

WEBSITE TRAFFIC REPORT

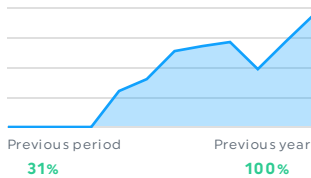
1

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

1,884



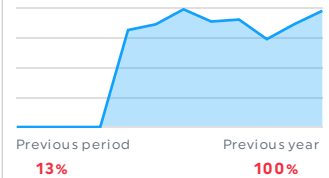
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel	Sessions
Organic Search	892
Organic Social	475
Direct	383
Referral	122
Unassigned	9
Display	3

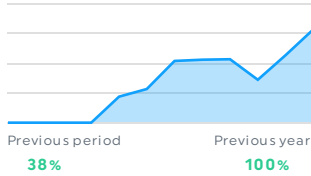
BOUNCE RATE

58.76%



TOTAL USERS

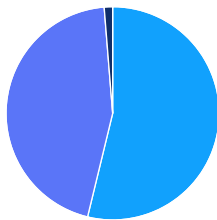
1,572



TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	Change
/	735	+231
(not set)	122	+18
/uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	90	-2
/innovation-fund/	77	-60
/leadership/	68	-6
/quality-of-life/	45	+14
/announcements/review-wave/	33	-7
/history-of-mckinney/	31	+9
/demographics/	20	+13

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	1,015
desktop	848
tablet	24

TOP SESSIONS BY CITY

City	Sessions	Change
Dallas	234	+40
McKinney	173	+19
(not set)	129	+31
New York	68	+11
Los Angeles	66	+24
Toronto	59	+58
Chicago	44	+11
Frisco	29	+10
Plano	22	-1
Fort Worth	16	+5

LINKEDIN REPORT

COMMENTS

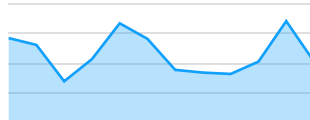
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

1,882

IMPRESSIONS

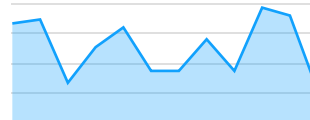
8,191



Previous period: -40%
Previous year: -28%

SHARES

8



Previous period: -70%
Previous year: -84%

LIKES

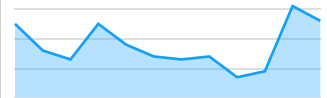
238



Previous period: -60%
Previous year: -53%

COMMENTS

26



Previous period: -16%
Previous year: 18%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

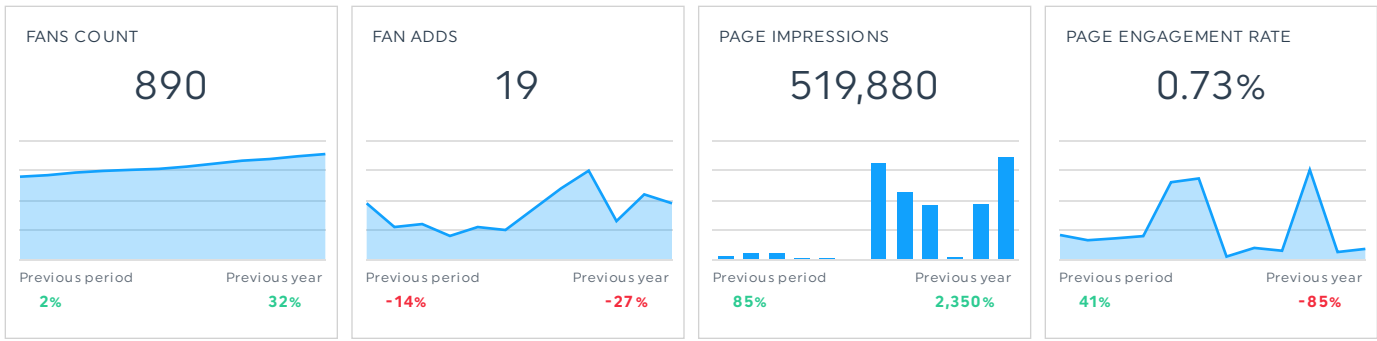
Post with image

	Engagement Rate ▾	Likes	Clicks
We had a great morning yesterday at the @ [REDnews] (urn:li:organization:319651) Office Summit in Dallas - great minds in the room and great way to stay connected with this current real estate climate.	25.3% +25.3%	12 +12	140 +140
Did you know today is National Seflie Day? We did, and we took the opportunity to snap a shot of our whole team! Well, our BRE & Workforce Director Madison was traveling today on business, so we harnessed the power of Photoshop's Generative Fill to add her in - it's like she wasn't even gone!	24.1% +24.1%	31 +31	179 +179

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>Did you know today is National Seflie Day? We did, and we took the opportunity to snap a shot of our whole team! Well, our BRE & Workforce Director Madison was traveling today on business, so we</p>	12.52%	+12.52%	19	+19	1	+1	1	+1
<p>COMPANY SPOTLIGHT // We are proud to highlight Albers Aerospace, an innovative, veteran-owned business based in McKinney, Texas. ☐ With primary focuses on engineering solutions, aviation,</p>	7.32%	+7.32%	6	+6	0	=	0	=

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
In honor of the first day of summer, we recommend exp...	36
Did you know today is National Seflie Day? We did, and w...	33
COMPANY SPOTLIGHT // Herbal Goodness is a women-o...	6
COMPANY SPOTLIGHT // We are proud to highlight Albe...	6
"My father didn't do anything unusual. He only did what d...	5
Are you considering moving your financial business to M...	5
School is out, and we hope your children are having a gre...	5
Congratulations to all of the 2023 McKinney grads! ☐ We ...	4
Are you ready to revolutionize your industry? Our Innov...	2

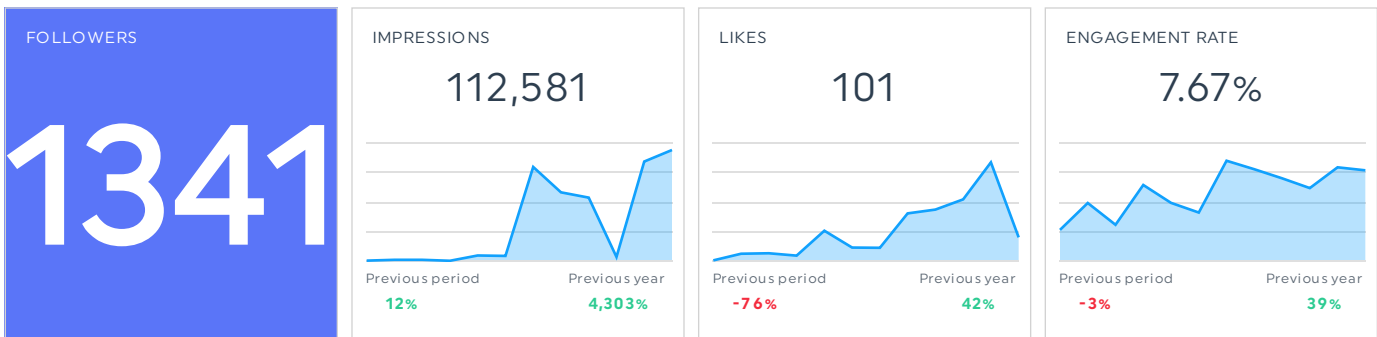
TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
In honor of the first day of summer, we recommend exp...	1,248
Did you know today is National Seflie Day? We did, and w...	312
Are you considering moving your financial business to M...	77
"My father didn't do anything unusual. He only did what d...	0
Are you ready to revolutionize your industry? Our Innov...	0
COMPANY SPOTLIGHT // Herbal Goodness is a women-o...	0
COMPANY SPOTLIGHT // We are proud to highlight Albe...	0
Congratulations to all of the 2023 McKinney grads! ☐ We ...	0
School is out, and we hope your children are having a gre...	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>In honor of the first day of summer, we recommend exploring everything our incredible community has to offer! Here are a few of our top activities you can enjoy in McKinney: ☐ Shop at @downtownmckinney ☐ Play a round of golf at the @oakhollowgc ☐ Explore the @heardmuseum_connectwithnature * Walk around @adriaticavillage ☐ Indulge in delicious</p>	50	+50	5	+5	55	+55
 <p>COMPANY SPOTLIGHT // We are proud to highlight Albers Aerospace, an innovative, veteran-owned business based in McKinney, Texas. ☐ With primary focuses on engineering solutions, aviation, innovative technologies, and aerospace manufacturing, they passionately serve our nation and those who keep it safe. Thank you for your hard work and</p>	15	+15	0	=	15	+15

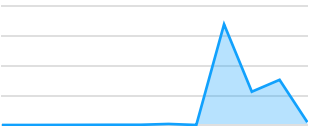
YOUTUBE REPORT

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

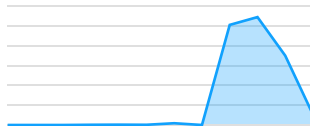
38



Previous period: -94%
Previous year: 100%

ESTIMATED MINUTES WATCHED

01:34:00



Previous period: -85%
Previous year: 100%

VIEWS BY VIDEO TITLE

Video Title	Views
● McKinney Momentum: Angie Woods from the McKinney ...	10
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	10
● McKinney will rally and support ANYONE	5
● "What is ILS Gummies?"	2
● Madison Clark BRE Welcome	2
● McKinney Momentum - Episode 4 - Aaron Werner w/ Visi...	2
● McKinney Momentum and the McKinney Chamber of Co...	2
● McKinney Momentum: Lisa Hermes from the McKinney C...	2
● "McKinney is the reason that I am where I am"	1
● Mayor Fuller - Giving Spirit of McKinney	1

YOUTUBE SUBSCRIBERS

59



Previous period: 4%
Previous year: 2,850%

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

Campaign Name	# Opens	# Sends
Q1 2023 Innovation	54 +54	113 +113

AVG OPEN RATE

47.79%

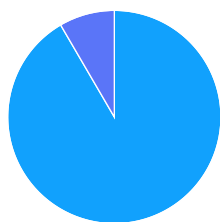
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

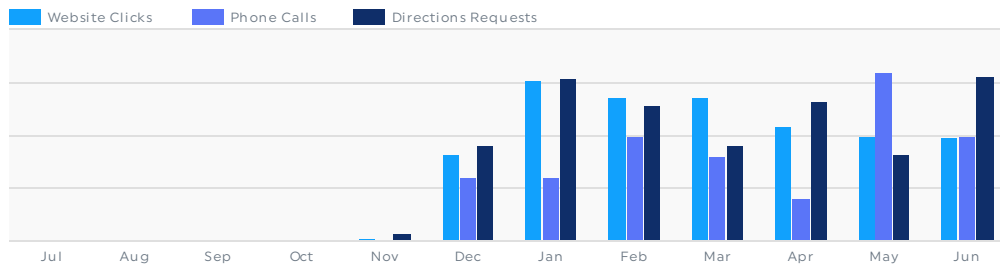
464

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	425
Views on Maps	39

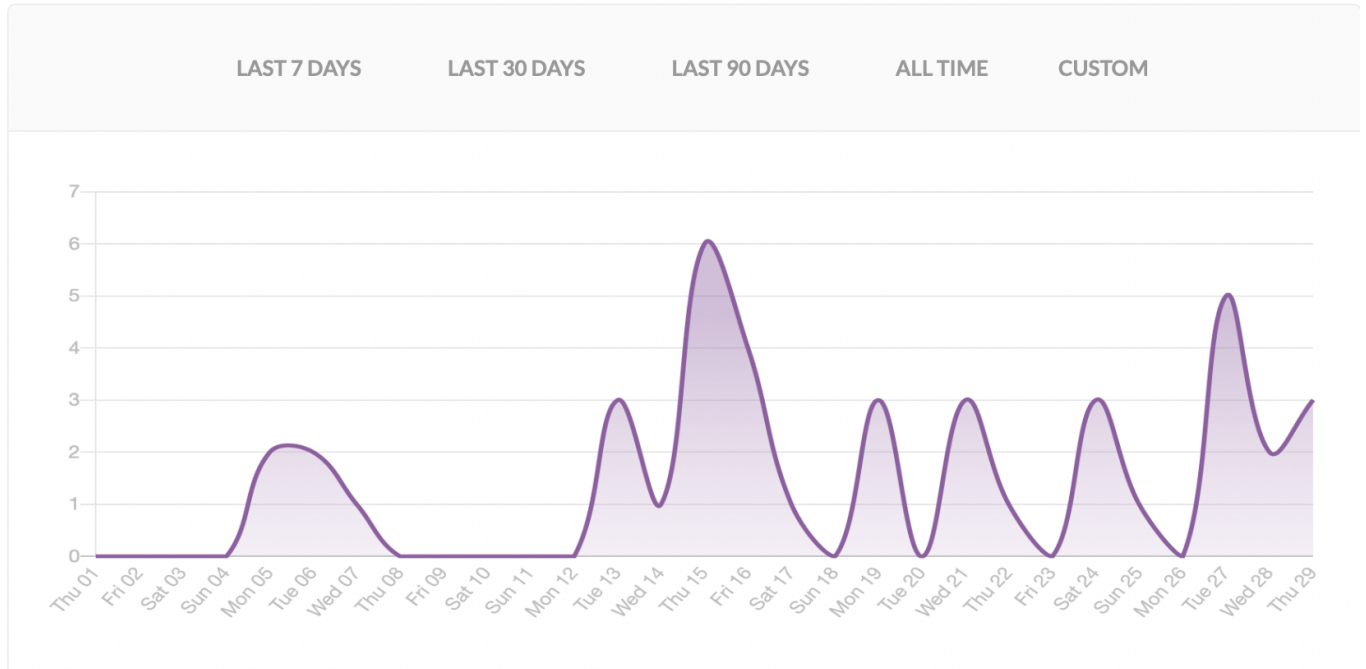
CUSTOMER ACTIONS



COMMENTS

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

41 downloads from Jun 01, 2023 to Jun 30, 2023



First 30 days of the last 6 episodes.



TOP EPISODES (All Time)

- McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark **107**
- McKinney Momentum: Episode 2 w/ Mayor George Fuller **33**
- McKinney Momentum - Episode 1 - Peter Tokar **31**
- McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark **31**
- McKinney Momentum: Angie Woods from the McKinney Community Development Corporation **31**

TOP APPS (Last 5 Episodes)

Spotify	41%	95
Apple Podcasts	33%	76
Unknown Apple Apps	10%	25
Your Buzzsprout Site	5%	13
Amazon Music	3%	8

[See more apps](#)

Top App

Spotify
41%

Top Device

Apple iPhone
80%

Top Category

Mobile
86%

APPS

Spotify	41%	95
Apple Podcasts	33%	76
Unknown Apple Apps	10%	25
Your Buzzsprout Site	5%	13
Amazon Music	3%	8

