

WEBSITE TRAFFIC REPORT

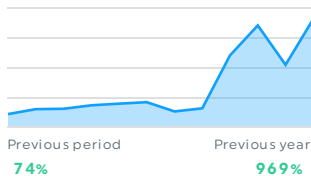
COMMENTS

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

14,576



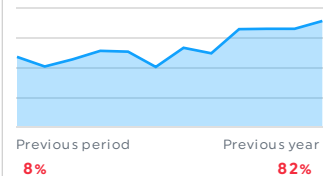
TOP TRAFFIC SOURCES

Session Default Channel Grouping

	Sessions
Organic Social	10,220
Paid Social	1,685
Direct	1,154
Organic Search	939
Referral	290
Organic Shopping	48
Unassigned	20
Paid Search	9
Paid Other	3
Display	1

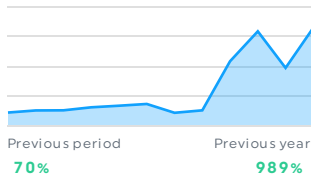
BOUNCE RATE

71.46%



TOTAL USERS

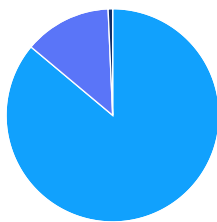
13,208



TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	10,762 +3,653
/innovation-fund/	470 +168
(not set)	322 +134
/mckinney-expands-innovation-fund-to-boost-global-startup-ecosystem/	180 +180
/meet-mckinney-x-smartcites-2/	172 +172
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	103 -12
/notable-employers/	92 -4
/leadership/	64 -25

VISITS BY DEVICE TYPE



Device category	Sessions
mobile	12,457
desktop	1,913
tablet	99

TOP SESSIONS BY CITY

City	Sessions
Los Angeles	2,332 +844
San Francisco	1,071 +206
Barcelona	893 +881
(not set)	720 +323
San Jose	540 +57
San Diego	438 +245
McKinney	311 +63
Dallas	259 -38
Anaheim	164 +29
Sacramento	162 +77

LINKEDIN REPORT

COMMENTS

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

FOLLOWERS

3352

IMPRESSIONS

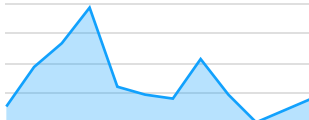
18,486



Previous period
282%
Previous year
281%

SHARES

6



Previous period
100%
Previous year
0%

LIKES

705



Previous period
376%
Previous year
333%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image



Help us celebrate our SVP, @[Michael Talley](urn:li:person:W-fdQg5tjU)! Michael won an award earlier this year for being a Top 50 Economic

Engagement Rate ▾

27.0%

+27.0%

Likes

114

+114

Clicks

310

+310



Reflecting on an Inspiring Smart Cities Expo World Congress in Barcelona! A big thank you to the incredible teams who made our

20.1%

+20.1%

60

+60

297

+297

COMMENTS

43



Previous period
2,050%
Previous year
291%

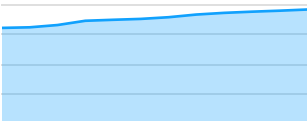
FACEBOOK REPORT

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

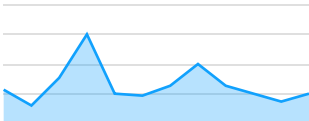
1,151



Previous period
1%
Previous year
21%

FAN ADDS

15



Previous period
36%
Previous year
7%

PAGE IMPRESSIONS

1,110,973



Previous period
270%
Previous year
35,124%

PAGE ENGAGEMENT RATE

2.05%



Previous period
-42%
Previous year
47%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 If you haven't heard about Maverick Power, a new company located in McKinney, you'll hearing more, because they're making waves. Tom Currier and his team are winning awards for their massive	4.79% +4.79%	N/A	N/A	N/A
 "Honor to the soldier and sailor everywhere, who bravely bears his country's cause. Honor, also, to the citizen who cares for his brother in the field and serves, as he best can, the same cause." –	4.40% +4.40%	N/A	N/A	N/A

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	▼
Just over four years in, and we're just getting started! We...	54
One of the fastest-growing companies on the Dallas Bus...	4
"Honor to the soldier and sailor everywhere, who bravely ...	4
If you haven't heard about Maverick Power, a new compa...	3
Have a very Happy Thanksgiving, from all of us at the ME...	1
It's Small Business Saturday here in McKinney, and there's...	0
Happy National Entrepreneurs Day from the McKinney E...	0

TOP POSTS BY VIRALITY IMPRESSIONS

Post	▼
Just over four years in, and we're just getting started! We...	6,512
One of the fastest-growing companies on the Dallas Bus...	635
It's Small Business Saturday here in McKinney, and there's...	0
Have a very Happy Thanksgiving, from all of us at the ME...	0
Happy National Entrepreneurs Day from the McKinney E...	0
If you haven't heard about Maverick Power, a new compa...	0
"Honor to the soldier and sailor everywhere, who bravely ...	0

INSTAGRAM REPORT

COMMENTS

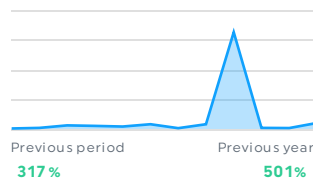
Summary of all activity monthly for the unique_mckinney instagram account.

FOLLOWERS

1,713

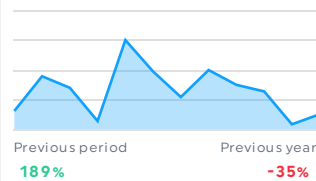
IMPRESSIONS

9,042



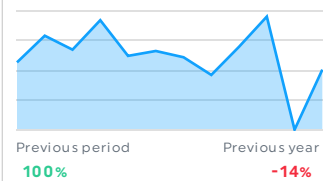
LIKES

52



ENGAGEMENT RATE

5.06%



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 Just over four years in, and we're just getting started! We've recently updated and boosted the Innovation Fund, offering up to \$200K in non-diluted funding for early-stage startups and up to \$500K for later-stage companies moving HQ to McKinney. Since 2020, the MEDC has helped 45 startups create an estimated 931 jobs with salaries averaging \$80K.	14 +14	2 +2	17 +17
 Happy National Entrepreneurs Day from the McKinney Economic Development Corporation! Today, we celebrate the innovators, risk-takers, and trailblazers who drive McKinney's thriving business community. From startups to established businesses, entrepreneurs are the backbone of our local economy, fueling innovation, creating jobs,	12 +12	2 +2	16 +16

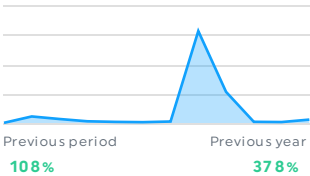
YOUTUBE REPORT

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

239

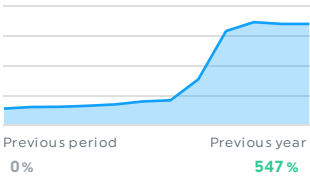


VIEWS BY VIDEO TITLE

Video Title	
Be a Maverick and disrupt industries - Tom Currier with M...	118
Where did Maverick Power Get its name?	15
VISIT MCKINNEY PROMO 1	12
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	10
Improving the Customer Experience with Data - with Ra...	8
Blue Screen of Death? McKinney IT and Cyber Security E...	8
"What is ILS Gummies?"	6
Sportstech partnerships & the World Cup 2026 - with Rik...	6
HUGS Cafe is empowering employees for success #mcki...	6
Empowering the next wave of MISD students: Sheila Due ...	5

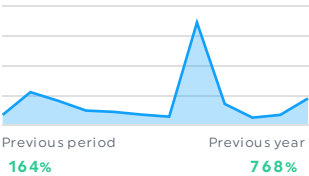
YOUTUBE SUBSCRIBERS

511



DT:ESTIMATEDMINUTESWATCHED

1,120



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%

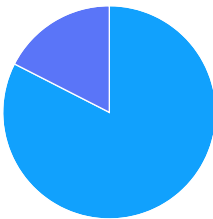
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

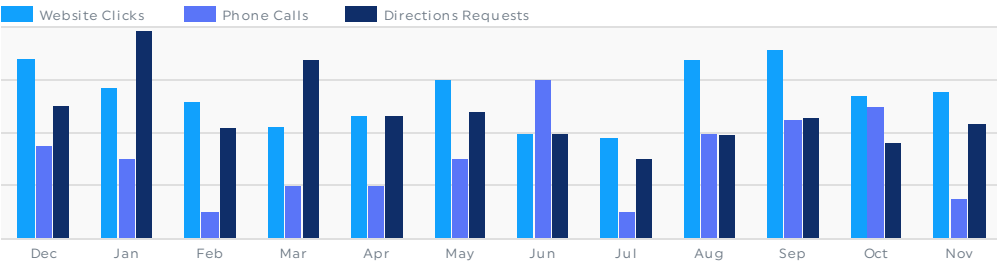
526

TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	434
Views on Maps	92

CUSTOMER ACTIONS



PODCAST REPORT

COMMENTS

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



73 downloads in the last 30 days.

LAST 7 DAYS LAST 30 DAYS LAST 90 DAYS ALL TIME CUSTOM

