

### WEBSITE TRAFFIC REPORT

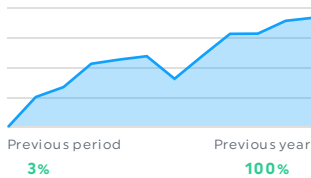
#### COMMENTS

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

2,210



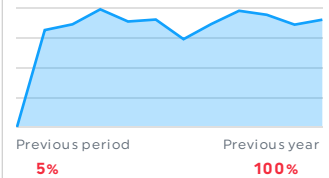
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

	Sessions
Organic Search	1,257
Direct	589
Organic Social	187
Referral	153
Unassigned	10
Display	8
Email	3

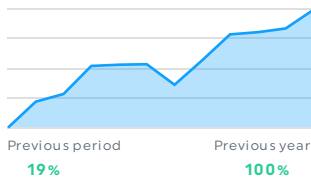
#### BOUNCE RATE

54.25%



#### TOTAL USERS

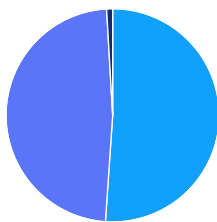
1,985



#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	878 -10
/innovation-fund/	363 +219
(not set)	133 -14
/leadership/	71 -65
/history-of-mckinney/	62 +15
/uncategorized/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	50 -12
/notable-employers/	38 +20
/quality-of-life/	37 -9

#### VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,128
mobile	1,060
tablet	20

#### TOP SESSIONS BY CITY

City	Sessions
Dallas	226 +41
McKinney	193 -146
Los Angeles	151 +48
(not set)	114 +1
Chicago	83 +7
New York	54 -14
Frisco	39 -3
San Antonio	36 +19
Plano	32 -2
Moses Lake	26 +22

## LINKEDIN REPORT

### COMMENTS

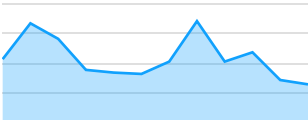
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

### FOLLOWERS

2,081

### IMPRESSIONS

5,120



Previous period Previous year  
-10% -7%

### SHARES

7



Previous period Previous year  
-59% -30%

### LIKES

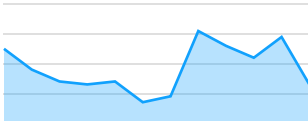
192



Previous period Previous year  
-50% -20%

### COMMENTS


13



Previous period Previous year  
-55% 0%

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

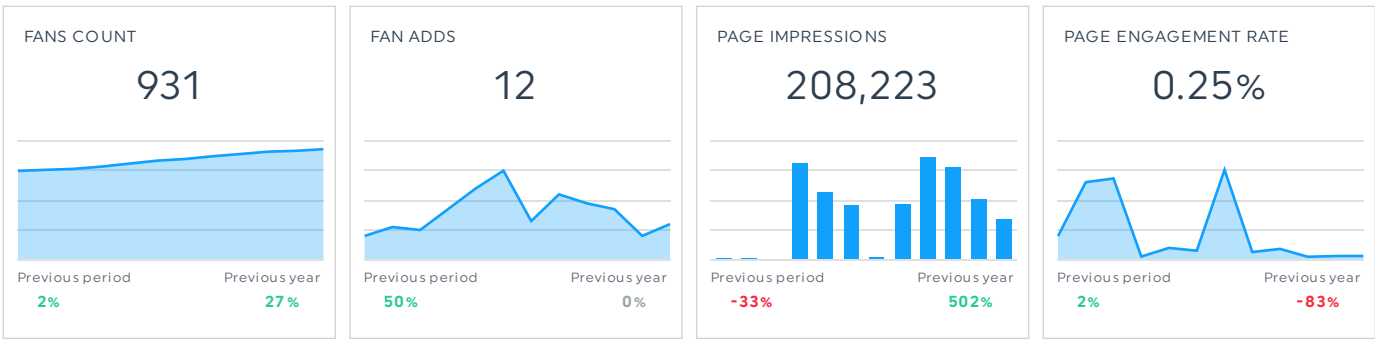
#### Post with image

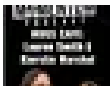

	Engagement Rate ▾		Likes		Clicks	
	21.3%	+21.3%	18	+18	74	+74
 The Byron Nelson will be kicking off 2024 with a new name in McKinney, TX - THE CJ CUP Byron Nelson. See you at TPC Craig Ranch April 29 - May 5, 2024! Thankful to partner with @[Salesmanship Club Of Dallas] (urn:li:organization:3922973) for this great event right in our backyard.	10.9%	+10.9%	30	+30	17	+17

## 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				
 Today in the McKinney Momentum studio, we sit down with Lauren Smith and Kierstin Marchal from HUGS Cafe right here in McKinney. Lauren shares the story of HUGS, and the four main	14.14%	+14.14%	1	+1	0	=	2	+2
 Let's not get it twisted, Oktoberfest 2023 is HERE! ☐ This family-friendly event will take place in Downtown McKinney. And don't forget, Happy Hour is TODAY from 2-4:30 PM! Stop by to enjoy	8.57%	+8.57%	5	+5	0	=	1	+1

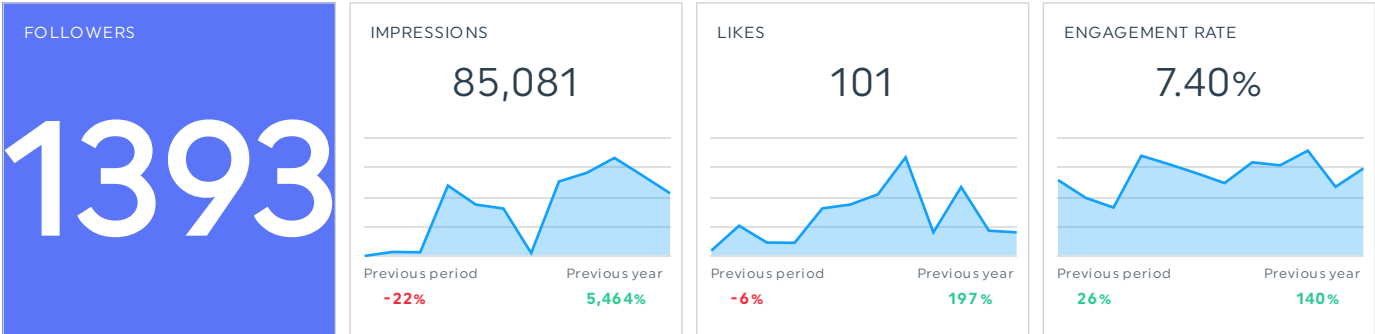
TOP POSTS BY PEOPLE TALKING ABOUT IT		
Post		
● Today in the McKinney Momentum studio, we sit down wi...	12	
● COMPANY HIGHLIGHT // Aiden Technologies, Inc. moved ...	9	
● Let's not get it twisted, Oktoberfest 2023 is HERE! ☐ This ...	7	
● Happy Labor Day! ☐☐ Thank you to all the hardworking M...	6	
● It's time to get ready for Oktoberfest 2023! Join us from...	3	
● COMPANY HIGHLIGHT // Let the good times roll, and he...	1	
● McKinney is so much more than just another suburb! It ...	1	
● Today, we remember the lives lost on 9/11. Our thoughts ...	1	
● Are you looking to advance your tech or engineering car...	0	

TOP POSTS BY VIRALITY IMPRESSIONS		
Post		
● COMPANY HIGHLIGHT // Aiden Technologies, Inc. moved ...	3,325	
● Today in the McKinney Momentum studio, we sit down wi...	76	
● Let's not get it twisted, Oktoberfest 2023 is HERE! ☐ This ...	41	
● Happy Labor Day! ☐☐ Thank you to all the hardworking M...	35	
● It's time to get ready for Oktoberfest 2023! Join us from...	33	
● Are you looking to advance your tech or engineering car...	0	
● COMPANY HIGHLIGHT // Let the good times roll, and he...	0	
● McKinney is so much more than just another suburb! It ...	0	
● Today, we remember the lives lost on 9/11. Our thoughts ...	0	

## INSTAGRAM REPORT



COMMENTS

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



## ENGAGEMENT BY POST (WITH IMAGE)

### Post With Image

	Today in the McKinney Momentum studio, we sit down with Lauren Smith and Kierstin Marchal from HUGS Cafe right here in McKinney. Lauren shares the story of HUGS, and the four main initiatives they are focused on - including some very unique inclusive employment curriculum opportunities. Kierstin shares the culture of HUGS, and how the opportunities provided her	20	+20	3	+3	N/A	N/A
	COMPANY HIGHLIGHT // Aiden Technologies moved its headquarters to McKinney! They are a cybersecurity startup that creates innovative technology solutions using AI. We look forward to seeing them thrive in our dynamic and innovative community! 📍	18	+18	1	+1	20	+20

## 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

273



Previous period  
37%

Previous year  
27,200%

### VIEWS BY VIDEO TITLE

#### Video Title ▾

● Improving the Customer Experience with Data - with Ra...	72
● HUGS Cafe is empowering employees for success #mcki...	42
● Why can't I control my own media consumption narrativ...	37
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	17
● Pioneering Inclusive Employment Opportunities - HUGS...	16
● Startup Ecosystems and the Practical Founder - with Gre...	16
● "I had moved five companies, and yet everything was still...	15
● Controlling Your Own Media Experience - with Denny Da...	12
● Madison Clark Introduction	6
● Mayor Fuller - Giving Spirit of McKinney	6

### YOUTUBE SUBSCRIBERS

76

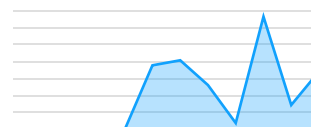


Previous period  
6%

Previous year  
3,700%

### ESTIMATED MINUTES WATCHED

13:45:00



Previous period  
136%

Previous year  
100%

## EMAIL OPEN RATES REPORT

### COMMENTS

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

## OPEN RATE

### Campaign Name

Scout Primer

Q3 2023 Community Newsletter

### Open Rate ▾

41.28% +41.28%

31.15% +31.15%

## AVG OPEN RATE

36.22%

## 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

572

### TOP GOOGLE SERVICES

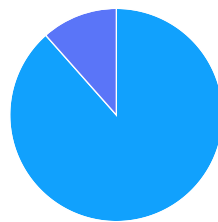
#### Google Service

- Views on Search
- Views on Maps

#### Total Views ▾

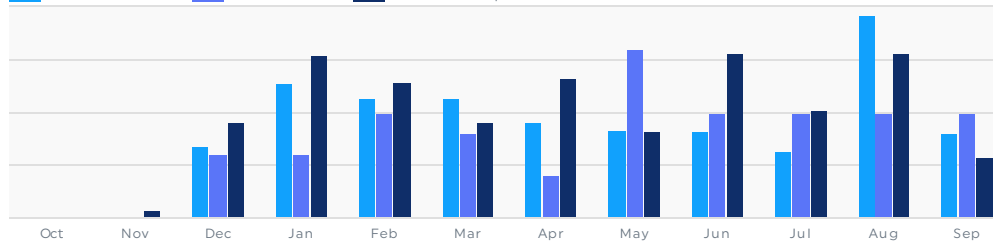
506

66



### CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests

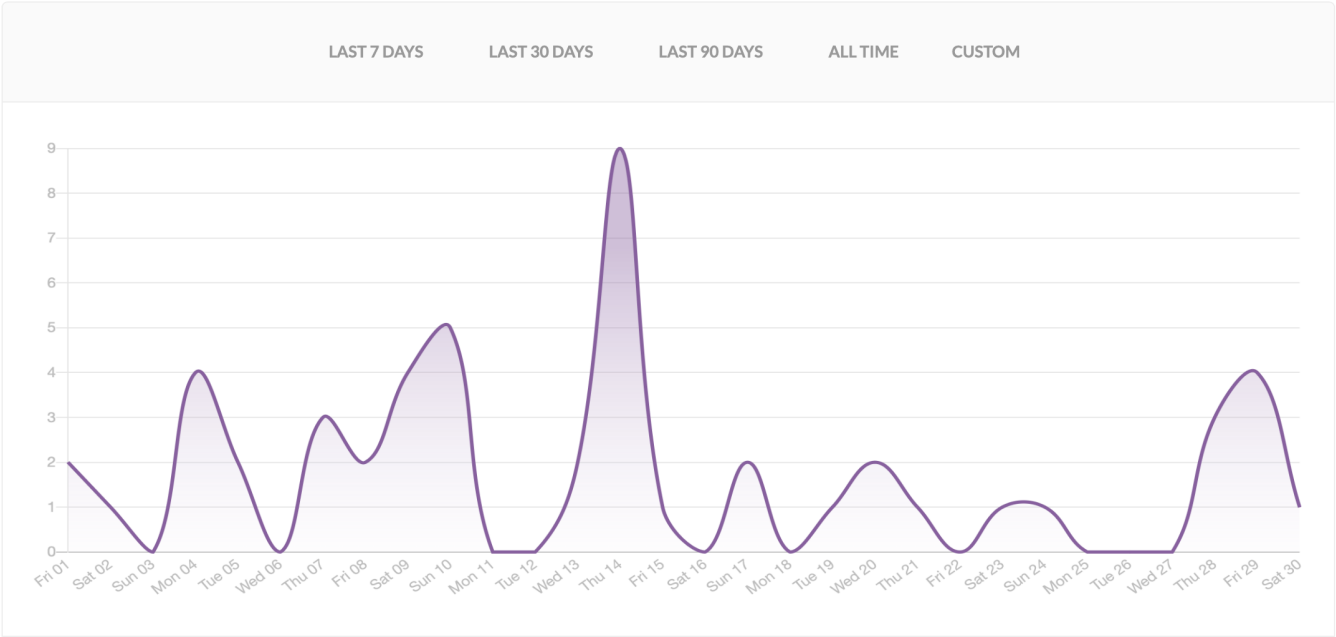


# PODCAST REPORT

## COMMENTS

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

51 downloads from Sep 01, 2023 to Sep 30, 2023



### TOP EPISODES (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	115
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	36
McKinney Momentum: Episode 2 w/ Mayor George Fuller	35
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	34
McKinney Momentum - Episode 1 - Peter Tokar	34

### TOP APPS (Last 5 Episodes)

Apple Podcasts	78%	80
Spotify	9%	10
Web Browser	5%	6
Google Podcasts	3%	4
Chromecast	0%	1

[See more apps](#)