

### WEBSITE TRAFFIC REPORT

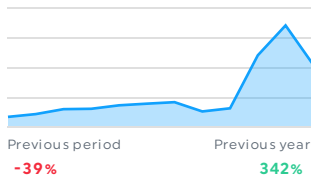
#### COMMENTS

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

8,380



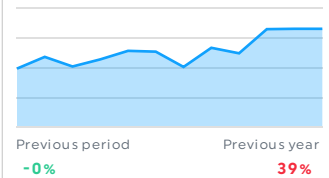
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

	Sessions
Organic Social	6,505
Organic Search	954
Direct	620
Referral	241
Paid Social	24
Paid Search	6
Unassigned	6
Display	2

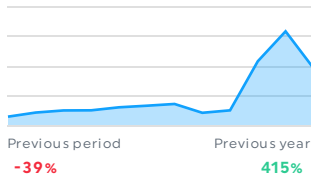
#### BOUNCE RATE

66.19%



#### TOTAL USERS

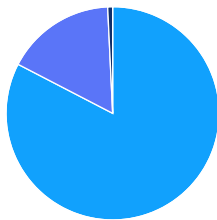
7,786



#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	7,109 +6,096
/innovation-fund/	302 -409
(not set)	188 +3
/global-innovation-platform-plugin-and-play-launches-new-location-in-mckinney-texas/	115 +60
/notable-employers/	96 +12
/leadership/	89 -6
/contact/	35 +26
/board-and-agendas/	32 +14

#### VISITS BY DEVICE TYPE



Device category	Sessions
mobile	6,860
desktop	1,382
tablet	62

#### TOP SESSIONS BY CITY

City	Sessions
Los Angeles	1,488 -947
San Francisco	865 -269
San Jose	483 -318
(not set)	397 -162
Dallas	297 -1,295
McKinney	248 +42
San Diego	193 -53
Anaheim	135 -40
Ashburn	103 +46
Long Beach	92 -31

## LINKEDIN REPORT

### COMMENTS

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

### FOLLOWERS

# 3250

### IMPRESSIONS

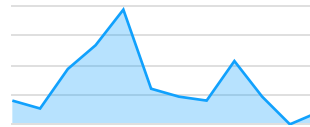
## 4,834



Previous period **-57%** Previous year **-50%**

### SHARES

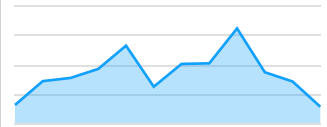
## 3



Previous period **100%** Previous year **-63%**

### LIKES

## 148



Previous period **-59%** Previous year **-54%**

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

#### Post with image



One of our favorite events of the year was this week: @[Venture Dallas] (urn:li:organization:40868661)! Venture Dallas is the go-to startup

#### Engagement Rate ▾

19.8%

+19.8%

#### Likes

16

+16

#### Clicks

119

+119



We were honored to help sponsor the Women x Tech Summit last week with the DEC. This premier in-person event was designed to empower women in

13.2%

+13.2%

23

+23

71

+71

### COMMENTS

## 2



Previous period **-78%** Previous year **-95%**

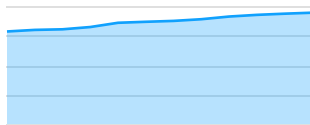
## FACEBOOK REPORT

### 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

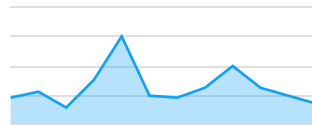
## 1,139



Previous period **1%** Previous year **21%**

### FAN ADDS

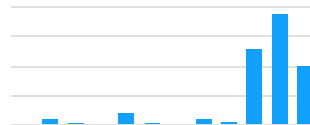
## 11



Previous period **-27%** Previous year **-21%**

### PAGE IMPRESSIONS

## 300,315



Previous period **-47%** Previous year **4,047%**

### PAGE ENGAGEMENT RATE

## 3.53%



Previous period **5%** Previous year **19%**

# Instagram Report

## Comments

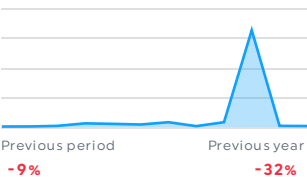
Summary of all activity monthly for the unique\_mckinney instagram account.

## Followers

1,699

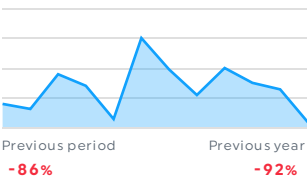
## Impressions

2,166



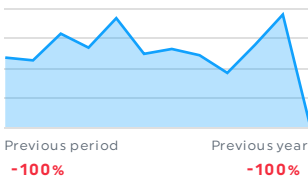
## Likes

18



## Engagement Rate

0.00%



## Engagement by Post (With Image)

### Post With Image



October's population estimate for the City Of McKinney - we are so thankful for continued growth and innovation in our community!

Likes ▾ Comments Engagement

18 +18 1 +1 28 +28

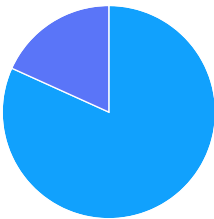
# Google My Business Results

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

## Total Views

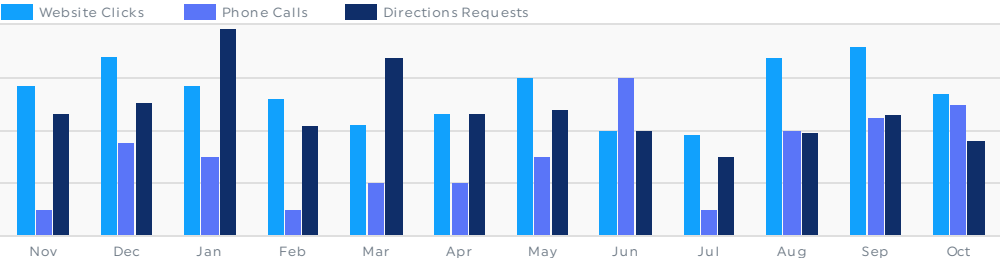
592

## Top Google Services



Google Service	Total Views ▾
Views on Search	484
Views on Maps	108

## Customer Actions



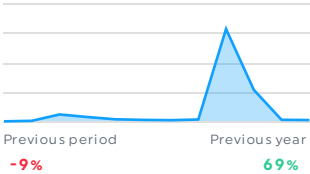
YOUTUBE REPORT

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

115

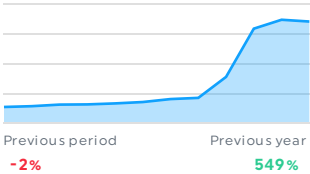


VIEWS BY VIDEO TITLE

Video Title	
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	16
Improving the Customer Experience with Data - with Ra...	14
VISIT MCKINNEY PROMO 1	9
Blue Screen of Death? McKinney IT and Cyber Security E...	8
Why Choose McKinney	7
McKinney Momentum: Rey Colon with Lyric Health	5
Sportstech partnerships & the World Cup 2026 - with Rik...	4
Meet the New MEDC President - Michael Kowski - McKinn...	4
Corporations linking arms with startups via Plug and Pla...	4
Practical and Insightful Leadership with Shawn Pratt, MIS...	4

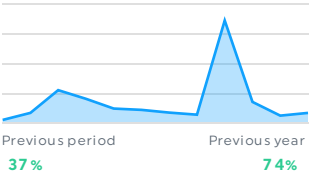
YOUTUBE SUBSCRIBERS

513



DT:ESTIMATEDMINUTESWATCHED

425



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%

39 downloads from Oct 01, 2024 to Nov 01, 2024

LAST 7 DAYS

LAST 30 DAYS

LAST 90 DAYS

ALL TIME

CUSTOM

Oct 01, 2024



TO

Nov 01, 2024



Update Stats

