

WEBSITE TRAFFIC REPORT

1

COMMENTS

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

1,894



Previous period **-14%** Previous year **100%**

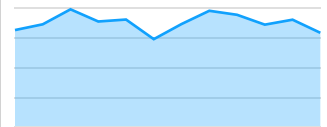
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Organic Search	1,139
Direct	493
Referral	153
Organic Social	97
Unassigned	10
Display	2

BOUNCE RATE

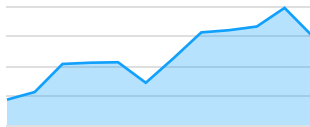
47.62%



Previous period **-12%** Previous year **100%**

TOTAL USERS

1,511

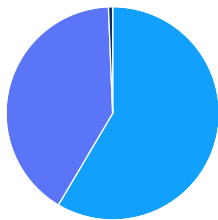


Previous period **-24%** Previous year **100%**

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	799 -79
/innovation-fund/	334 -29
(not set)	122 -11
/uncategorized/mckinney-economic-development-corporation-appoints-michael-kowski-as-president-and-ceo/	74 +56
/uncategorized/media-x-partners-rikodi-announces-selection-as-recipient-of-mckinney-innovation-fund-grant/	70 +70
/leadership/	68 -3

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,113
mobile	777
tablet	12

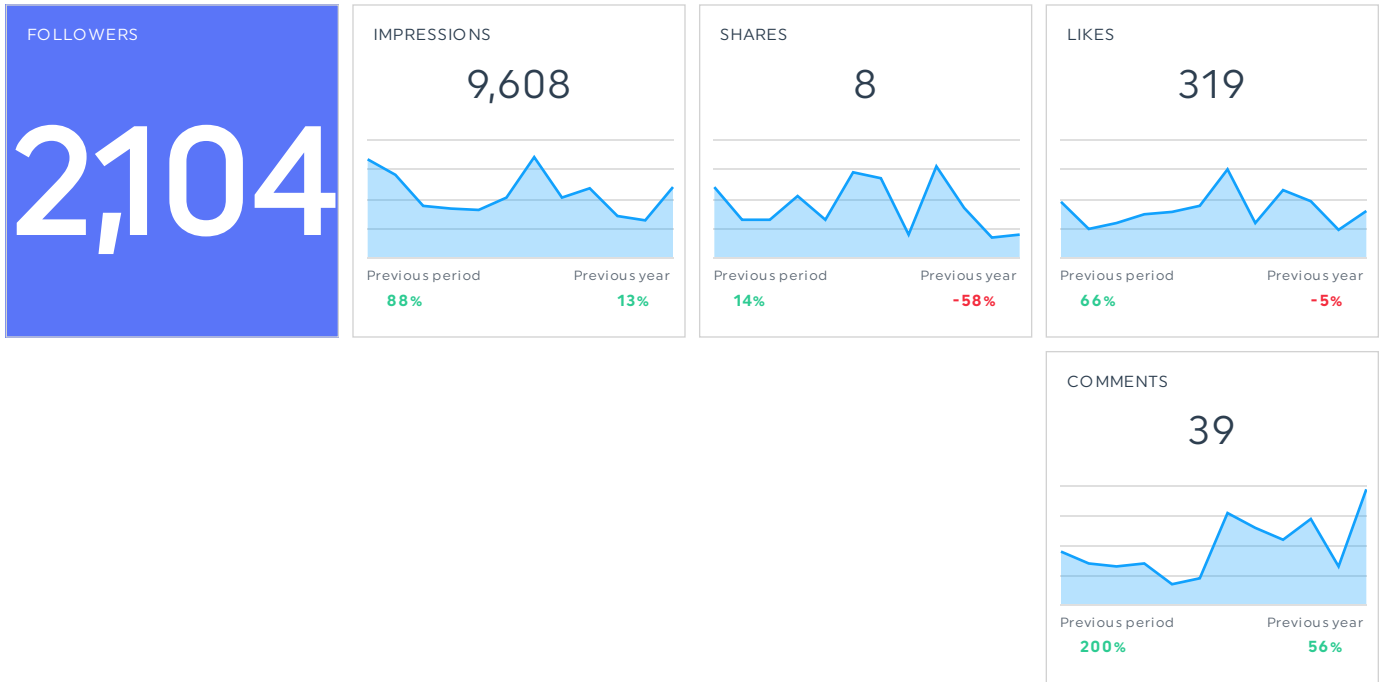
TOP SESSIONS BY CITY

City	Sessions
McKinney	214 +21
Dallas	208 -18
Los Angeles	96 -55
(not set)	67 -47
Chicago	57 -26
San Antonio	39 +3
Frisco	32 -7
Moses Lake	31 +5
Plano	30 -2
Des Moines	23 +8

LINKEDIN REPORT

COMMENTS

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



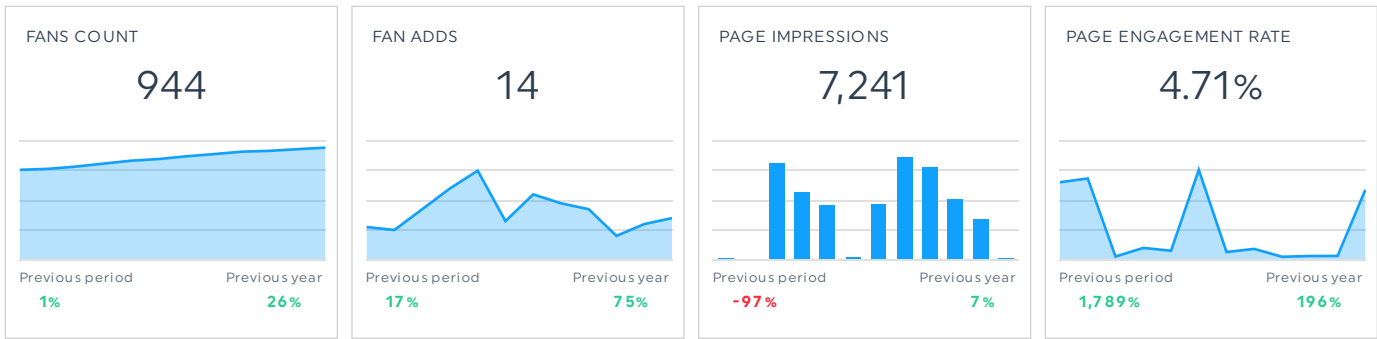
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate ▾		Likes		Clicks	
<p>We had a wonderful morning today at a coffee chat with our President and CEO @[Michael Kowski](urn:li:person:4jhSzFFj0g) hosted by the @[McKinney Chamber of Commerce](urn:li:organization:801870). @[Lisa Hermes, CCE, IOM](urn:li:person:nv3dsqR2wt) conducted a wonderful interview with pointed questions, and Michael delivered very timely</p>	24.1%	+24.1%	45	+45	212	+212
<p>Join us next week for a chat with our President and CEO, @[Michael Kowski](urn:li:person:4jhSzFFj0g) and @[Lisa Hermes, CCE, IOM](urn:li:person:nv3dsqR2wt). Enjoy this more intimate setting and casual conversations as we get to know the new MEDC president, together.</p>	8.8%	+8.8%	27	+27	52	+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.



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
<p>Last week our President & CEO Michael Kowski visited the Leadership McKinney class to share the mission of MEDC and some of our current projects! Based on a curriculum that combines</p>	14.53% +14.53%	18 +18	0 =	3 +3
<p>This week, our team was privileged to sponsor the Commercial Real Estate Women (CREW) Dallas Golf Classic! We love the chance to connect with leaders in the industry about all McKinney has to</p>	13.54% +13.54%	12 +12	0 =	0 =

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● We have some exciting news — the MEDC recently appoi...	33
● Last week our President & CEO Michael Kowski visited th...	21
● Today is #NationalGolfLoversDay, and what better way to...	21
● As part of the MEDC's ongoing efforts to foster commu...	16
● This week, our team was privileged to sponsor the Com...	12
● BUSINESS SPOTLIGHT // Join us in welcoming one of th...	7
● Any sports lovers out there? If so, we're about to KICK O...	5
● For those of you who are new to our page — welcome! W...	5
● Happy Halloween! 🎃 Whether you're out trick-or-treating...	3
● Halloween is just around the corner, and McKinney is hos...	2

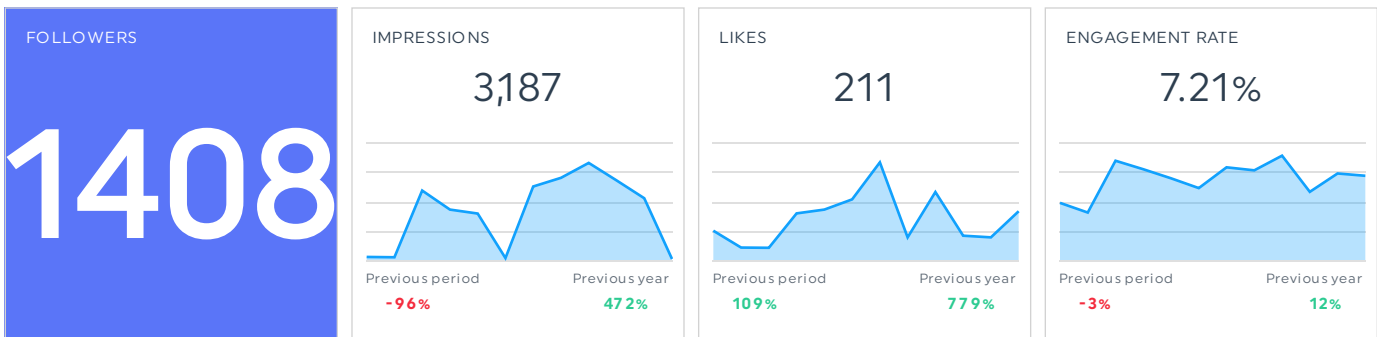
TOP POSTS BY VIRALITY IMPRESSIONS

Post	
● Today is #NationalGolfLoversDay, and what better way to...	3,082
● We have some exciting news — the MEDC recently appoi...	667
● As part of the MEDC's ongoing efforts to foster commu...	83
● Last week our President & CEO Michael Kowski visited th...	69
● Any sports lovers out there? If so, we're about to KICK O...	0
● BUSINESS SPOTLIGHT // Join us in welcoming one of th...	0
● For those of you who are new to our page — welcome! W...	0
● Halloween is just around the corner, and McKinney is hos...	0
● Happy Halloween! 🎃 Whether you're out trick-or-treating...	0
● This week, our team was privileged to sponsor the Com...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image		Likes ▾		Comments		Engagement	
	We have some exciting news — the MEDC recently appointed a new President and CEO! Michael Kowski is bringing years of experience and expertise to our team and is already making an incredible impact in our community. We look forward to continuing to see him thrive in his role!	30	+30	0	=	31	+31
	Halloween is just around the corner, and McKinney is hosting TONS of fa-BOO-lous events to celebrate! Enjoy some not-so-spooky fun at: 🎃 HALLOWEEN AT THE HERD Presented by @heardmuseum_connectwithnature 🎃 DÍA DE LOS MUERTOS Presented by @mckinneydiadelosmuertos 🎃 TRICK OR TREAT TRAIL Presented by @cityofmckinney 🎃	28	+28	4	+4	49	+49


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

64



Previous period: -77%
Previous year: 3,100%


VIEWS BY VIDEO TITLE

Video Title ▾

- Pioneering Inclusive Employment Opportunities - HUGS... 22
- McKinney Momentum: Episode 3 w/ Dru Riess & Madison ... 14
- McKinney, Texas On Good Morning America | July 6, 2023 7
- Improving the Customer Experience with Data - with Ra... 5
- McKinney Momentum: Rey Colon with Lyric Health 5
- McKinney Momentum: Pilot Episode w/ Peter Tokar III 3
- Controlling Your Own Media Experience - with Denny Da... 1
- HUGS Cafe is empowering employees for success #mcki... 1
- Mayor Fuller - Giving Spirit of McKinney 1
- McKinney Momentum - Episode 4 - Aaron Werner w/ Visi... 1

YOUTUBE SUBSCRIBERS

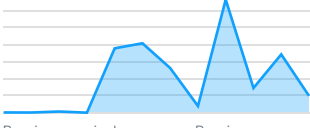
77



Previous period: 1%
Previous year: 3,750%

ESTIMATED MINUTES WATCHED

03:58:00



Previous period: -71%
Previous year: 11,800%

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 ▾
Follow Up - Innovation - Venture Atlanta	66.67%	+66.67%
Follow Up - Innovation - DSW	59.80%	+59.80%
Q3 2023 Real Estate Newsletter	46.94%	+46.94%
Innovation Fund Q3 Newsletter	39.29%	+39.29%
Q3 2023 Site Selectors Newsletter	16.61%	+16.61%

AVG OPEN RATE

40.98%

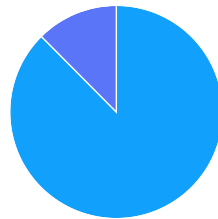
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

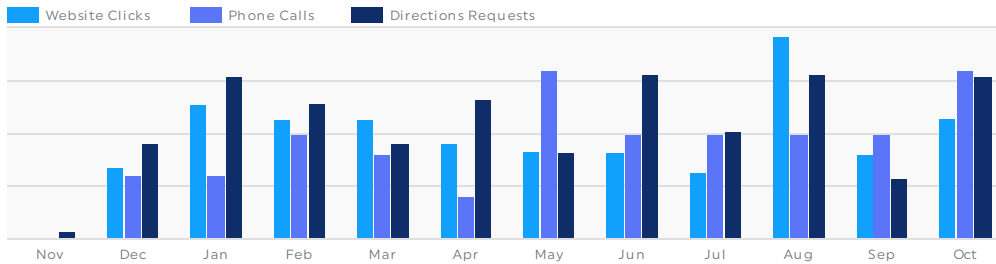
595

TOP GOOGLE SERVICES



Google Service	Total Views ▾
Views on Search	521
Views on Maps	74

CUSTOMER ACTIONS

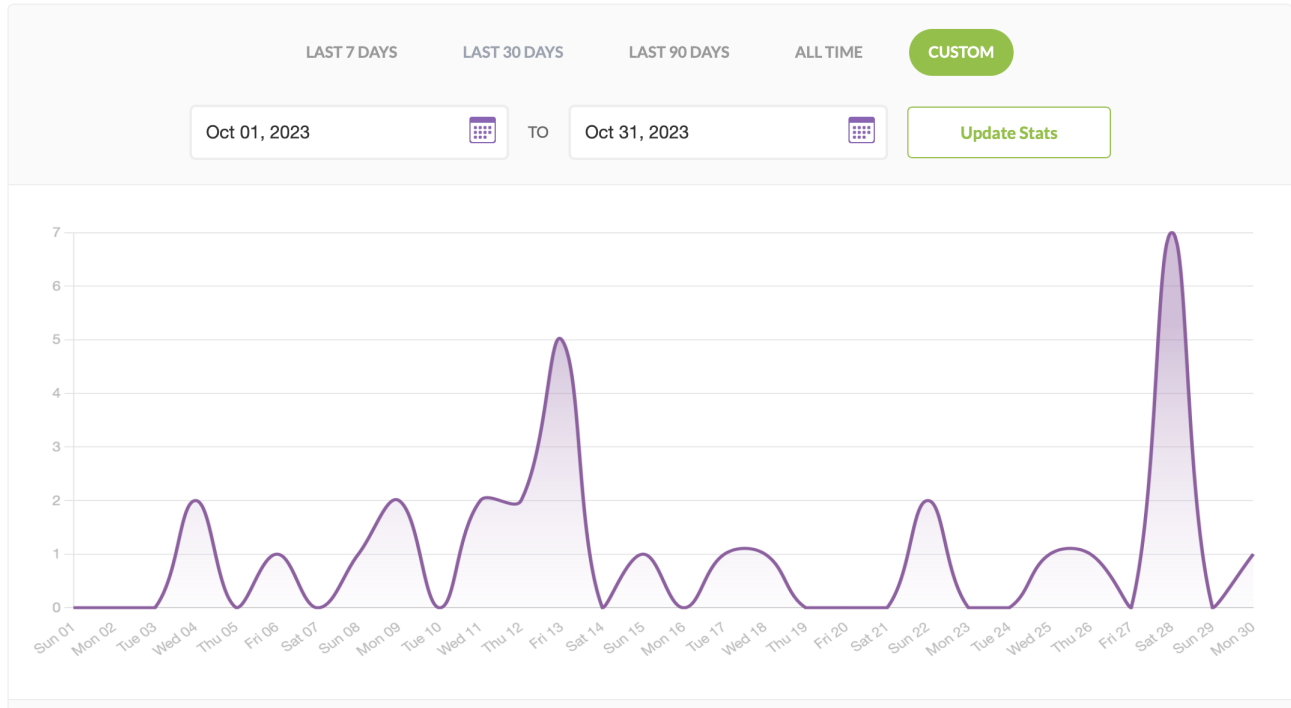


PODCAST REPORT

COMMENTS

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

30 downloads from Oct 01, 2023 to Oct 31, 2023



Top Episodes (All Time)

McKinney Momentum: Episode 3 w/ Dru Riess & Madison Clark	117
McKinney Momentum: Episode 2 w/ Mayor George Fuller	38
McKinney Momentum - Episode 1 - Peter Tokar	37
McKinney Momentum: Angie Woods from the McKinney Community Development Corporation	36
McKinney Momentum - Episode 4 - Aaron Werner w/ Visit McKinney and Madison Clark	35

[See all episodes](#)

Top Apps (Last 5 Episodes)

Apple Podcasts	70%	84
Spotify	15%	19
Web Browser	5%	7
Google Podcasts	4%	5
Your Buzzsprout Site	1%	2

[See more apps](#)

Top App



Apple Podcasts

70%

Top Device



Apple iPhone

85%

Top Category



Mobile

88%