

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

3,347



Previous period
6%
Previous year
133%

TOP TRAFFIC SOURCES

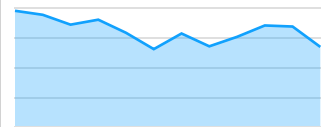
Session Default Channel Grouping

Sessions

Direct	1,005
Paid Search	826
Organic Search	807
Referral	650
Organic Social	37
Unassigned	4

BOUNCE RATE

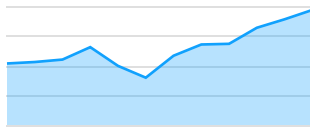
40.48%



Previous period
-20%
Previous year
-22%

TOTAL USERS

2,925



Previous period
9%
Previous year
157%

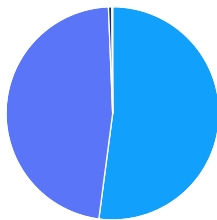
TOP SESSIONS BY LANDING PAGE

Landing page

Sessions

/	1,529	+408
/innovation-fund/	1,118	-220
(not set)	133	-36
/leadership/	93	-5
/review-wave/	56	-1
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	39	-11
/board-and-agendas/	34	+8
/global-innovation-platform-plugin-and-play-launches-new-location-in-mckinney-texas/	29	-2

VISITS BY DEVICE TYPE



Device category

Sessions

desktop	1,734
mobile	1,575
tablet	17
smart tv	4

TOP SESSIONS BY CITY

City

Sessions

Clifton	262	+262
Los Angeles	246	+5
Dallas	234	+38
Santa Clara	226	+226
McKinney	208	-11
(not set)	154	+10
Chicago	134	-30
Moses Lake	115	-40
Des Moines	94	-37
San Antonio	90	-32

LINKEDIN REPORT

COMMENTS

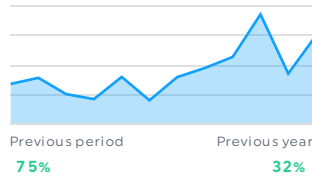
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

2,841

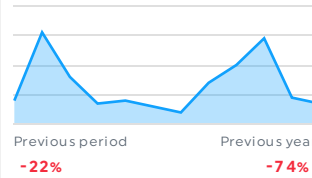
IMPRESSIONS

17,959



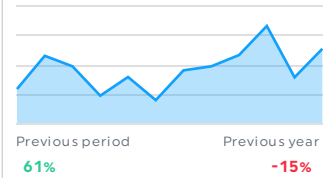
SHARES

7



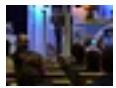
LIKES

509



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



Fantastic day yesterday at the @[Plug and Play Tech Center] (urn:li:organization:84179) McKinney Exp day - great hearing from

Engagement Rate ▾

32.3%

+32.3%

Likes

72

+72

Clicks

403

+403



□ Economic Development Week Proclamation! The IEDC created Economic Development Week in 2016 to recognize the work that economic

12.0%

+12.0%

44

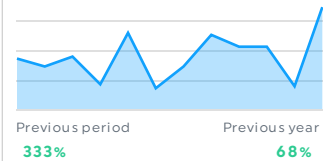
+44

105

+105

COMMENTS

52



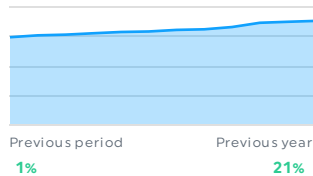
FACEBOOK REPORT

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.

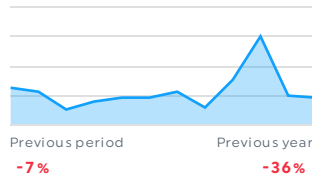
FANS COUNT

1,056



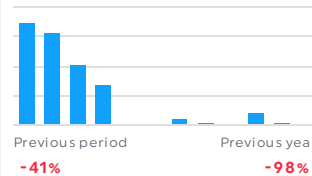
FAN ADDS

14



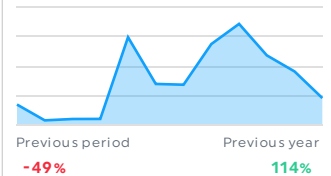
PAGE IMPRESSIONS

6,097



PAGE ENGAGEMENT RATE

0.92%



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 Fantastic day yesterday at the Plug and Play Tech Center McKinney Exp day - great hearing from leadership & startup pitches in the Fintech and Enterprise/AI space. McKinney's startup ecosystem	11.48% +11.48%	12 +12	0 =	0 =
 Help us continue celebrating Small Business Week and Economic Development week here in McKinney! Today we are shouting out the Texas Property Sisters Realty Group - their long-term	6.40% +6.40%	2 +2	1 +1	1 +1

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post

● Fantastic day yesterday at the Plug and Play Tech Center ...	12
● On Armed Forces Day, we honor and express our deepest...	5
● Are you a tech startup already in, or open to relocating t...	5
● Help us continue celebrating Small Business Week and E...	4
● Mission: Economic Prosperity! 🗣️#EconDevWeek blasts off...	4
● This Memorial Day, we pause to honor and remember th...	3
● Wishing all the amazing mothers in McKinney and beyon...	3
● Hats off to the McKinney graduates of 2024! 🎓 Congratul...	3
● Big news for all you foodies out there! We are excited to ...	3
● 🗣️ For Mental Health Awareness Month, join us at Adult M...	3

TOP POSTS BY VIRALITY IMPRESSIONS

Post

● 🗣️ For Mental Health Awareness Month, join us at Adult M...	1,609
● Help us continue celebrating Small Business Week and E...	71
● Are you a tech startup already in, or open to relocating t...	34
● Hats off to the McKinney graduates of 2024! 🎓 Congratul...	20
● 35% of IT leaders feel they are ill-equipped to defeat atta...	0
● This Memorial Day, we pause to honor and remember th...	0
● Fantastic day yesterday at the Plug and Play Tech Center ...	0
● On Armed Forces Day, we honor and express our deepest...	0
● Wishing all the amazing mothers in McKinney and beyon...	0
● Introducing a McKinney-based healthcare recruiting com...	0

INSTAGRAM REPORT

COMMENTS

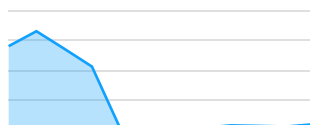
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

1626

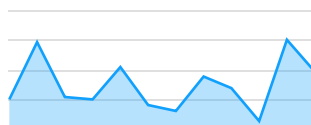
IMPRESSIONS

7,327



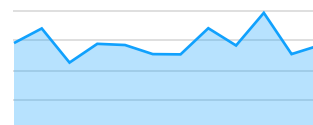
LIKES

196





ENGAGEMENT RATE

7.10%



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

	Likes ▾	Comments	Engagement
 **GIVEAWAY CLOSED** We're having an awesome day out at the Byron Nelson already, and we want you to join us tomorrow! We have a pack of two tickets and parking passes to give away... Let's play some digital rock paper scissors for a chance to win! Here's how to enter + the rules: ✓ comment either "rock", "paper", or "scissors" on this post and tag a friend in the	40 +40	28 +28	75 +75
 In partnership with the @mckinneychamber , we are sponsoring the giveaway for this Monday's golf tournament... You do not need to be present to win these clubs! Help us support all the good work the Chamber does for the business community of McKinney! 🗣️ Comment "clubs" on this post, and we will DM you the link to the raffle!	34 +34	34 +34	75 +75

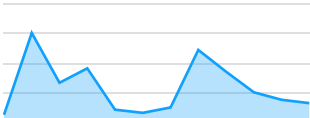
YOUTUBE REPORT

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

97

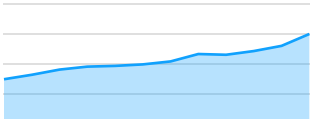


VIEWS BY VIDEO TITLE

Video Title	
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	19
Ai Day in McKinney	14
Empowering the next wave of MISD students: Sheila Due ...	11
"What is ILS Gummies?"	7
Improving the Customer Experience with Data - with Ra...	6
VISIT MCKINNEY PROMO 1	5
Corporations linking arms with startups via Plug and Pla...	4
Meet the New MEDC President - Michael Kowski - McKinn...	4
Plug and Play Reel	4
McKinney Momentum: Episode 2 w/ Mayor George Fuller	3

YOUTUBE SUBSCRIBERS

120



ESTIMATED MINUTES WATCHED

06:55:00



EMAIL OPEN RATES REPORT

COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

OPEN RATE

Campaign Name	Open Rate	
Q1 2024 Real Estate Newsletter	45.69%	+45.69%
Q1 2024 Innovation Newsletter	41.86%	+41.86%
Q1 2024 Community Newsletter	41.20%	+41.20%
Q1 2024 Site Selector Newsletter	32.51%	+32.51%

AVG OPEN RATE

40.32%

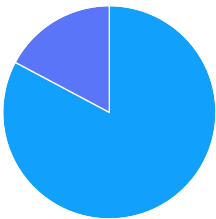
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

569

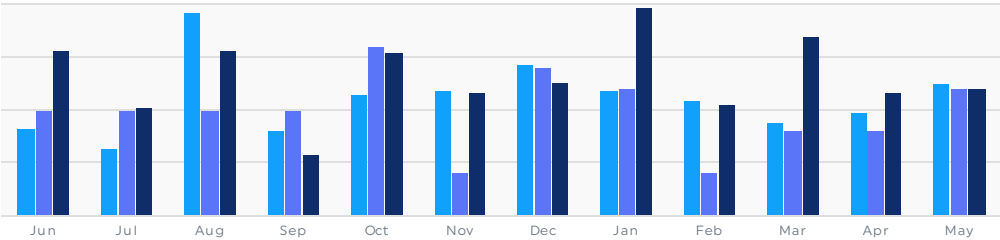
TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	471
Views on Maps	98

CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests

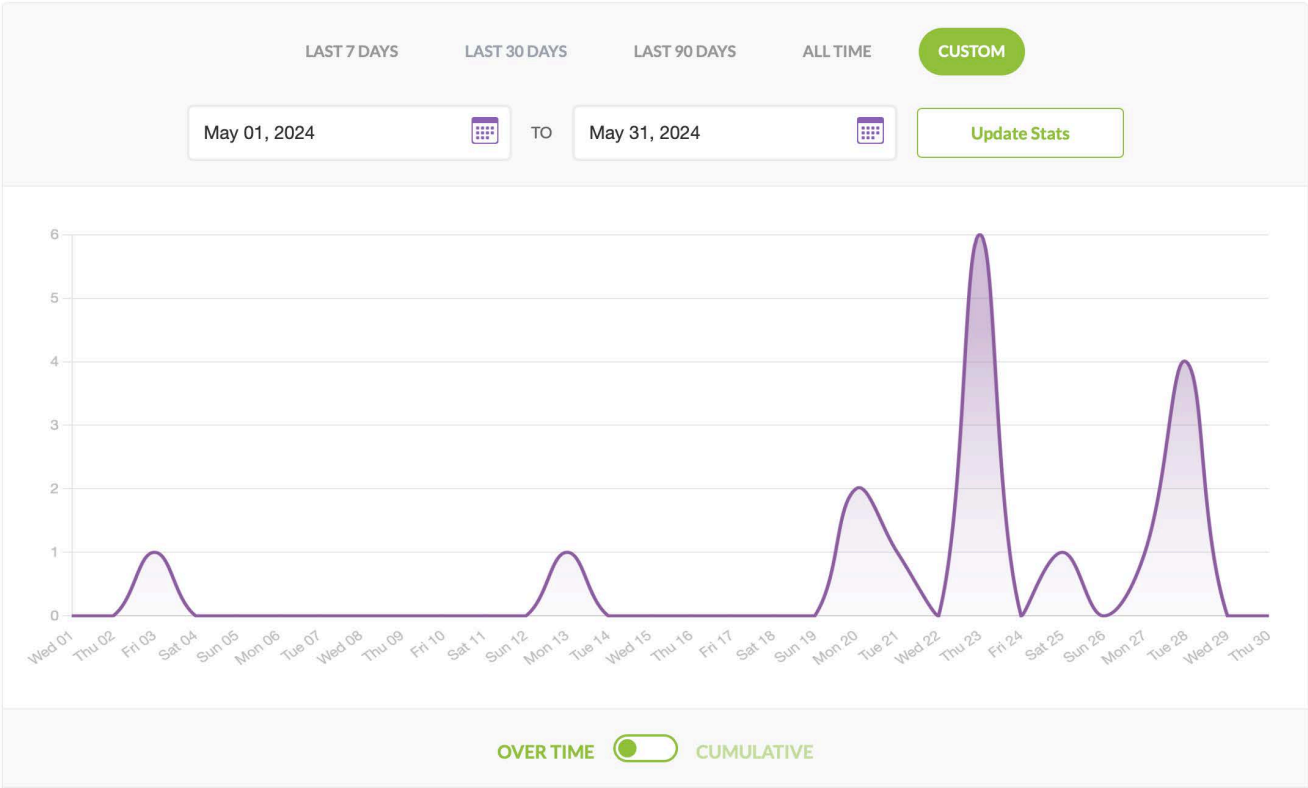


PODCAST REPORT

COMMENTS

This is a summary of our **audio** listeners to the McKinney Momentum Podcast

17 downloads from May 01, 2024 to May 31, 2024



More Download Stats

Top Episodes (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	126
McKinney Momentum: Episode 2 w/ Mayor George Fuller	48
McKinney Momentum - Episode 1 - Peter Tokar	45
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	42
Never miss a moment with startup StadiumDrop - McKinney Momentum	41

Top Apps (Last 5 Episodes)

Apple Podcasts	52%	55
Pocket Casts	25%	27
Spotify	9%	10
Web Browser	5%	6
Your Buzzsprout Site	4%	5

See more apps