

### WEBSITE TRAFFIC REPORT

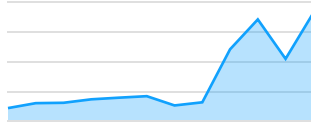
1

#### COMMENTS

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

14,576



Previous period: 74%  
Previous year: 969%

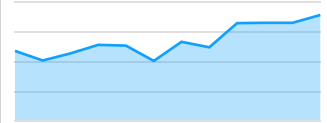
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

Channel Grouping	Sessions
Organic Social	10,220
Paid Social	1,685
Direct	1,154
Organic Search	939
Referral	290
Organic Shopping	48
Unassigned	20
Paid Search	9
Paid Other	3
Display	1

#### BOUNCE RATE

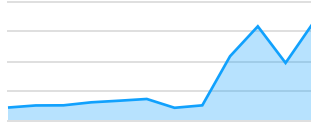
71.46%



Previous period: 8%  
Previous year: 82%

#### TOTAL USERS

13,208

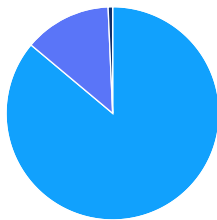


Previous period: 70%  
Previous year: 989%

#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	10,762 +3,653
/innovation-fund/	470 +168
(not set)	322 +134
/mckinney-expands-innovation-fund-to-boost-global-startup-ecosystem/	180 +180
/meet-mckinney-x-smartcities-2/	172 +172
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	103 -12
/notable-employers/	92 -4
/leadership/	64 -25

#### VISITS BY DEVICE TYPE



Device category	Sessions
mobile	12,457
desktop	1,913
tablet	99

#### TOP SESSIONS BY CITY

City	Sessions
Los Angeles	2,332 +844
San Francisco	1,071 +206
Barcelona	893 +881
(not set)	720 +323
San Jose	540 +57
San Diego	438 +245
McKinney	311 +63
Dallas	259 -38
Anaheim	164 +29
Sacramento	162 +77

## LINKEDIN REPORT

### COMMENTS

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

### FOLLOWERS

# 3352

### IMPRESSIONS

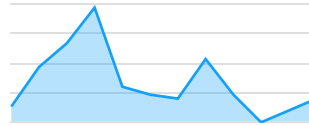
## 18,486



Previous period: 282%  
Previous year: 281%

### SHARES

## 6



Previous period: 100%  
Previous year: 0%

### LIKES

## 705



Previous period: 376%  
Previous year: 333%

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

#### Post with image



Help us celebrate our SVP, @[Michael Talley](urn:li:person:W-fdQg5tjU)! Michael won an award earlier this year for being a Top 50 Economic

#### Engagement Rate ▾

#### Likes

#### Clicks

27.0% +27.0% 114 +114 310 +310

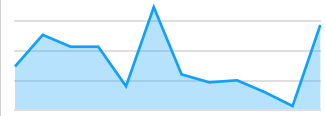


Reflecting on an Inspiring Smart Cities Expo World Congress in Barcelona! A big thank you to the incredible teams who made our

20.1% +20.1% 60 +60 297 +297

### COMMENTS

## 43



Previous period: 2,050%  
Previous year: 291%

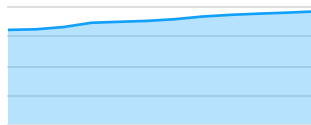
## FACEBOOK REPORT

### 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

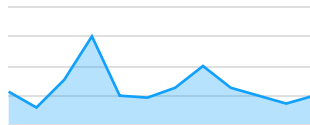
## 1,151



Previous period: 1%  
Previous year: 21%

### FAN ADDS

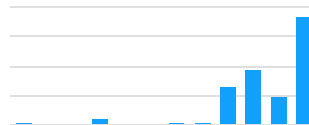
## 15



Previous period: 36%  
Previous year: 7%

### PAGE IMPRESSIONS

## 1,110,973



Previous period: 270%  
Previous year: 35,124%



### PAGE ENGAGEMENT RATE

## 2.05%



Previous period: -42%  
Previous year: 47%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 If you haven't heard about Maverick Power, a new company located in McKinney, you'll hearing more, because they're making waves. Tom Currier and his team are winning awards for their massive	4.79% <span>+4.79%</span>	N/A	N/A	N/A
 "Honor to the soldier and sailor everywhere, who bravely bears his country's cause. Honor, also, to the citizen who cares for his brother in the field and serves, as he best can, the same cause." –	4.40% <span>+4.40%</span>	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
Just over four years in, and we're just getting started! We...	54
One of the fastest-growing companies on the Dallas Bus...	4
"Honor to the soldier and sailor everywhere, who bravely ...	4
If you haven't heard about Maverick Power, a new compa...	3
Have a very Happy Thanksgiving, from all of us at the ME...	1
It's Small Business Saturday here in McKinney, and there's...	0
Happy National Entrepreneurs Day from the McKinney E...	0

TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
Just over four years in, and we're just getting started! We...	6,512
One of the fastest-growing companies on the Dallas Bus...	635
It's Small Business Saturday here in McKinney, and there's...	0
Have a very Happy Thanksgiving, from all of us at the ME...	0
Happy National Entrepreneurs Day from the McKinney E...	0
If you haven't heard about Maverick Power, a new compa...	0
"Honor to the soldier and sailor everywhere, who bravely ...	0

INSTAGRAM REPORT

COMMENTS


Summary of all activity monthly for the unique\_mckinney instagram account.

FOLLOWERS

# 1,713

IMPRESSIONS


## 9,042



Previous period: 317% | Previous year: 501%

LIKES

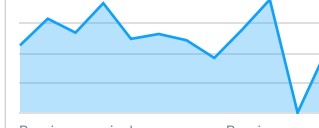
## 52



Previous period: 189% | Previous year: -35%

ENGAGEMENT RATE

## 5.06%



Previous period: 100% | Previous year: -14%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 Just over four years in, and we're just getting started! We've recently updated and boosted the Innovation Fund, offering up to \$200K in non-diluted funding for early-stage startups and up to \$500K for later-stage companies moving HQ to McKinney. Since 2020, the MEDC has helped 45 startups create an estimated 931 jobs with salaries averaging \$80K.	14 <span>+14</span>	2 <span>+2</span>	17 <span>+17</span>
 Happy National Entrepreneurs Day from the McKinney Economic Development Corporation! Today, we celebrate the innovators, risk-takers, and trailblazers who drive McKinney's thriving business community. From startups to established businesses, entrepreneurs are the backbone of our local economy, fueling innovation, creating jobs,	12 <span>+12</span>	2 <span>+2</span>	16 <span>+16</span>

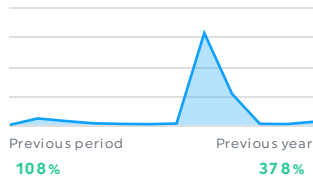
## YOUTUBE REPORT

### 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

239



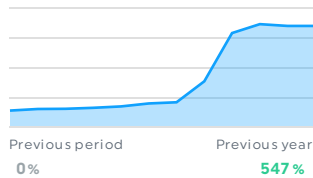
### VIEWS BY VIDEO TITLE

#### Video Title

Be a Maverick and disrupt industries - Tom Currier with M...	118
Where did Maverick Power Get its name?	15
VISIT MCKINNEY PROMO 1	12
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	10
Improving the Customer Experience with Data - with Ra...	8
Blue Screen of Death? McKinney IT and Cyber Security E...	8
"What is ILS Gummies?"	6
Sportstech partnerships & the World Cup 2026 - with Rik...	6
HUGS Cafe is empowering employees for success #mcki...	6
Empowering the next wave of MISD students: Sheila Due ...	5

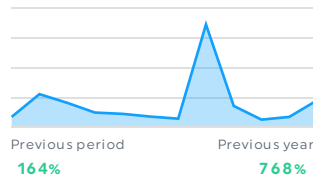
### YOUTUBE SUBSCRIBERS

511



### DT:ESTIMATEDMINUTESWATCHED

1,120



## EMAIL OPEN RATES REPORT

### COMMENTS

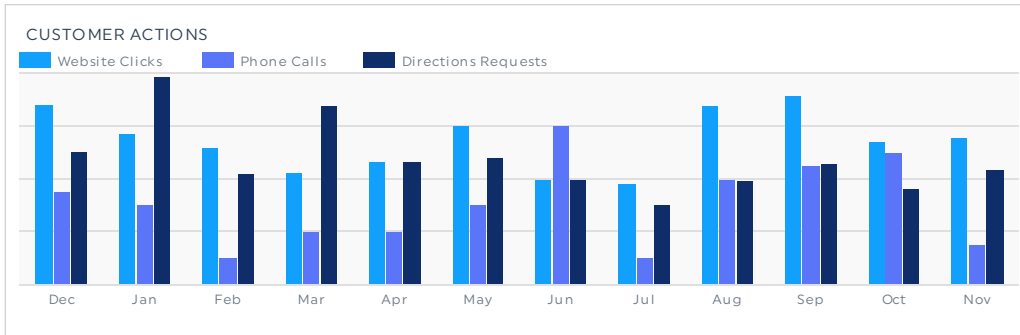
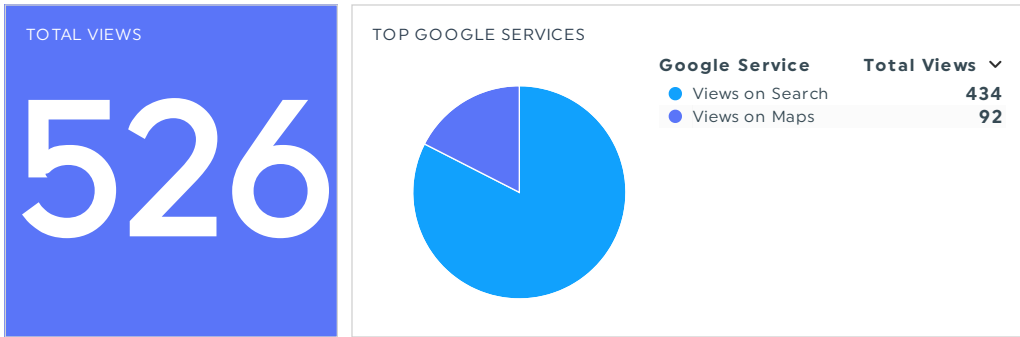
This report provides email open rate data per campaign and the open rate over the quarter, averaged.

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.



# PODCAST REPORT

## COMMENTS

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



## 73 downloads in the last 30 days.

- LAST 7 DAYS
- LAST 30 DAYS**
- LAST 90 DAYS
- ALL TIME
- CUSTOM

