

WEBSITE TRAFFIC REPORT

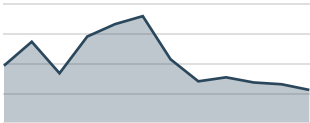
1

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

5,571



Previous period  
-15%

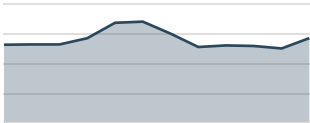
Previous year  
121%

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

BOUNCE RATE

71.50%

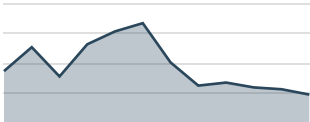


Previous period  
14%

Previous year  
44%

TOTAL USERS

4,731



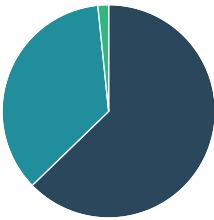
Previous period  
-16%

Previous year  
129%

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

VISITS BY DEVICE TYPE



Device category	Sessions ▾
mobile	3,469
desktop	1,969
tablet	90

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).

FOLLOWERS

4309

IMPRESSIONS

12,763



Previous period -28% Previous year -31%

SHARES

9



Previous period -65% Previous year -44%

LIKES

514



Previous period -22% Previous year -36%

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

35



Previous period 52% Previous year 150%

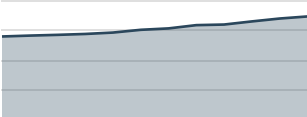
FACEBOOK REPORT

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

1,387



Previous period 2% Previous year 26%

FAN ADDS

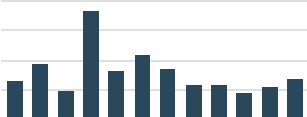
31



Previous period -24% Previous year 3%

PAGE IMPRESSIONS

412,146



Previous period 21% Previous year 1,828%



PAGE ENGAGEMENT RATE

2.21%



Previous period -10% Previous year -54%

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

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 <p>Here we go → (id: 1796705433992409_1145841950905446)</p>	45.73% +45.73%	N/A	N/A	N/A
 <p>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,</p>	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

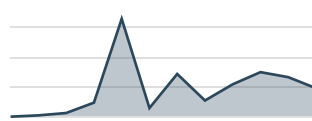
Summary of all activity monthly for the unique\_mckinney instagram account.

### FOLLOWERS

2311

### IMPRESSIONS

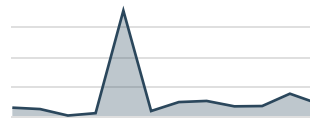
19,179



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
 <p>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</p>	92 +92	6 +6	155 +155
 <p>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.</p>	37 +37	1 +1	47 +47

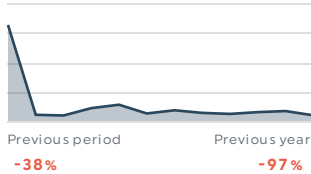
## YOUTUBE REPORT

### 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



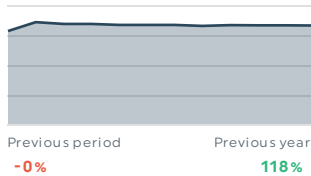
### VIEWS BY VIDEO TITLE

#### 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

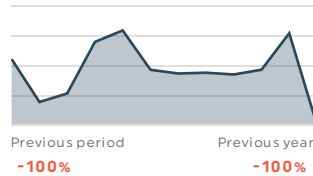
### YOUTUBE SUBSCRIBERS

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%

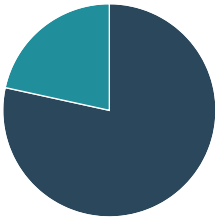
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

584

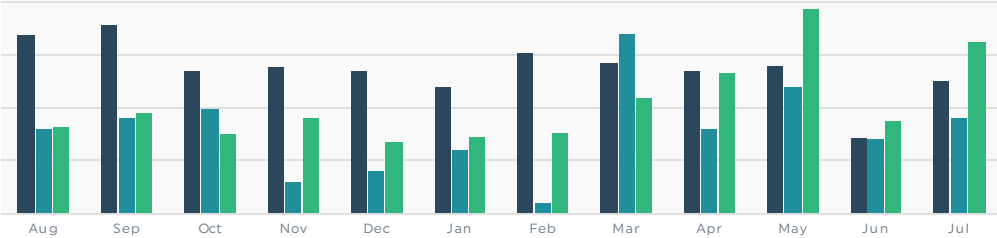
TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	458
Views on Maps	126

CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests



NOTES

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