

WEBSITE TRAFFIC REPORT

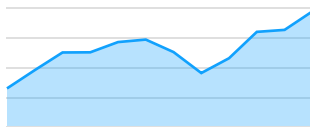
COMMENTS

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

2,922



Previous period **19%** Previous year **104%**

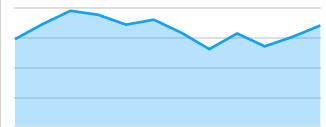
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Direct	1,075
Paid Search	881
Organic Search	682
Referral	231
Organic Social	17
Unassigned	3

BOUNCE RATE

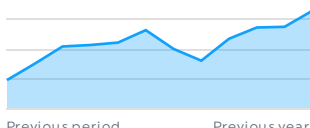
51.33%



Previous period **13%** Previous year **-6%**

TOTAL USERS

2,475

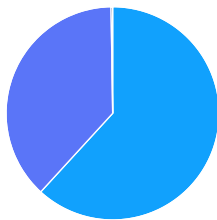


Previous period **20%** Previous year **132%**

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/innovation-fund/	1,196 +419
/	1,137 +90
(not set)	140 +6
/leadership/	69 -3
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	51 -9
/review-wave/	37 +17
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	36 -14
/board-and-agendas/	27 -1

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,783
mobile	1,095
tablet	7

TOP SESSIONS BY CITY

City	Sessions
Los Angeles	217 +19
McKinney	192 -4
Dallas	186 +50
(not set)	172 +21
Chicago	145 -24
Moses Lake	125 +111
Des Moines	112 +108
San Antonio	108 +99
Washington	91 +74
Cheyenne	62 +55

LINKEDIN REPORT

COMMENTS

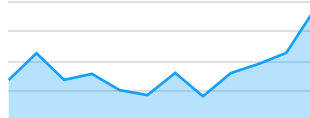
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

2,611

IMPRESSIONS

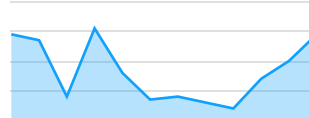
22,238



Previous period: 63%
Previous year: 301%

SHARES

29



Previous period: 45%
Previous year: 142%

LIKES

663



Previous period: 42%
Previous year: 137%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

We had a "brilliant" time today hosting a team representing 15 tech companies from London, England for a @London & Partners (urn:li:organization:2079889) Delegation Lunch!

Engagement Rate ▾

44.7% +44.7%

Likes

96 +96

Clicks

1,462 +1,462

Launch day earlier this week with @Plug and Play Tech Center(urn:li:organization:84179) was fantastic! There's still a great buzz in the air from the innovation & entrepreneurship

39.2% +39.2%

90 +90

696 +696

COMMENTS

32



Previous period: 0%
Previous year: 300%

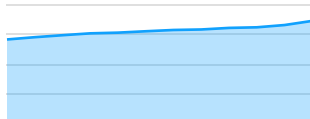
FACEBOOK REPORT

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

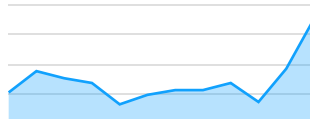
1,036



Previous period: 4%
Previous year: 24%

FAN ADDS

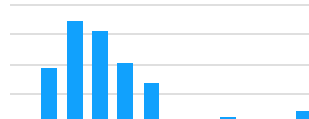
44



Previous period: 91%
Previous year: 47%

PAGE IMPRESSIONS

65,351



Previous period: 704%
Previous year: -76%



PAGE ENGAGEMENT RATE

2.36%



Previous period: -49%
Previous year: 292%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 Get ready to tee off at THE CJ CUP Byron Nelson! 🏌️ We have our own exciting game of 18 holes to visit around McKinney! In April, the accounts listed below will take turns sharing several must-see	42.42% +42.42%	11 +11	0 =	0 =
 The City of McKinney has reached a preliminary agreement with Notes Live for the development of a 20,000-seat open-air amphitheater located on 46 acres at the northeast corner of U.S. 75 and	10.97% +10.97%	17 +17	0 =	6 +6

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Count
● The City of McKinney has reached a preliminary agreeme...	59
● Get ready to tee off at THE CJ CUP Byron Nelson! 🏌️ We ...	11
● Plug and Play McKinney is thrilled to invite you to our off...	11
● Today's episode is a fun one! Two companies who met th...	3
● (id: 1796705433992409_792636586225986)	0

TOP POSTS BY VIRALITY IMPRESSIONS

Post	Count
● Plug and Play McKinney is thrilled to invite you to our off...	1,676
● The City of McKinney has reached a preliminary agreeme...	816
● Get ready to tee off at THE CJ CUP Byron Nelson! 🏌️ We ...	0
● Today's episode is a fun one! Two companies who met th...	0
● (id: 1796705433992409_792636586225986)	0

INSTAGRAM REPORT

COMMENTS

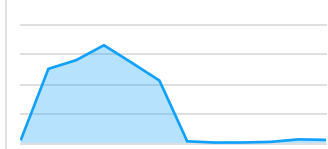
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

1496

IMPRESSIONS

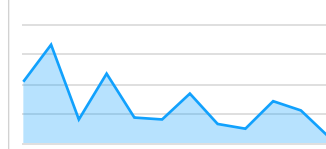
5,082



Previous period: -12% Previous year: -92%

LIKES

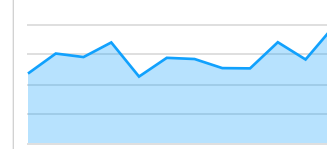
29



Previous period: -79% Previous year: -87%



ENGAGEMENT RATE

9.84%



Previous period: 39% Previous year: 54%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 Today, on International Women's Day, we celebrate the women of the McKinney Economic Development Corporation who lead courageously, think creatively, and work tirelessly to create positive change in our community every day.	15 +15	6 +6	26 +26
 Today's episode is a fun one! Two companies who met through their connection to the Innovation Fund have partnered together, and Mike Wilkes sits down with the founders to chat all things sports tech, fan engagement, the World Cup 2026, and more. Meet Andrew Naugher of Rikodi, and Denny Darmo of Snipitz on today's episode of McKinney Momentum and hear	10 +10	0 =	10 +10

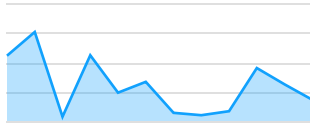
YOUTUBE REPORT

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

152



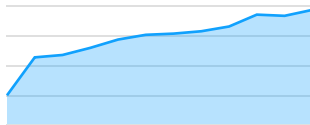
Previous period **-41%** Previous year **-89%**

VIEWS BY VIDEO TITLE

Video Title	Views
McKinney has everything startups need to make their dre...	47
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	15
10 technologies from startups in the latest Mercedes?	10
Corporations linking arms with startups via Plug and Pla...	10
Meet the New MEDC President - Michael Kowski - McKinn...	10
Sportstech partnerships & the World Cup 2026 - with Rik...	10
"What is ILS Gummies?"	7
Pioneering Inclusive Employment Opportunities - HUGS...	6
McKinney Momentum: Rey Colon with Lyric Health	4
Never miss a moment with startup StadiumDrop - McKin...	4

YOUTUBE SUBSCRIBERS

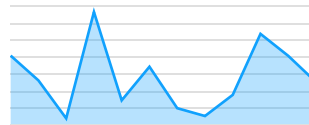
97



Previous period **5%** Previous year **506%**

ESTIMATED MINUTES WATCHED

10:07:00



Previous period **-38%** Previous year **-33%**

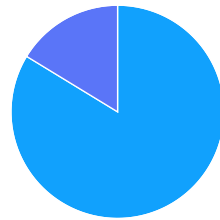
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

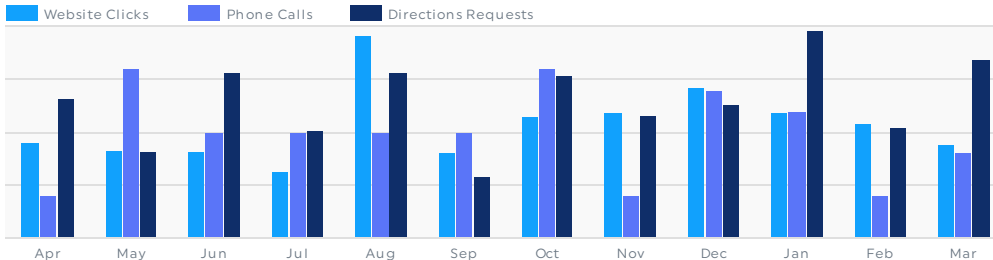
571

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	478
Views on Maps	93

CUSTOMER ACTIONS



COMMENTS

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

35 downloads from Mar 01, 2024 to Mar 31, 2024

