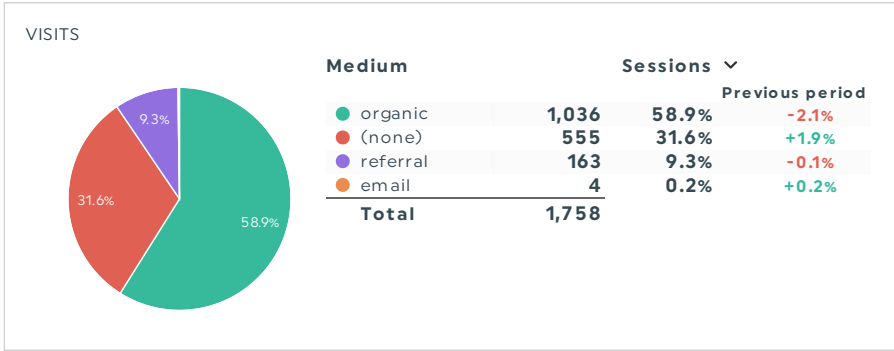
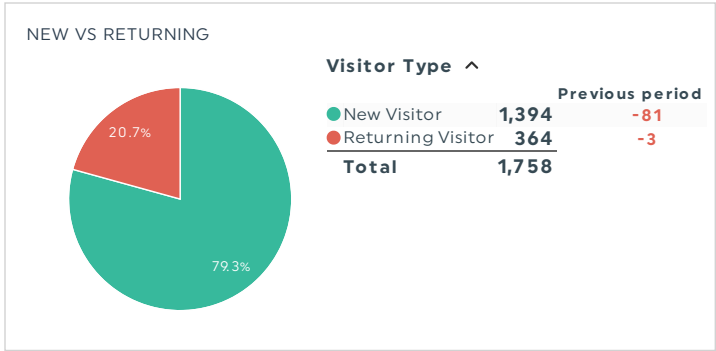
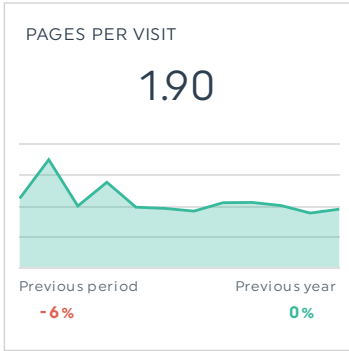
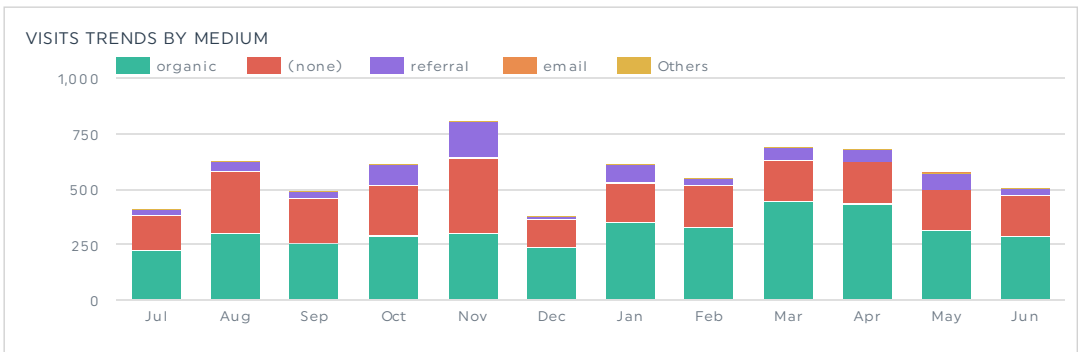


WEBSITE TRAFFIC OVERVIEW



TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	981
(direct) / (none)	555
m.facebook.com / referral	31
bing / organic	29
collincountytx.gov / referral	20
discoverwylie.com / referral	20
facebook.com / referral	15
yahoo / organic	12
wylieedc.giswebtechguru.com / refer...	11
l.facebook.com / referral	10

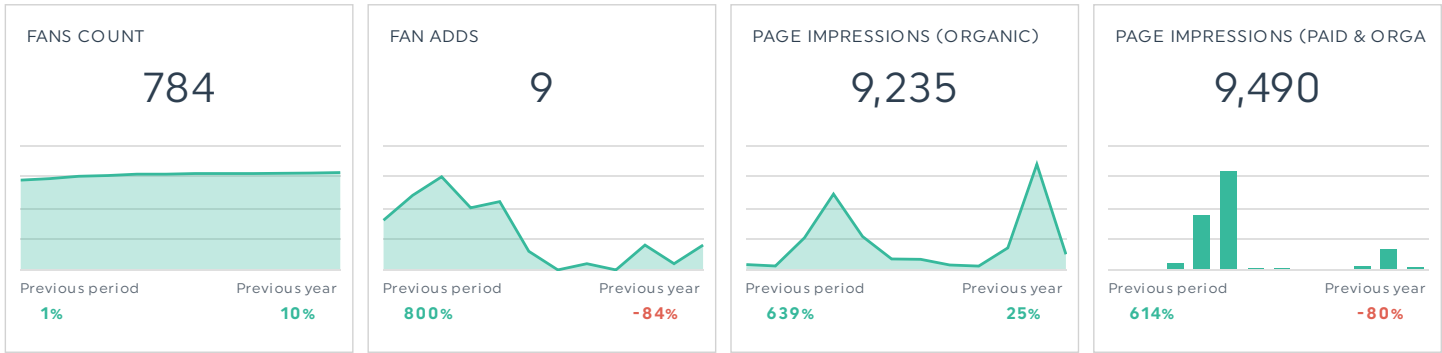
TOP CITIES (VISITS)

City	Sessions
Wylie	335
(not set)	249
Dallas	242
Columbus	56
Plano	37
New York	19
Garland	18
Houston	18
Longview	18
McKinney	18

TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	902
/site-selection/recent-developments	457
/about-us/meet-the-staff	254
/site-selection/retail-in-wylie	97
/business-resources/tax-rates	94
/site-selection/demographics	82
/properties/kcs-intermodal	73
/site-selection/major-employers	66
/about-us/latest-news	65
/about-us/meetings-and-agendas	65

FACEBOOK INSIGHTS

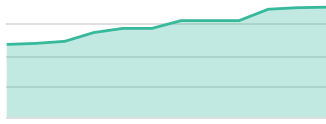


TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)		Engagement Rate	Total Reactions	Post Comments	Post Shares
	Wow, what an amazing turnout for #TasteOfWylie this year! All to support our local non-profit food pantries. (id: 153940454642753_686614526807927)	14.96%	18	1	0
	Everyone had a great time this weekend at #BluegrassOnBallard (id: 153940454642753_726958182773561)	12.40%	6	0	0
	What a great turnout on Sunday for the #WyliePedalCarRace (id: 153940454642753_691634526305927)	10.88%	13	2	0
	Photos from Wylie ISD's post (id: 153940454642753_669037288565651)	7.58%	4	0	0
	We're happy that Deanan Gourmet Popcorn chose Wylie, TX as their home-base back in 2011 when they were relocating from San Antonio. Read more about them from an interview we recently	7.41%	16	0	6
	Small Business Week starts on April 30th and the week is PACKED with fun events around Wylie. Some of these are ticketed events, so make sure you get your tickets or register today so you don't	7.40%	11	3	4
	We want to thank everyone who attended the Small Business Week Proclamation ceremony this past Tuesday. It was a very impressive group! We were overwhelmed by the support from our small	7.18%	10	0	1
	Happy Easter, Wylie! We hope you get to spend time with loved ones today. (id: 153940454642753_671049628364417)	6.70%	9	0	0

INSTAGRAM INSIGHTS

FOLLOWERS

214



Previous period: 14%
Previous year: 62%

FOLLOWERS BY AGE GENDER

Age Gender

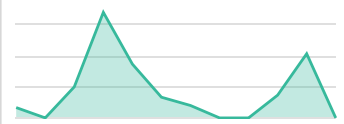
- F.35-44
- M.35-44
- F.45-54
- M.45-54
- F.25-34
- F.55-64
- U.35-44
- U.45-54
- U.25-34
- M.25-34

Followers

- 43
- 29
- 27
- 16
- 15
- 14
- 14
- 10
- 8
- 7

LIKES

42



Previous period: 600%
Previous year: 14%

PERFORMANCE BY POST

Post Name

We're happy that @deananpop chose Wylie, TX as their home-base back in 2011 when they were relocating from San Antonio. Read more about them from an interview we recently had with CEO & President, Barbara Hodge - <https://bit.ly/3LZjbai> #EconDevWeek

Small Business Week starts on April 30th and the week is PACKED with fun events around Wylie. Some of these are ticketed events, so make sure you get your tickets or register today so you don't miss out. Here's the schedule: May 1st - Taste of Wylie - get tickets here: <https://bit.ly/401jWM> May 2nd - [SOLD OUT]

Come join the Social Media Rescue team for an evening of social media We're happy that ABC chose Historic Downtown Wylie, TX as their home-base back in 2015 where they create amazing animation for tons of brands you know. Read more about them from an interview we recently had with owner, Barton Damer - <https://bit.ly/42u2VVA> #EconDevWeek

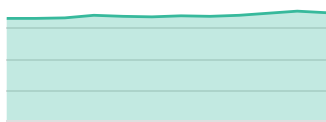
Shop local and support Wylie's small businesses during #SmallBusinessWeek May 1-7, and the City of Wylie will give you a FREE 1887 Wylie tee! 1️⃣ Shop at ANY Wylie Small Business Merchant and snap a photo between May 1-7. 2️⃣ Post your photo(s) on social media with #iShopWylie AND tag the business. 3️⃣ Show your post to the business and pick up your FREE 1887 Wylie tee while you shop (while Happy Easter, Wylie! We hope you get to spend time with loved ones today.

	Engagement	Impressions	Reach	Engagement Rate
We're happy that @deananpop chose Wylie, TX as their home-base back in 2011 when they were relocating from San Antonio. Read more about them from an interview we recently had with CEO & President, Barbara Hodge - https://bit.ly/3LZjbai #EconDevWeek	10	99	92	10.10%
Small Business Week starts on April 30th and the week is PACKED with fun events around Wylie. Some of these are ticketed events, so make sure you get your tickets or register today so you don't miss out. Here's the schedule: May 1st - Taste of Wylie - get tickets here: https://bit.ly/401jWM May 2nd - [SOLD OUT]	7	68	65	10.29%
Come join the Social Media Rescue team for an evening of social media We're happy that ABC chose Historic Downtown Wylie, TX as their home-base back in 2015 where they create amazing animation for tons of brands you know. Read more about them from an interview we recently had with owner, Barton Damer - https://bit.ly/42u2VVA #EconDevWeek	7	77	72	9.09%
Shop local and support Wylie's small businesses during #SmallBusinessWeek May 1-7, and the City of Wylie will give you a FREE 1887 Wylie tee! 1️⃣ Shop at ANY Wylie Small Business Merchant and snap a photo between May 1-7. 2️⃣ Post your photo(s) on social media with #iShopWylie AND tag the business. 3️⃣ Show your post to the business and pick up your FREE 1887 Wylie tee while you shop (while Happy Easter, Wylie! We hope you get to spend time with loved ones today.	5	65	58	7.69%
	4	58	45	6.90%
Total	42	532	487	7.89%

TWITTER INSIGHTS

FOLLOWERS

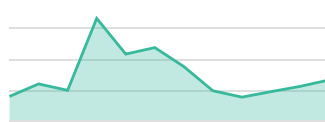
210



Previous period: 2%
Previous year: 6%

FOLLOWER ENGAGEMENT RATE

5.24%



Previous period: -11%
Previous year: -64%

TOP MENTIONS BY FOLLOWERS COUNT

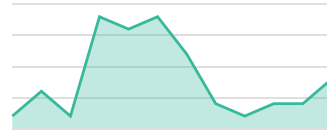
Post

- Vanilla - Sweet and oh so colorful! 🍪 @GOTEXAN @dal... 131

TOP RETWEETED POSTS
There is no data for this period

MENTIONS

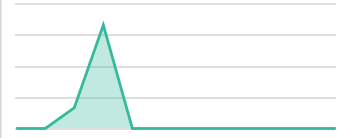
8



Previous period: -11%
Previous year: -62%

RETWEETS

0

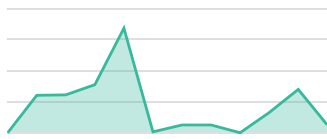


Previous period: 0%
Previous year: -100%

FACEBOOK ADS: WYLIE EDC & CHAMBER

AMOUNT SPENT

\$459.12



Previous period: 359%
Previous year: -3%

TOP CAMPAIGN BY CLICKS (ALL)

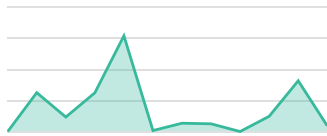
Campaign Name

Clicks (All) ▾

● Event: 3rd Annual East Collin County Women's Conference	487
● Event: Black Tie & Bling 42nd Community Awards Banquet	439
● Event: The Cornament Cornhole Tournament - Spring 2023	431
● Event: May Luncheon featuring Leadership Wylie	227
● Event: 5:01 P.M. Professional Mixer hosted by the Wylie Chamber of Commerce	183
● Event: 5:01 P.M. Professional Mixer at Fish N Tails Oyster Bar	166
● Event: 5:01 P.M. Professional Mixer at TNT	76
● Post: "LAST CHANCE for Tickets! "	32
● Post: "IT'S BACK ON! Spring weather in Texas can keep us..."	4

IMPRESSIONS

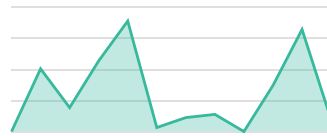
57,745



Previous period: 347%
Previous year: -15%

REACH

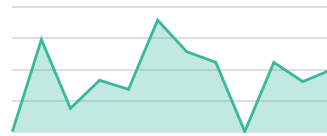
28,400



Previous period: 446%
Previous year: 39%

CTR (ALL)

3.54%



Previous period: -26%
Previous year: -8%

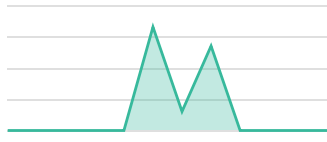
FACEBOOK ADS: DISCOVER WYLIE

COMMENTS

No Ads ran for Discover Wylie during 2nd quarter in 2023.

AMOUNT SPENT

\$0.00

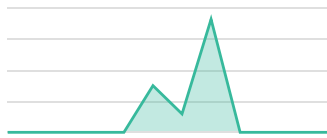


Previous period -100% Previous year 0%

TOP CAMPAIGN BY CLICKS (ALL)
There is no data for this period

IMPRESSIONS

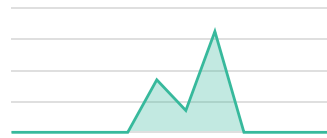
0



Previous period -100% Previous year 0%

REACH

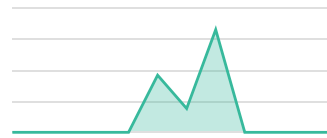
0



Previous period -100% Previous year 0%

CLICKS (ALL)

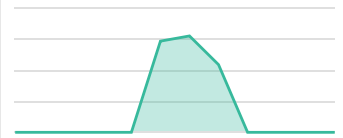
0



Previous period -100% Previous year 0%

CTR (ALL)

0.00%



Previous period -100% Previous year 0%