

### WEBSITE TRAFFIC REPORT

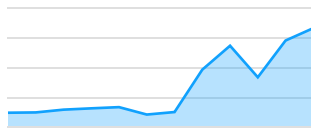
#### COMMENTS

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

16,662



Previous period: 14%  
Previous year: 858%

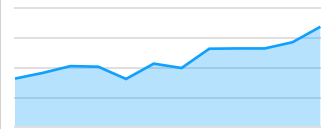
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

Channel Grouping	Sessions
Organic Social	12,400
Direct	2,683
Organic Search	1,330
Referral	196
Paid Social	23
Unassigned	10

#### BOUNCE RATE

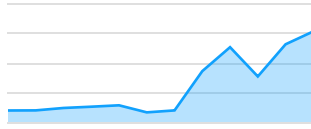
84.44%



Previous period: 18%  
Previous year: 79%

#### TOTAL USERS

15,380

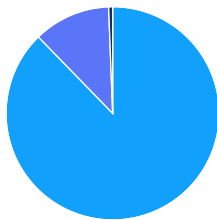


Previous period: 16%  
Previous year: 770%

#### TOP SESSIONS BY LANDING PAGE

Landing page	Sessions	Change
/	13,063	+2,301
/city-of-mckinney-announces-a-new-partnership-with-cannon-beach-surf-and-adventure-park/	1,431	+1,431
/city-of-mckinney-announces-a-new-partnership-with-cannon-beach-surf-and-adventure-park/?fbclid=PAZXh0bgNhZW0CMTEAAaZyUYr52xj7vEv4U_lfhN18BkDhpou18-o5BhoA	357	+357
/innovation-fund/	335	-135
(not set)	283	-39

#### VISITS BY DEVICE TYPE



Device category	Sessions
mobile	14,441
desktop	1,922
tablet	99

#### TOP SESSIONS BY CITY

City	Sessions	Change
Los Angeles	3,015	+683
San Francisco	1,257	+186
Dallas	998	+739
(not set)	985	+265
San Jose	624	+84
McKinney	606	+295
San Diego	597	+159
Sacramento	211	+49
Anaheim	211	+47
Frisco	181	+106

## LINKEDIN REPORT

### COMMENTS

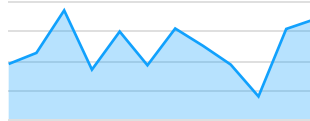
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

### FOLLOWERS

# 3501

### IMPRESSIONS

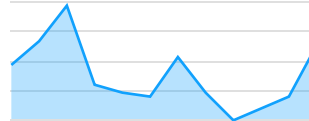
## 20,392



Previous period: 10%  
Previous year: 114%

### SHARES

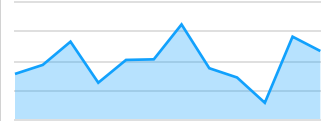
## 19



Previous period: 217%  
Previous year: 375%

### LIKES

## 584



Previous period: -17%  
Previous year: 60%

### TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

#### Post with image



Last night, our staff and board gathered at the @[McKinney Flour Mill](urn:li:organization:89107469) to celebrate an incredible 2024 -

We are closing out the year with a ! in McKinney! Today, the City of McKinney is excited to announce it is pursuing an agreement with Cannon Beach, a \$200 million

#### Engagement Rate ▼

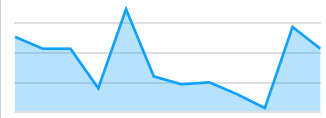
#### Likes

#### Clicks

Engagement Rate	Likes	Clicks
58.0% <span style="color: green;">+58.0%</span>	109 <span style="color: green;">+109</span>	2,130 <span style="color: green;">+2,130</span>
45.6% <span style="color: green;">+45.6%</span>	91 <span style="color: green;">+91</span>	1,969 <span style="color: green;">+1,969</span>

### COMMENTS

## 32



Previous period: -26%  
Previous year: 45%

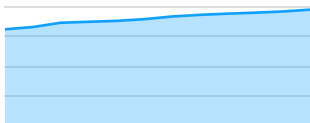
## FACEBOOK REPORT

### 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

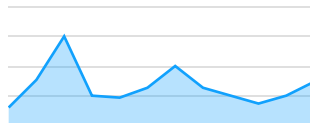
## 1,170



Previous period: 2%  
Previous year: 21%

### FAN ADDS

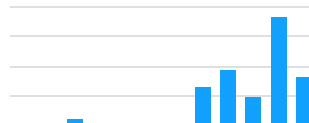
## 22



Previous period: 47%  
Previous year: 29%

### PAGE IMPRESSIONS

## 494,204



Previous period: -56%  
Previous year: 1,387%



### PAGE ENGAGEMENT RATE

## 3.85%



Previous period: 88%  
Previous year: 181%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 We are closing out the year with a splash in McKinney! Today, the City of McKinney is excited to announce it is pursuing an agreement with Cannon Beach, a \$200 million multi-use	23.91% <span style="color: green;">+23.91%</span>	N/A	N/A	N/A
 Last night, our staff and board gathered at the McKinney Flour Mill to celebrate an incredible 2024 - we enjoyed a great evening together and heard from Mayor George Fuller, Board Chair	21.00% <span style="color: green;">+21.00%</span>	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● We are closing out the year with a splash in McKinney!...	104
● Big news for McKinney! Harvest at the Masonic has earne...	12
● Last night, our staff and board gathered at the McKinney...	12
● Let's celebrate the ongoing growth of our workforce! Wi...	7
● 🎉 Happy Holidays! 🎉 This season, we are filled with gratit...	3

TOP POSTS BY VIRALITY IMPRESSIONS

Post	
● We are closing out the year with a splash in McKinney!...	4,243
● Let's celebrate the ongoing growth of our workforce! Wi...	37
● Big news for McKinney! Harvest at the Masonic has earne...	0
● 🎉 Happy Holidays! 🎉 This season, we are filled with gratit...	0
● Last night, our staff and board gathered at the McKinney...	0

INSTAGRAM REPORT

COMMENTS

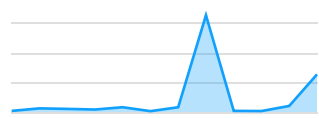
Summary of all activity monthly for the unique\_mckinney instagram account.

FOLLOWERS

# 2001

IMPRESSIONS

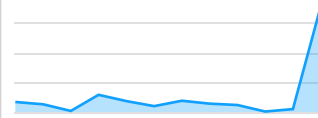
## 51,617



Previous period: 471% | Previous year: 3,161%

LIKES

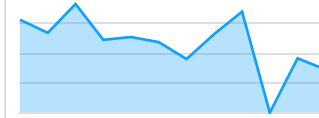
## 1,786



Previous period: 2,877% | Previous year: 2,735%



ENGAGEMENT RATE

## 3.64%



Previous period: -21% | Previous year: -35%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 We are closing out the year with a splash in McKinney! Today, the City of McKinney is excited to announce it is pursuing an agreement with Cannon Beach, a \$200 million multi-use development set to redefine recreation, tourism, and economic innovation in North Texas. Anticipated to break ground in 2025 at the northeast	1,642 <span style="color: green;">+1,642</span>	48 <span style="color: green;">+48</span>	4,865 <span style="color: green;">+4,865</span>
 "In a room of 10 people if you ask, who likes the beach, all 10 people will raise their hand" Great interview from @wfaa TV and Cole Cannon @cole_the_law_father on why Cannon Beach will be such a great development for North Texas	58 <span style="color: green;">+58</span>	4 <span style="color: green;">+4</span>	99 <span style="color: green;">+99</span>

## 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

297



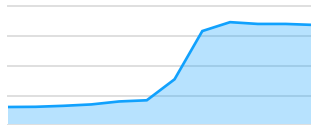
### VIEWS BY VIDEO TITLE

#### Video Title

● Be a Maverick and disrupt industries - Tom Currier with M...	103
● Surf's up in McKinney   Resort style hotel and surf advent...	64
● Solutions for the homeless epidemic in Collin County wi...	32
● McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	15
● MEDC Video Innovation Fund	9
● McKinney has a unique sense of giving and community	8
● "What is ILS Gummies?"	7
● EDC 101 - Show Trailer	7
● Corporations linking arms with startups via Plug and Pla...	5
● Practical and Insightful Leadership with Shawn Pratt, MIS...	4

### YOUTUBE SUBSCRIBERS

506



### DT:ESTIMATEDMINUTESWATCHED

1,275



## 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%

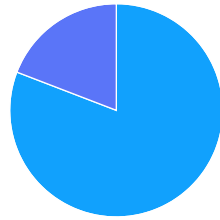
## GOOGLE MY BUSINESS RESULTS

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

### TOTAL VIEWS

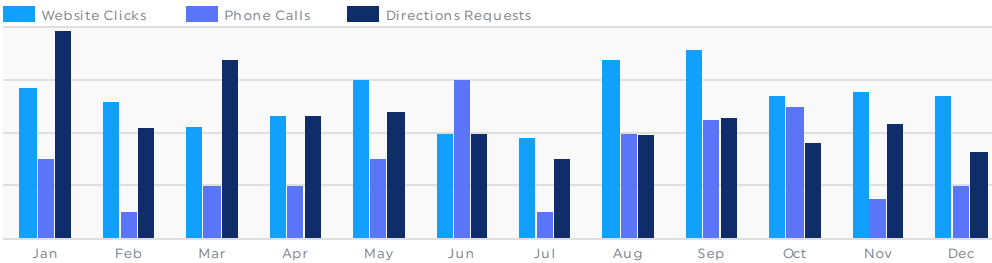
# 548

### TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	443
Views on Maps	105

### CUSTOMER ACTIONS



## PODCAST REPORT

### COMMENTS

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

### NOTES

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.

