

## WEBSITE TRAFFIC REPORT

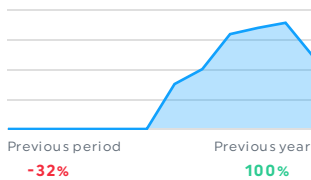
## COMMENTS

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

975



## TOP TRAFFIC SOURCES

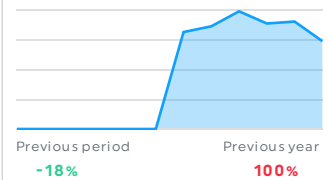
## Session Default Channel Grouping

Sessions ▾

Organic Search	540
Direct	230
Referral	158
Organic Social	43
Display	2
Unassigned	2

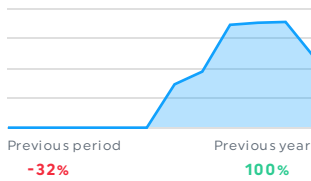
## BOUNCE RATE

44.41%



## TOTAL USERS

723



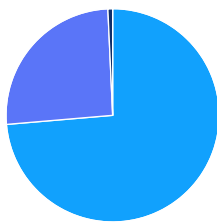
## TOP SESSIONS BY LANDING PAGE

## Landing page

Sessions ▾

/	460	-44
(not set)	83	-41
/innovation-fund/	73	-55
/leadership/	61	-18
/uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	40	+40
/announcements/review-wave/	28	-8
/quality-of-life/	25	-14
/history-of-mckinney/	23	-19
/retention-and-expansion/	16	+3

## VISITS BY DEVICE TYPE



## Device category

Sessions ▾

desktop	718
mobile	250
tablet	7

## TOP SESSIONS BY CITY

## City

Sessions ▾

McKinney	179	-33
Dallas	126	-85
(not set)	65	-7
Plano	26	-2
Frisco	25	-5
Richardson	22	+5
Ashburn	16	-4
Chicago	14	-16
New York	13	-36
Carrollton	13	+7

# LINKEDIN REPORT

## COMMENTS

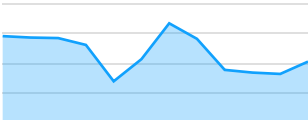
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

## FOLLOWERS

1,774

## IMPRESSIONS

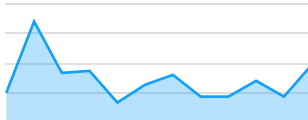
8,186



Previous period 25% Previous year 7%

## SHARES

29



Previous period 123% Previous year 7%

## LIKES

354



Previous period 13% Previous year 4%

## TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● COMPANY SPOTLIGHT// Have you ever wanted a snack f...	48
● We are just a few short weeks away from the Byron Nelso...	43
● Expand your business in a community that cares about y...	8
● Congratulations to ILS and welcome to McKinney! To you...	7
● Have you heard?! Eggmania is opening its FIRST Texas lo...	7
● This Wednesday at 6pm, be a part of a town hall meeting...	6
● Happy Easter from your friends at the McKinney EDC! ☐ ...	5
● Join us for an open house to give residents an overview ...	5
● Happy April! ☐ The Easter Egg Splash is happening at the ...	4
● We had the honor to celebrate with Andrew (Dru) Riess Il...	4

## COMMENTS

9



Previous period 29% Previous year -40%

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

### Post with image

"Brokers and developers have no interest in investing in a community that won't invest in itself. The leadership and staff at @ [City of McKinney] (urn:li:organization:58485) have shown that investing into our community is a high priority." -@ [Michael Talley] (urn:li:person:W-fdQg5tjU) Today's @ [North Texas Commercial Association of Realtors \



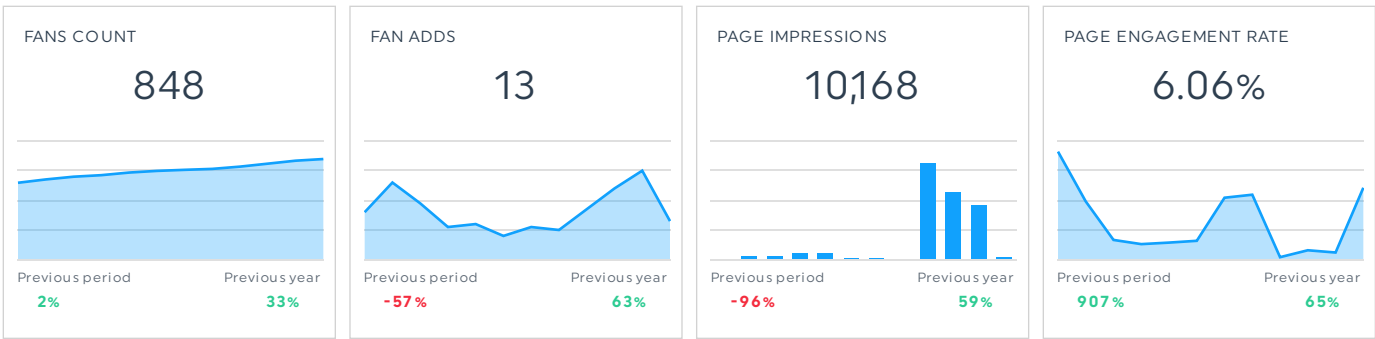
Congratulations to ILS and welcome to McKinney! To you hear the story of ILS and learn more about the newest breakthroughs in the vitamin gummy industry, check out the latest McKinney Momentum podcast. We just released this week featuring ILS and Dru Riess! McKinneyMomentum.com



Engagement Rate		Likes		Clicks	
34.1%	+34.1%	68	+68	202	+202
12.2%	+12.2%	21	+21	19	+19

# 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.



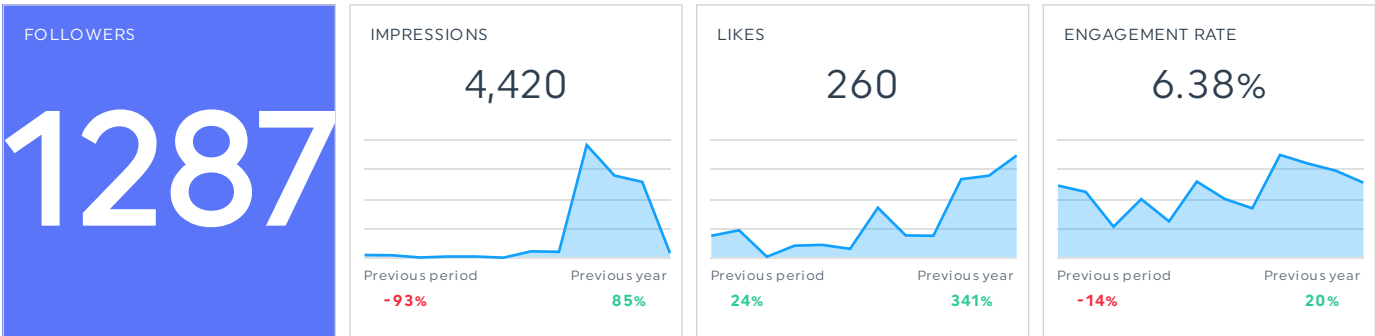
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)								
Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares				
 We had the honor to celebrate with Andrew (Dru) Riess II at the grand opening of ILS Gummies last week! Hear more about ILS in this clip, and listen to the full story at the latest episode of McKinney	11.34%	+11.34%	4	+4	0	=	0	=
 Congratulations to ILS and welcome to McKinney! To you hear the story of ILS and learn more about the newest breakthroughs in the vitamin gummy industry, check out the latest McKinney	9.00%	+9.00%	5	+5	1	+1	0	=

TOP POSTS BY PEOPLE TALKING ABOUT IT		TOP POSTS BY VIRALITY IMPRESSIONS	
Post		Post	
COMPANY SPOTLIGHT// Have you ever wanted a snack f...	48	We are just a few short weeks away from the Byron Nelso...	4,761
We are just a few short weeks away from the Byron Nelso...	43	COMPANY SPOTLIGHT// Have you ever wanted a snack f...	1,226
Expand your business in a community that cares about y...	8	Expand your business in a community that cares about y...	329
Congratulations to ILS and welcome to McKinney! To you...	7	Have you heard?! Eggmania is opening its FIRST Texas lo...	46
Have you heard?! Eggmania is opening its FIRST Texas lo...	7	We had the honor to celebrate with Andrew (Dru) Riess II...	3
This Wednesday at 6pm, be a part of a town hall meeting...	6	Happy April! ☐ The Easter Egg Splash is happening at the ...	1
Happy Easter from your friends at the McKinney EDC! ☐ ...	5	This Wednesday at 6pm, be a part of a town hall meeting...	1
Join us for an open house to give residents an overview ...	5	Are you on the job hunt? MOSS IS HIRING! They have sev...	0
Happy April! ☐ The Easter Egg Splash is happening at the ...	4	Are you one of the 150? Hit the link and listen today! (id: ...	0
We had the honor to celebrate with Andrew (Dru) Riess II...	4	BUILD. INNOVATE. DESIGN. ☐ The STEM industry runs on c...	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	
	Time for a GIVEAWAY! AT&T Byron Nelson is almost here and we want YOU to enjoy this incredible experience! We're giving you 4 chances to win 4 tickets each to this year's tournament. To enter for a chance to win four tickets, follow these instructions: 1 Follow us @unique_mckinney 2 Like this post 3 Tag one friend who would love	99	+99	124	+124	N/A	N/A
	Today on McKinney Momentum, Madison Clark sits down with the director of Visit McKinney to talk all things tourism, events, and the economic impact of the AT&T Byron Nelson. Listen to the latest episode of McKinney Momentum, and subscribe on Youtube or your favorite audio platform to stay connected for future episodes: Video: <a href="https://youtu.be/xfS2UG5FDtc">https://youtu.be/xfS2UG5FDtc</a>	39	+39	1	+1	N/A	N/A

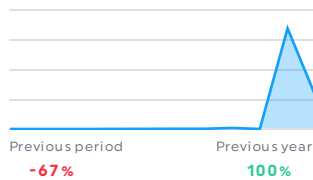
## YOUTUBE REPORT

### 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.

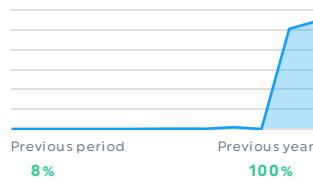
#### VIDEO VIEWS

449



#### ESTIMATED MINUTES WATCHED

16:22:00

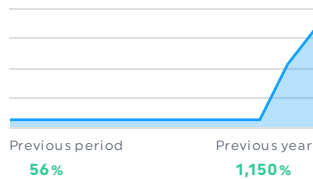


#### VIEWS BY VIDEO TITLE

Video Title	
The ATT Byron Nelson's Impact in McKinney	157
"McKinney is the reason that I am where I am"	101
Mayor Fuller - Giving Spirit of McKinney	53
Tech and Trucks March 23 Recap Video	38
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	26
McKinney Momentum: Episode 2 w/ Mayor George Fuller	23
McKinney Momentum - Episode 4 - Aaron Werner w/ Visi...	16
McKinney Momentum: Pilot Episode w/ Peter Tokar III	14
"What is ILS Gummies?"	5
Madison Clark BRE Welcome	4

#### YOUTUBE SUBSCRIBERS

25



## EMAIL OPEN RATES REPORT

### COMMENTS

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

## # OPENS

Campaign Name	# Opens ▾		# Sends	
Q1 2023 Site Selectors	165	+165	529	+529
Q1 2023 Innovation	38	+38	86	+86
Q1 2023 Real Estate	28	+28	70	+70

## AVG OPEN RATE

38.46%

## PODCAST REPORT

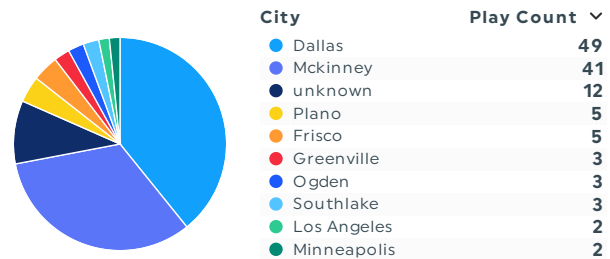
### COMMENTS

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

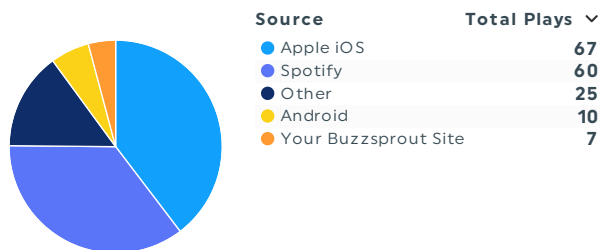
### APRIL 2023 EPISODE PLAYS

Episode Title	All Time Plays ▾	
McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	95	+95
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	24	+24

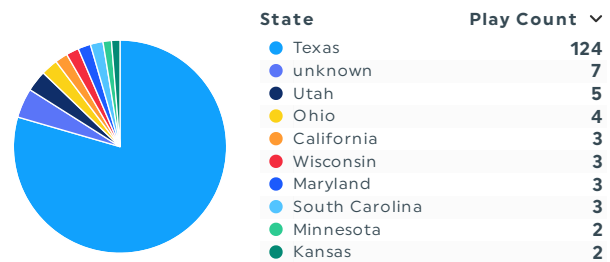
### LISTENERS BASED ON CITY



### HOW PEOPLE LISTEN

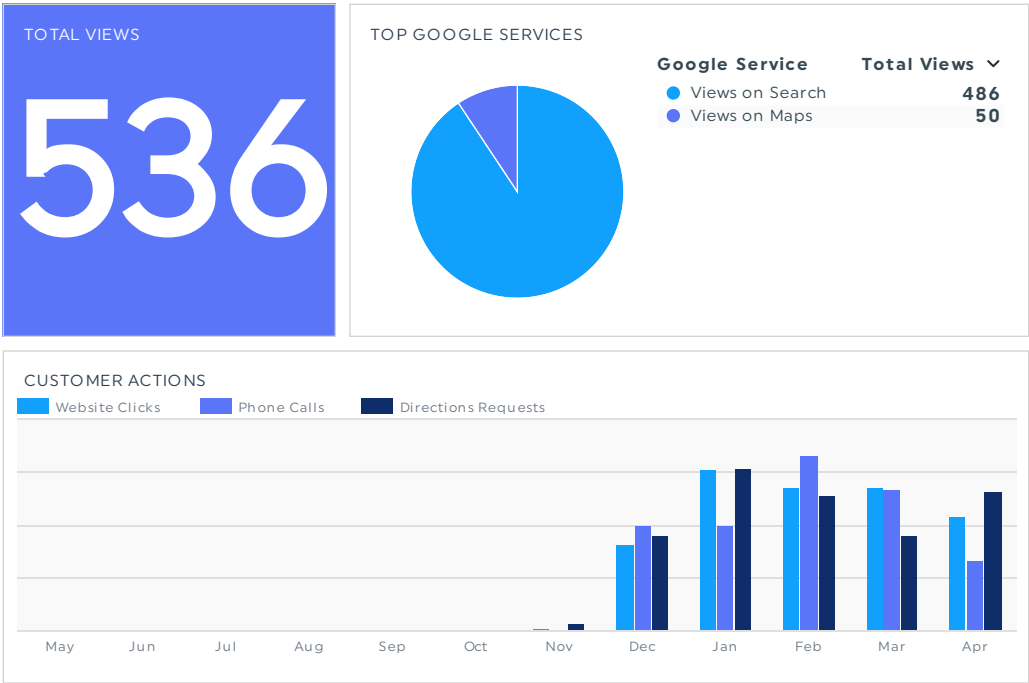


### LISTENERS BASED ON STATE



## GOOGLE MY BUSINESS RESULTS

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



NOTES

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.

