd like to take a moment to high...	2

TOP POSTS BY VIRALITY IMPRESSIONS

Post

● North Texas' innovation ecosystem is getting a jolt of en...	2,079
● Get ready to tee off at THE CJ CUP Byron Nelson! 📍 We ...	1,789
● Spring is here, and so is the Arts In Bloom Festival in Dow...	1,611
● The CJ Cup Byron Nelson returns to McKinney's TPC Crai...	1,506
● 📍 Look up, West McKinney! Our skyline is about to chan...	40
● 📍 Happy Earth Day! 📍 We'd like to take a moment to high...	0
● Exciting news, North McKinney! 📍 A new Chick-fil-A locati...	0
● McKinney has once again proven itself as a beacon for b...	0
● Exciting News! 📍 The McKinney Community Developmen...	0
● Exciting news for McKinney! 📍 We are thrilled to introduc...	0

INSTAGRAM REPORT

COMMENTS

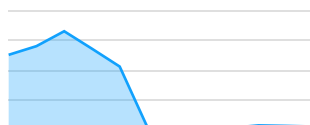
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

1622

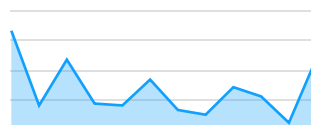
IMPRESSIONS

4,209



LIKES

303





ENGAGEMENT RATE

6.37%



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

	Likes ▾	Comments	Engagement
 *GIVEAWAY CLOSED! Congrats to our winners! Time for a GIVEAWAY! THE CJ CUP Byron Nelson is almost here, and we want YOU to enjoy this incredible experience! We're giving you 4 chances to win 2 tickets each to this year's tournament. To enter for a chance to win two tickets, follow these instructions: 1. Follow us @unique_mckinney 2. Like this post 3. Tag	136 +136	146 +146	283 +283
 Some of our team and the McKinney Plug and Play crew had a blast today at the District 121 parking deck for totality viewing! Where did you watch from?	31 +31	0 =	31 +31

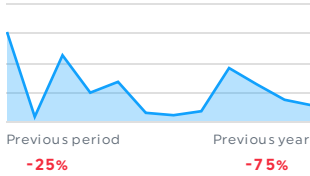
YOUTUBE REPORT

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

114



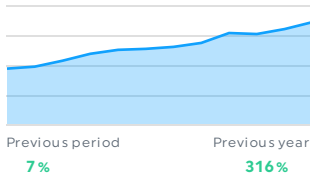
VIEWS BY VIDEO TITLE

Video Title

Empowering the next wave of MISD students: Sheila Due ...	30
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	12
VISIT MCKINNEY PROMO 1	6
Corporations linking arms with startups via Plug and Pla...	5
Ep18SheilaDue Rough	5
"What is ILS Gummies?"	4
HUGS Cafe is empowering employees for success #mcki...	4
Improving the Customer Experience with Data - with Ra...	4
It's Almost Time for the 2023 AT&T Byron Nelson!	4
McKinney has everything startups need to make their dre...	3

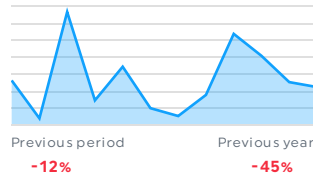
YOUTUBE SUBSCRIBERS

104



ESTIMATED MINUTES WATCHED

08:57:00



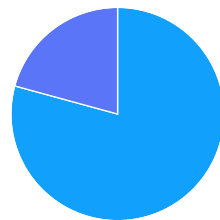
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

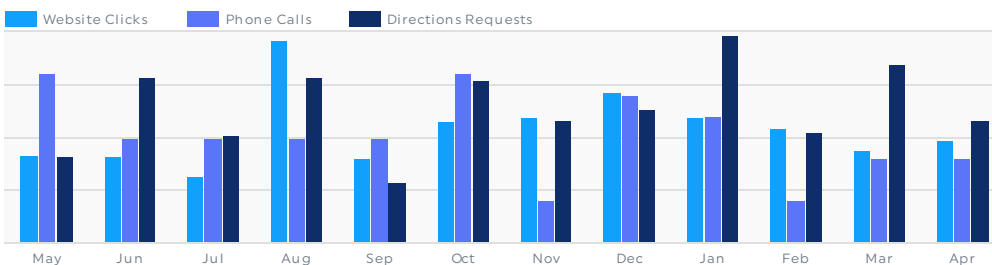
636

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	504
Views on Maps	132

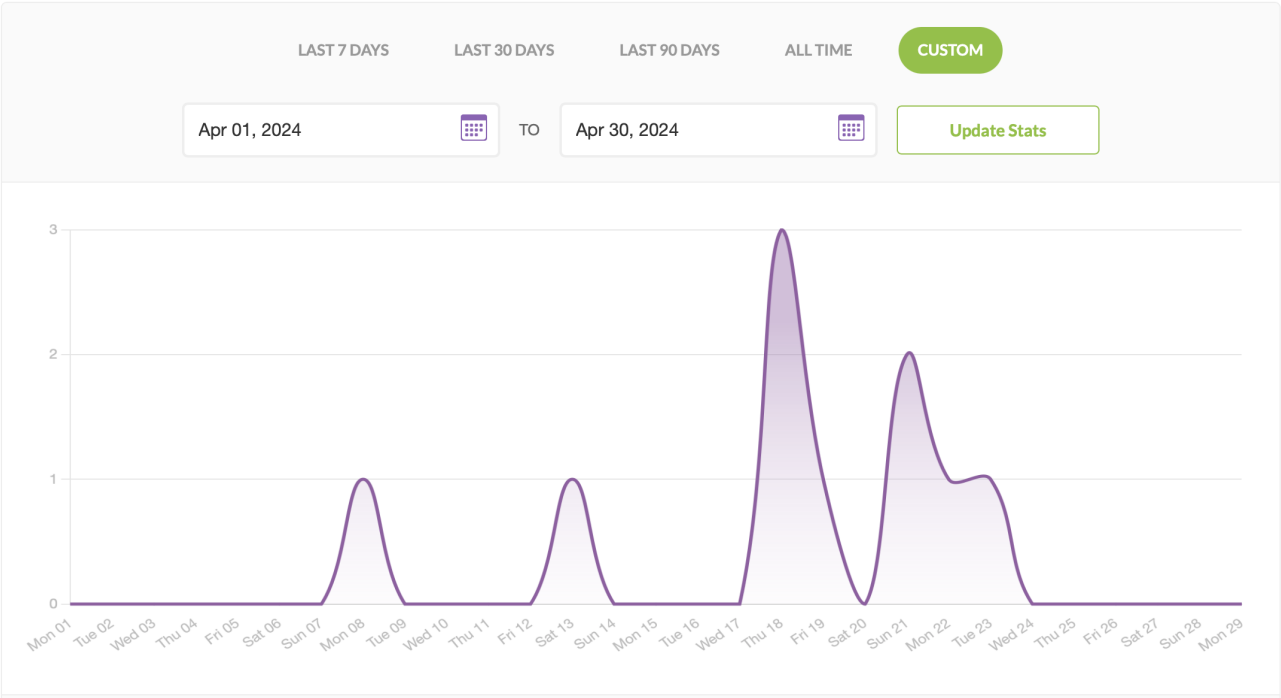
CUSTOMER ACTIONS



COMMENTS

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

10 downloads from Apr 01, 2024 to Apr 30, 2024



Top Episodes (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	123
McKinney Momentum: Episode 2 w/ Mayor George Fuller	47
McKinney Momentum - Episode 1 - Peter Tokar	42
Never miss a moment with startup StadiumDrop - McKinney Momentum	41
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	40

See all episodes

Top Apps (Last 5 Episodes)

Apple Podcasts	51%	64
Pocket Casts	22%	28
Your Buzzsprout Site	15%	19
Spotify	5%	7
Web Browser	4%	5

See more apps