



WEBSITE

Active Users: 29,000

New Users: 27,000

Views: 63,000

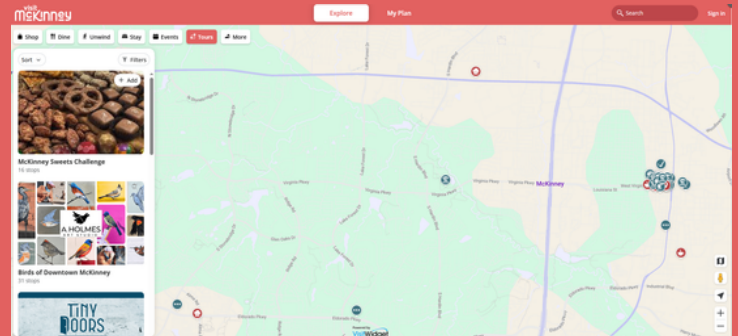
Engagement Time: 41 seconds

Top Pages Visited:

1. Events
2. Arts in Bloom
3. Cannon Beach
4. Restaurants
5. Adriatica



VISIT WIDGET



Total Users: 2,773

Returning Visitors: 2,139

Top Visits:

1. Tiny Doors
2. Birds of Downtown
3. Spring Break Itinerary

SOCIAL MEDIA

Facebook Impressions: 220,824

Facebook Engagement Rate: 2.2%

Instagram Impressions: 259,810

Instagram Engagement rate: 0.9%

LinkedIn Impressions: 3,465

LinkedIn Engagment Rate: 13.5%

Most Engaging Post: Bluebonnets at Myers park

Top Posts



EMAIL MARKETING

- 8 campaigns reached over 5000 recipients.
- Average open rate: 51%

EARNED MEDIA

8 media placements on 3 releases.

- Welcome Tony Adamo – Sales Manager
 - [North Texas E-News](#)
- McKinney Half Marathon
 - [Running USA](#)
 - [North Texas E-News](#)
 - [Local Profile](#)
 - [Star Local Media](#)
 - [Sports Events](#)
 - [Dallas Morning News](#)
- International Girls Cup
 - [North Texas E-News](#)