



## WEBSITE

Active Users: 36,000

New Users: 33,000

Views: 77,000

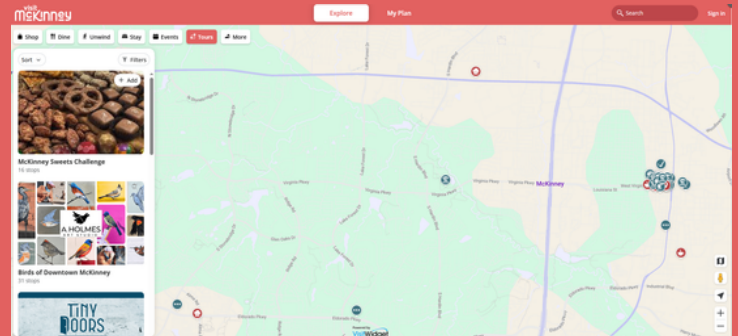
Engagement Time: 38 seconds

Top Pages Visited:

1. Arts in Bloom Event
2. Byron
3. Events
4. Cannon Beach
5. Downtown



## VISIT WIDGET



Total Users: 2,546

Returning Visitors: 2,040

Top Visits:

1. Tiny Doors
2. Birds of Downtown
3. Arts in Bloom Event

## SOCIAL MEDIA

Facebook Impressions: 152,149

Facebook Engagement Rate: 1.5%

Instagram Impressions: 190,238

Instagram Engagement rate: 0.9%

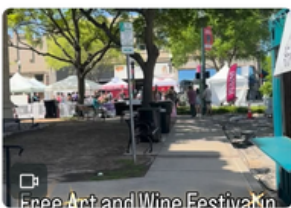
LinkedIn Impressions: 10,174

LinkedIn Engagement Rate: 13.7%

Most Engaging Post: Arts in Bloom Promo

Top Posts

music! The most beautiful downtown in Texas!...



Free Art and Wine Festival in

If you like iconic competition, championship golf, and McKinney, Texas.....



happening this month!



## EMAIL MARKETING

- 7 campaigns reached over 6000 recipients.
- Average open rate: 49.8%

## EARNED MEDIA

9 media placements on 4 releases.

- Crazy Quilt Show at Chestnut Square
  - [Local Profile](#)
  - [Community Impact](#)
  - [North Texas E-News](#)
- Aaron Werner Earns CDME Certification
  - [McKinney Courier-Gazette](#)
- US Senior Pickleball
  - [North Texas E-News](#)
  - [Star Local Media](#)
  - [Local Profile](#)
  - [Sports Events](#)