

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

7,699



Previous period 10% Previous year 145%

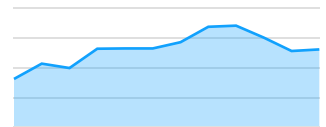
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Paid Search	2,418
Organic Social	2,042
Direct	1,636
Organic Search	1,114
Referral	224
Paid Social	126
Email	85
Unassigned	14
Cross-network	6
Display	2

BOUNCE RATE

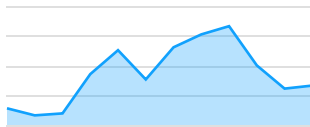
65.37%



Previous period 2% Previous year 29%

TOTAL USERS

6,757

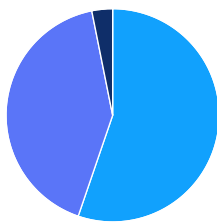


Previous period 8% Previous year 151%

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	
/	4,712	+213
/innovation-fund/	519	-39
/cj-cup-honoring-byron-nelson-2025/	447	+326
(not set)	293	+60
?gad_campaignid=22118577562	147	+147
/notable-employers/	119	+15
/demographics/	101	-14
/history-of-mckinney/	96	-2
/leadership/	93	+2
/cj-cup-honoring-byron-nelson-2025-info/	81	+81

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	4,250
desktop	3,201
tablet	242

TOP SESSIONS BY CITY

City	Sessions	
Los Angeles	751	-40
Dallas	431	+81
Austin	393	-34
McKinney	339	+56
San Francisco	322	-63
Atlanta	303	+32
San Jose	262	+55
San Antonio	171	+38
(not set)	170	-136
Cary	152	+26

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

4008

IMPRESSIONS

11,219



Previous period
-34%
Previous year
28%

SHARES

6



Previous period
-68%
Previous year
-33%

LIKES

412



Previous period
-34%
Previous year
50%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



McKinney is at the center of major economic growth, with over \$24 billion in acquisitions reinforcing our city's impact across industries. From

Engagement Rate ▾

23.3%

+23.3%

Likes

42

+42

Clicks

195

+195



2024 was a year of growth for McKinney! From investing \$233.5M into local development to creating 1,846 new jobs, we embraced growth

14.9%

+14.9%

65

+65

75

+75

COMMENTS

18



Previous period
-55%
Previous year
64%

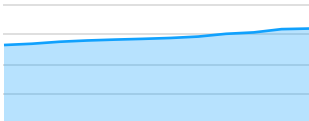
FACEBOOK REPORT

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

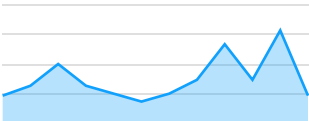
1,278



Previous period
1%
Previous year
22%

FAN ADDS

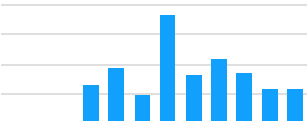
14



Previous period
-70%
Previous year
-7%

PAGE IMPRESSIONS

348,850



Previous period
-1%
Previous year
3,269%



PAGE ENGAGEMENT RATE

1.57%



Previous period
-21%
Previous year
-13%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image		Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
	Here we go! Jordan Spieth is officially in the field for THE CJ CUP Byron Nelson! Catch Dallas native competing May 1-4 at TPC Craig Ranch in front of his home crowd. When are you coming? (id:	6.56%	+6.56%	N/A	N/A	N/A	N/A	N/A	N/A
	McKinney is at the center of major economic growth, with over \$24 billion in acquisitions reinforcing our city's impact across industries. From construction and manufacturing to finance,	4.97%	+4.97%	N/A	N/A	N/A	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▼
● More than a golf tournament, THE CJ CUP Byron Nelson ...	17
● For the third consecutive year, ScienceSoft - Digital Succ...	15
● McKinney is at the center of major economic growth, wit...	10
● 2024 was a year of growth for McKinney! 📈 From investin...	8
● More families are moving to McKinney, and that means ...	7
● Here we go! Jordan Spieth is officially in the field for THE...	5
● Get ready, golf fans - McKinney is calling! 📢📢 The CJ Cup...	4

TOP POSTS BY VIRALITY IMPRESSIONS

Post	▼
● More than a golf tournament, THE CJ CUP Byron Nelson ...	1,931
● McKinney is at the center of major economic growth, wit...	1,279
● For the third consecutive year, ScienceSoft - Digital Succ...	1,158
● 2024 was a year of growth for McKinney! 📈 From investin...	814
● More families are moving to McKinney, and that means ...	140
● Here we go! Jordan Spieth is officially in the field for THE...	0
● Get ready, golf fans - McKinney is calling! 📢📢 The CJ Cup...	0

INSTAGRAM REPORT

COMMENTS

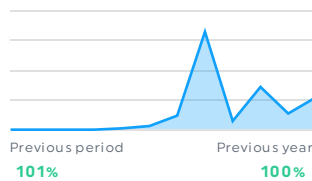
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

2163

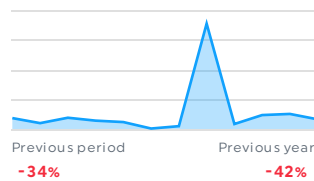
IMPRESSIONS

21,823





LIKES

174



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 McKinney truly is such a special place for more than just business. We hope you'll celebrate the wonderful art, food, and drinks this weekend at Arts in Bloom!	34 +34	8 +8	43 +43
 Here we go! Jordan Spieth is officially in the field for THE CJ CUP Byron Nelson! Catch Dallas native competing May 1-4 at TPC Craig Ranch in front of his home crowd. When are you coming?	26 +26	0 =	31 +31

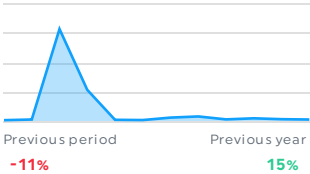
YOUTUBE REPORT

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

142

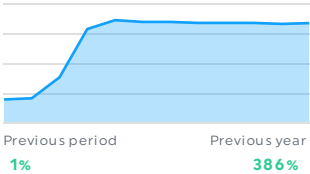


VIEWS BY VIDEO TITLE

Video Title	
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	29
Be a Maverick and disrupt industries - Tom Currier with M...	23
Where did Maverick Power Get its name?	10
Solutions for the homeless epidemic in Collin County wi...	7
"What is ILS Gummies?"	6
MEDC Video Overview	6
Improving the Customer Experience with Data - with Ra...	5
Blue screen death? IT issues all day? Grounded flights? W...	5
Blue Screen of Death? McKinney IT and Cyber Security E...	4
McKinney Momentum: Lisa Hermes from the McKinney C...	3

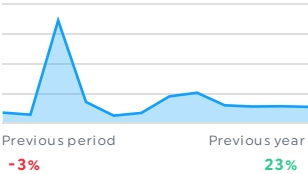
YOUTUBE SUBSCRIBERS

505



DT:ESTIMATEDMINUTESWATCHED

681



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%

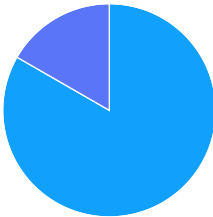
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

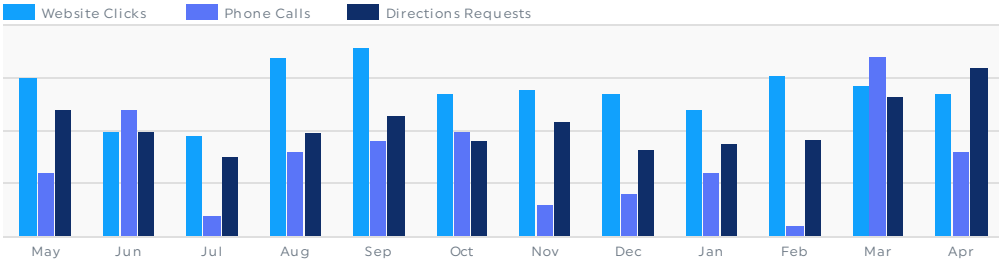
731

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	609
Views on Maps	122

CUSTOMER ACTIONS



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.

