

WEBSITE TRAFFIC REPORT

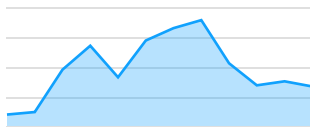
COMMENTS

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

6,827



Previous period -11% Previous year 104%

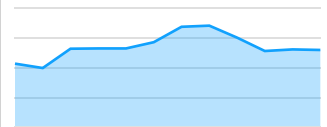
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Organic Social	1,946
Paid Search	1,759
Direct	1,316
Organic Search	1,082
Paid Social	432
Email	176
Referral	162
Unassigned	6
Cross-network	4

BOUNCE RATE

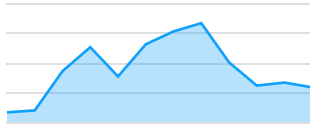
64.90%



Previous period -1% Previous year 60%

TOTAL USERS

5,941

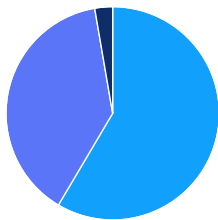


Previous period -12% Previous year 103%

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	2,994 -1,718
/?gad_campaignid=22118577562	1,142 +995
/innovation-fund/	549 +30
(not set)	238 -55
/cj-cup-honoring-byron-nelson-2025/	196 -251
/notable-employers/	128 +9
/leadership/	113 +20
/cj-cup-honoring-byron-nelson-2025-info/	89 +8
/demographics/?gad_campaignid=22118577562	72 +64

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	4,051
desktop	2,686
tablet	187

TOP SESSIONS BY CITY

City	Sessions
Los Angeles	857 +106
Dallas	484 +53
McKinney	336 -3
San Francisco	313 -9
Austin	226 -167
Atlanta	215 -88
Phoenix	194 +48
San Jose	181 -81
San Antonio	181 +10
(not set)	171 +1

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

4115

IMPRESSIONS

17,829



Previous period
59%
Previous year
1%

SHARES

7



Previous period
17%
Previous year
17%

LIKES

644



Previous period
56%
Previous year
27%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



After gathering with over 18,000 other people here in Vancouver for @Web Summit(urn:li:organization:730631) our team is more optimistic than ever

Engagement Rate ▾

20.2%

+20.2%

Likes

47

+47

Clicks

159

+159



Collin College has been awarded a \$1.3 million grant from the Texas Workforce Commission to provide skills development training for over

19.3%

+19.3%

42

+42

186

+186

COMMENTS

47



Previous period
161%
Previous year
-10%

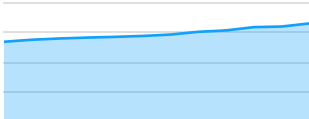
FACEBOOK REPORT

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

1,320



Previous period
3%
Previous year
25%

FAN ADDS

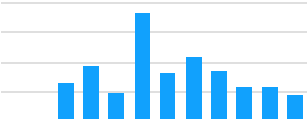
42



Previous period
200%
Previous year
200%

PAGE IMPRESSIONS

274,176



Previous period
-21%
Previous year
4,397%



PAGE ENGAGEMENT RATE

2.78%



Previous period
77%
Previous year
203%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 AT&T is investing in McKinney! A new 30,000 sq. ft. warehouse and administrative facility is planned for Southeast McKinney, bringing 250 new jobs and a \$5 million investment to our growing	16.02%	+16.02%	N/A	N/A
 McKinney is building more than just a business-friendly environment, we're building spaces for families to thrive. With 4 park projects in the works including the brand-new E.A. Randles Park,	9.77%	+9.77%	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▾
● AT&T is investing in McKinney! A new 30,000 sq. ft. wareh...	192
● As a part of Economic Development Week this week, we'...	45
● Get ready, McKinney! 🎵 The Texas Music Revolution is bac...	42
● Collin College has been awarded a \$1.3 million grant fro...	23
● McKinney is investing in its workforce to fuel business gr...	16
● McKinney is heading to Silicon Valley! Join the MEDC at P...	11
● Happy Economic Development Week! As we spend this w...	7
● Today, we pause to remember and honor the brave men ...	5
● McKinney is building more than just a business-friendly e...	4
● We are thrilled to kick off the THE CJ CUP Byron Nelson ...	3

TOP POSTS BY VIRALITY IMPRESSIONS

Post	▾
● AT&T is investing in McKinney! A new 30,000 sq. ft. wareh...	8,389
● Get ready, McKinney! 🎵 The Texas Music Revolution is bac...	1,755
● As a part of Economic Development Week this week, we'...	1,694
● McKinney is heading to Silicon Valley! Join the MEDC at P...	1,556
● McKinney is investing in its workforce to fuel business gr...	1,501
● Collin College has been awarded a \$1.3 million grant fro...	1,325
● Happy Economic Development Week! As we spend this w...	54
● McKinney is building more than just a business-friendly e...	11
● Today, we pause to remember and honor the brave men ...	0
● We are thrilled to kick off the THE CJ CUP Byron Nelson ...	0

INSTAGRAM REPORT

COMMENTS

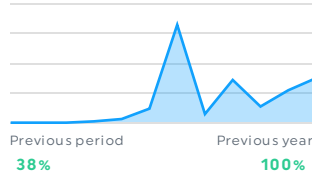
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

2199

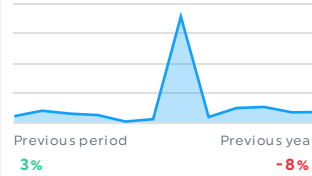
IMPRESSIONS

30,010



LIKES

179



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 AT&T is investing in McKinney! A new 30,000 sq. ft. warehouse and administrative facility is planned for Southeast McKinney, bringing 250 new jobs and a \$5 million investment to our growing community. This project isn't just about infrastructure, it's about making a difference. From creating local job opportunities to strengthening connectivity through	46	+46	1
 Ready for a beautiful last day of @thecjcupbyronnelson 🎉	44	+44	2

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

172



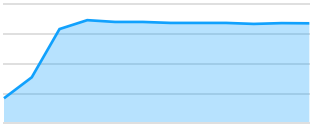
VIEWS BY VIDEO TITLE

Video Title

Be a Maverick and disrupt industries - Tom Currier with M...	43
Where does the money come from? EDC 101 Episode 1	26
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	14
"What is ILS Gummies?"	10
Where did Maverick Power Get its name?	9
EDC 101 Ep 3 - Site Selection and SCOUT	8
Improving the Customer Experience with Data - with Ra...	7
Jon Drago, Byron Nelson Tournament Director	6
What is business attraction vs retention? EDC 101 Episod...	6
Meet the New MEDC President - Michael Kowski - McKinn...	5

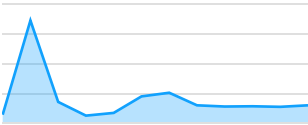
YOUTUBE SUBSCRIBERS

504



DT:ESTIMATEDMINUTESWATCHED

745



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%

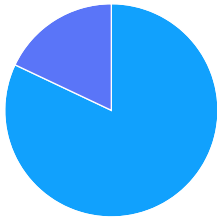
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

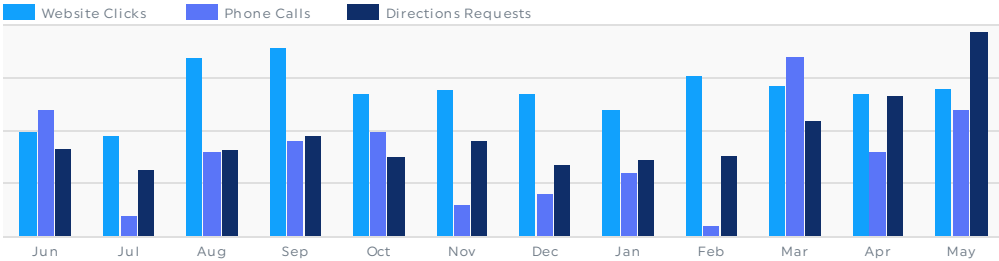
840

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	689
Views on Maps	151

CUSTOMER ACTIONS



NOTES

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