

WEBSITE TRAFFIC REPORT

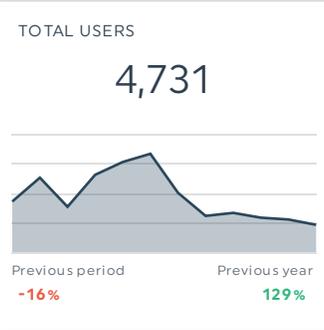
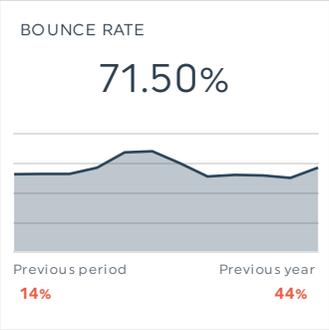
COMMENTS 1

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.



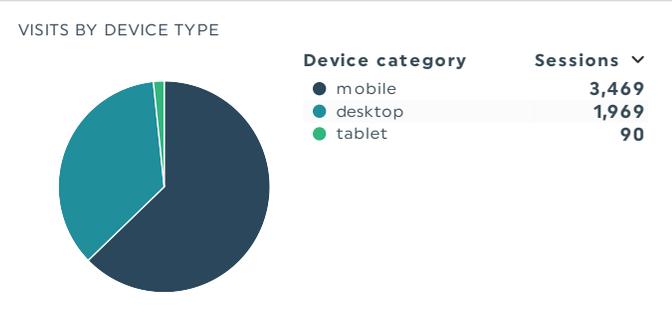
TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	2,181
Organic Search	1,035
Direct	865
Paid Social	615
Paid Search	521
Referral	216
Email	104
Unassigned	10
Cross-network	4
Display	1



TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	2,879 +923
/innovation-fund/	374 -252
?gad_campaignid=22118577562	275 -780
(not set)	229 +4
?gad_campaignid=22118801731	185 -526
/notable-employers/	126 +7
/leadership/	83 -30
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	67 +31
/q2-2025-community-newsletter/	35 +35



TOP SESSIONS BY CITY

City	Sessions
Los Angeles	928 -204
San Francisco	333 +33
McKinney	301 +97
Dallas	260 -33
(not set)	227 -10
San Jose	207 +58
San Antonio	150 +34
Phoenix	135 +12
Anaheim	113 +12
New York	99 -1

LINKEDIN REPORT

COMMENTS

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



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate ▼	Likes	Clicks
Huge day today in McKinney! →	54.1% +54.1%	28 +28	305 +305
 McKinney is breaking the mold. In 2024, our Innovation Fund didn't just grow, it exploded, fueling startups that are redefining AI and FinTech.	26.8% +26.8%	96 +96	306 +306

COMMENTS



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
 Here we go → (id: 1796705433992409_1145841950905446)	45.73% +45.73%	N/A	N/A	N/A
 Trader Joe's is widely recognized for its positive real estate halo, often generating measurable economic impact in surrounding areas. McKinney values a thriving economy and, of course,	18.41% +18.41%	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● A major win for McKinney's future: City Council just appr...	93
● According to the latest Citizen Survey, our residents see ...	36
● McKinney is breaking the mold. In 2024, our Innovation F...	26
● Here we go → (id: 1796705433992409_114584195090544...	26
● Join the VENU team in McKinney for a public meeting ne...	25
● Trader Joe's is widely recognized for its positive real estat...	21
● From headline-making innovations to community-trans...	21
● Wishing you a safe and joyful 4th of July! At MEDC, we're ...	3

TOP POSTS BY VIRALITY IMPRESSIONS

Post	
● A major win for McKinney's future: City Council just appr...	6,930
● According to the latest Citizen Survey, our residents see ...	5,098
● Join the VENU team in McKinney for a public meeting ne...	3,260
● McKinney is breaking the mold. In 2024, our Innovation F...	2,260
● From headline-making innovations to community-trans...	1,798
● Trader Joe's is widely recognized for its positive real estat...	417
● Here we go → (id: 1796705433992409_114584195090544...	0
● Wishing you a safe and joyful 4th of July! At MEDC, we're ...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

2311

IMPRESSIONS

19,179



Previous period -28% Previous year 100%

LIKES

222



Previous period -43% Previous year 10%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 A major win for McKinney's future: City Council just approved an economic agreement for a 290-room JW Marriott resort hotel, a \$110 million investment that brings new energy to our local economy. This project means new hospitality jobs, increased tourism spending, and a long-term economic ripple effect for surrounding businesses. At MEDC, we're focused on	92 +92	6 +6	155 +155
 McKinney is breaking the mold. In 2024, our Innovation Fund didn't just grow, it exploded, fueling startups that are redefining AI and FinTech. Global deals. Record applications. A \$5.5M funding round. The momentum is real. This is what innovation looks like in McKinney.	37 +37	1 +1	47 +47

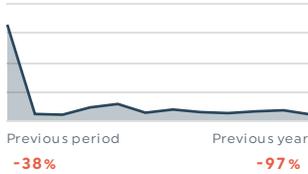
YOUTUBE REPORT

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

118



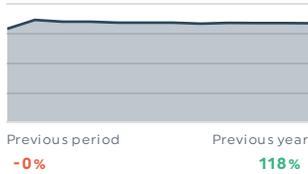
VIEWS BY VIDEO TITLE

Video Title

● Be a Maverick and disrupt industries - Tom Currier with M...	41
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	19
● Where did Maverick Power Get its name?	7
● Improving the Customer Experience with Data - with Ra...	6
● MEDC Video Overview	6
● "What is ILS Gummies?"	5
● McKinney, Texas On Good Morning America July 6, 2023	4
● McKinney Momentum and the McKinney Chamber of Co...	2
● Meet the New MEDC President - Michael Kowski - McKinn...	2
● McKinney has everything startups need to make their dre...	2

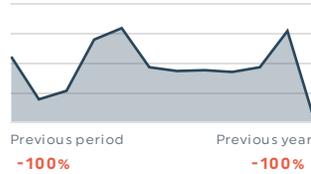
YOUTUBE SUBSCRIBERS

503



DT:ESTIMATEDMINUTESWATCHED

0



EMAIL OPEN RATES REPORT

COMMENTS

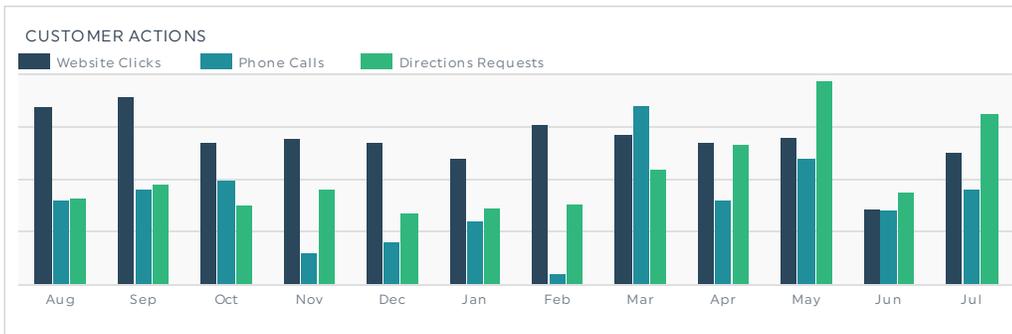
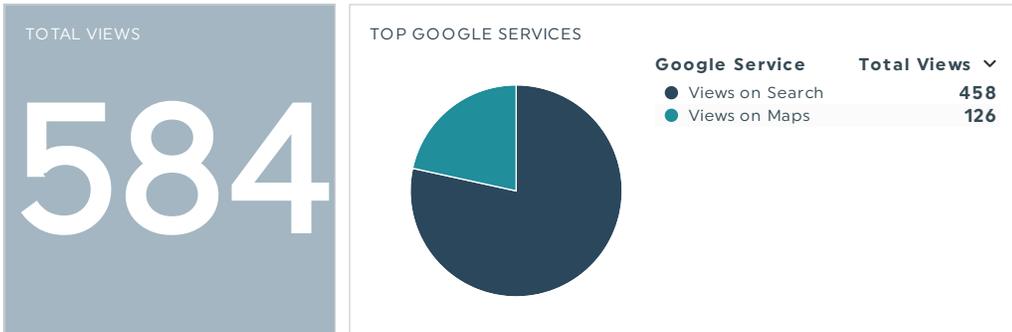
This report provides email open rate data per campaign and the open rate over the quarter, averaged.

AVG OPEN RATE

49.04%

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.

