## VISIT MCKINNEY REPORT

# SEPTEMBER



### WEBSITE

Active Users: 34,000 • New Users: 32,000 •

Views: 78,000 •

Engagement Time: 42 seconds •

Top Pages Visited:

1.Oktoberfest

2.Events

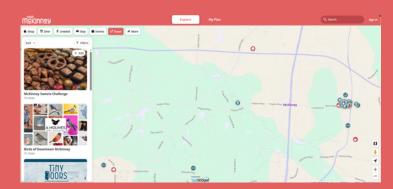
3.Restaurants

4.Downtown Shopping

5. Adriatica



### **VISIT WIDGET**



Total Users: 4,223 •

Returning Visitors: 3,264 •

Top Visits:

1. Tiny Doors

2.Birds of Downtown

3. Mamma Mia Pizza Challenge

### **SOCIAL MEDIA**

Facebook Impressions: 227,016 Facebook Engagement Rate: 2.1% Instagram Impressions: 148,797 Instagram Engagement rate: 2.4%

LinkedIn Impressions: 2,921

Linkedin Engagment Rate: 11.3%

Most Engaging Post: Oktoberfest Set Up Reel (6.8%)

**Top Posts** 







#### **EMAIL MARKETING**

- 17,381 email contacts received content
- 9,965 opens
- 4,124 clicks

Visit McKinney switched to a monthly e-newsletter cadence that began in October.

#### **EARNED MEDIA**

- 9/18: North Texas E-News The Stix Icehouse Texperience
- 9/26: KLTV <u>Adriatica Models</u> European Lifestyle in North Texas

