

WEBSITE TRAFFIC REPORT

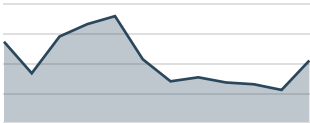
COMMENTS

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

10,527



Previous period  
89%

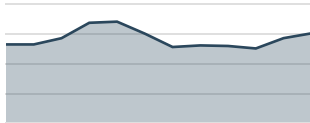
Previous year  
9%

TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	3,826
Paid Search	3,255
Organic Search	1,296
Direct	1,055
Paid Social	845
Referral	232
Unassigned	20
Cross-network	9
Email	4

BOUNCE RATE

75.54%

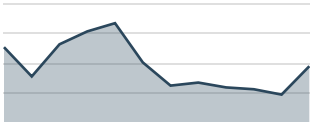


Previous period  
6%

Previous year  
15%

TOTAL USERS

9,514



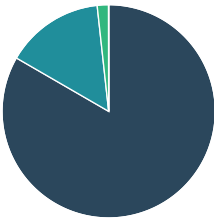
Previous period  
101%

Previous year  
10%

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	7,186 +4,307
/innovation-fund/	471 +97
/subscribe/	280 +274
/demographics/	278 +271
(not set)	234 +5
?gad_campaignid=22118577562	191 -84
/mckinney-expands-innovation-fund-to-boost-global-startup-ecosystem/	162 +150
/notable-employers/	110 -16
/leadership/	101 +18

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	8,832
desktop	1,582
tablet	181
smart tv	2

TOP SESSIONS BY CITY

City	Sessions
Los Angeles	1,566 +638
San Francisco	758 +425
Chicago	437 +370
Dallas	414 +154
San Jose	335 +128
(not set)	333 +106
McKinney	299 -2
Austin	275 +194
Atlanta	273 +223
Anaheim	167 +54

## LINKEDIN REPORT

### COMMENTS

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

### FOLLOWERS

# 4463

### IMPRESSIONS

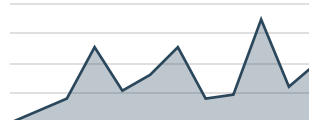
## 14,209



Previous period **11%** Previous year **-6%**

### SHARES

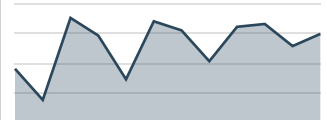
## 15



Previous period **67%** Previous year **114%**

### LIKES

## 596



Previous period **16%** Previous year **35%**

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

#### Post with image



"Entrepreneurs are one of the greatest catalysts for a local economy." ~ @[Troy Billett] (urn:li:person:L5-BUPljIz) Our team

#### Engagement Rate ▾

**49.9%** **+49.9%**

#### Likes

**75** **+75**

#### Clicks

**435** **+435**

Thank you Dan, well said! We appreciate your partnership in the continued growth of the DFW Tech/Startup Ecosystem.

**31.1%**

**+31.1%**

**12**

**+12**

**142**

**+142**

### COMMENTS

## 35



Previous period **0%** Previous year **133%**

## 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.

### FOLLOWERS

# 1608

### FAN ADDS

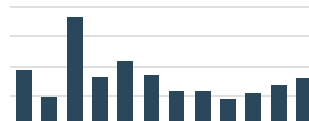
## 23



Previous period **-26%** Previous year **21%**

### PAGE IMPRESSIONS

## 483,620



Previous period **17%** Previous year **25%**



### PAGE ENGAGEMENT RATE

## 2.14%



Previous period **-3%** Previous year **-16%**

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image		Engagement Rate ▾		Total Reactions		Post Comments		Post Shares	
	McKinney has experienced significant growth in recent years, and in response, we're proud to announce the launch of a \$79 million airport expansion project. The new terminal will feature	13.99%	+13.99%	N/A	N/A	N/A	N/A	N/A	N/A
	For the past four years, TUPPS Brewery in McKinney has united the community through its annual IPA Fest. This year's event will feature more than a dozen hoppy and IPA-style beers,	8.97%	+8.97%	N/A	N/A	N/A	N/A	N/A	N/A

## TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▼
● MEDC is incredibly proud to announce that we helped rai...	38
● It's no secret that Collin County's economy has seen a b...	31
● McKinney has experienced significant growth in recent y...	23
● Icehouses have been a staple of everyday life in Texas sin...	13
● For the past four years, TUPPS Brewery in McKinney has ...	8
● Over the past year, MEDC has strengthened its investme...	4
● Explore McKinney like never before with our new Parks &...	1

## TOP POSTS BY VIRALITY IMPRESSIONS

Post	▼
● It's no secret that Collin County's economy has seen a b...	4,446
● Icehouses have been a staple of everyday life in Texas sin...	2,662
● McKinney has experienced significant growth in recent y...	1,953
● MEDC is incredibly proud to announce that we helped rai...	1,823
● Over the past year, MEDC has strengthened its investme...	652
● For the past four years, TUPPS Brewery in McKinney has ...	1
● Explore McKinney like never before with our new Parks &...	0

## INSTAGRAM REPORT

### COMMENTS

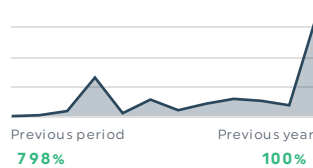
Summary of all activity monthly for the unique\_mckinney instagram account.

### FOLLOWERS

2672

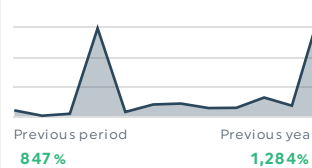
### IMPRESSIONS

172,215



### LIKES

2,103



## ENGAGEMENT BY POST (WITH IMAGE)

Post With Image		Likes ▾		Comments		Engagement	
	It's no secret that Collin County's economy has seen a boom over the past 50 years. Small businesses, startups, and large corporations have all found a home in what was once thought to be a wasteland of tumbleweeds and cowboys. And while the saying goes "what goes up must come down," it seems this growing sector of the North	1,908	+1,908	26	+26	3,968	+3,968
	McKinney has experienced significant growth in recent years, and in response, we're proud to announce the launch of a \$79 million airport expansion project. The new terminal will feature four gates, span 46,000 square feet, and offer food, beverages, and other amenities. All of these features have been intentionally designed to meet	153	+153	6	+6	316	+316

## 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



20% -91%

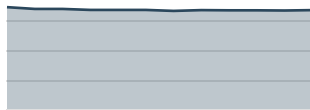
#### VIEWS BY VIDEO TITLE

##### Video Title

● Be a Maverick and disrupt industries - Tom Currier with M...	46
● Improving the Customer Experience with Data - with Ra...	18
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	16
● McKinney, Texas On Good Morning America   July 6, 2023	8
● "What is ILS Gummies?"	6
● McKinney Momentum: Rey Colon with Lyric Health	6
● MEDC Video Overview	6
● McKinney Momentum and the McKinney Chamber of Co...	5
● Solutions for the homeless epidemic in Collin County wi...	5
● Where does the money come from? EDC 101 Episode 1	4

#### YOUTUBE SUBSCRIBERS

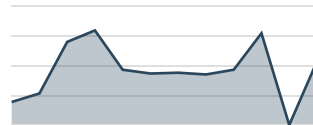
505



0% 6%

#### DT:ESTIMATEDMINUTESWATCHED

858



100% -3%

## 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%

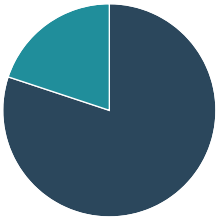
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

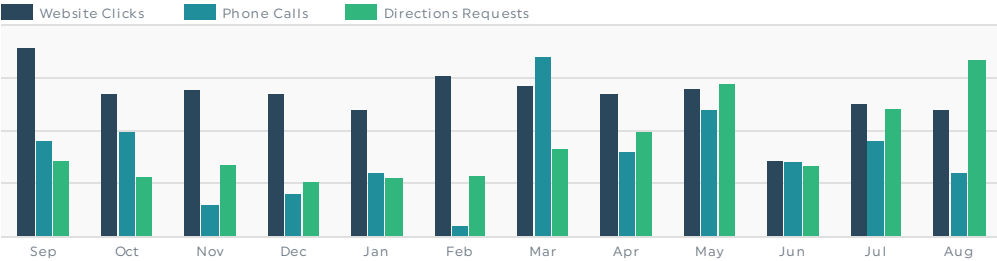
693

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	555
Views on Maps	138

CUSTOMER ACTIONS



NOTES

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