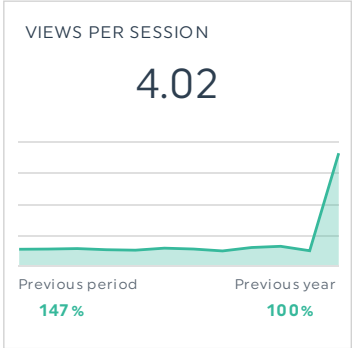
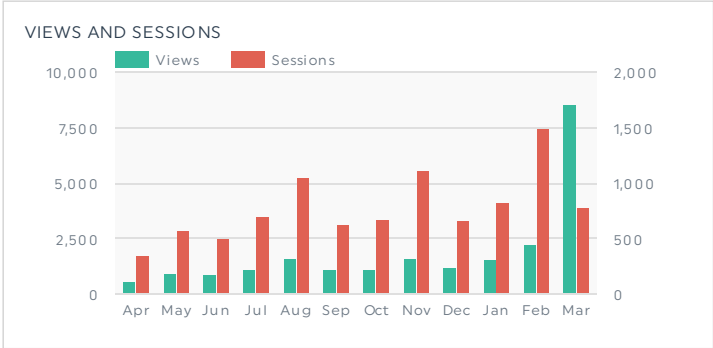
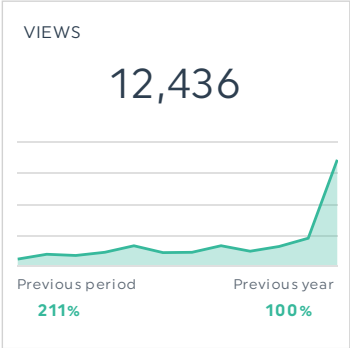


WEBSITE TRAFFIC OVERVIEW



TOP SESSIONS AND VIEWS BY SESSION SOURCE

Session Source	Sessions	Views
google	1,412 (+144)	2,826 (+528)
(direct)	675 (+71)	1,116 (+271)
news.grets.store	491 (+491)	491 (+491)
ridatokyo	124 (+124)	124 (+124)
bing	59 (+15)	145 (+30)
static.seders.website	57 (+57)	57 (+57)
kar.razas.site	42 (+42)	42 (+42)
info.seders.website	42 (+42)	42 (+42)
yahoo	27 (+7)	65 (+30)
wylietexas.gov	23 (+13)	41 (+22)

TOP VIEWS BY PAGE PATH

Page path without query string	Views
/	8,762 (+8,059)
/site-selection/recent-developments	509 (+105)
/properties/kcs-intermodal	341 (+89)
/about-us/meet-the-staff	284 (+7)
/site-selection/retail-in-wylie	155 (+54)
/site-selection/demographics	144 (+10)
/site-selection/major-employers	137 (+67)
/why-wylie/wylie-living	101 (+28)
/about-us/latest-news	101 (+25)
/business-resources/incentives	95 (+57)

TOP SESSIONS BY CITY

City	Sessions
Warsaw	788 (+788)
Wylie	486 (-73)
Dallas	372 (-47)
(not set)	297 (+33)
Columbus	80 (+27)
Ashburn	42 (+25)
Houston	40 (+18)
San Francisco	37 (+34)
Plano	37 (-21)
Chicago	27 (+3)

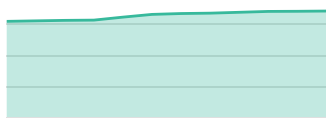
TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions ▾	
desktop	2,282	+1,042
mobile	814	-370
tablet	18	-18

FACEBOOK INSIGHTS

FANS COUNT

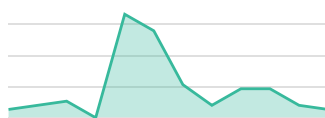
859



Previous period: 1%
Previous year: 11%

FAN ADDS

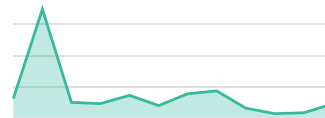
12



Previous period: -33%
Previous year: 500%

PAGE IMPRESSIONS (ORGANIC)

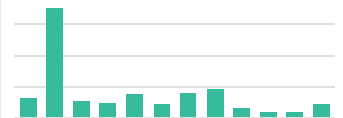
1,484



Previous period: -62%
Previous year: 19%

PAGE IMPRESSIONS (PAID & ORGA)

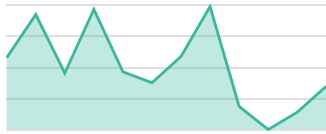
1,605



Previous period: -61%
Previous year: 21%

PAGE ENGAGEMENT RATE

0.93%



Previous period: -67%
Previous year: -27%

TOP POSTS BY IMPRESSIONS

Post

(id: 153940454642753_887436233392421)

110

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

Engagement Rate ▾ Total Reactions Post Comments Post Shares



(id: 153940454642753_887436233392421)

7.00%

5

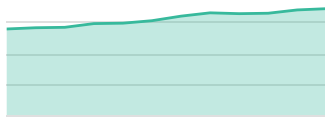
0

0

INSTAGRAM INSIGHTS

FOLLOWERS

259



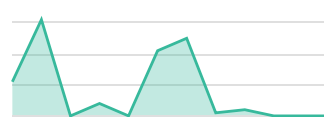
Previous period **5%** Previous year **38%**

FOLLOWERS BY AGE GENDER

Age Gender	Followers
35-44 F	48
45-54 F	45
35-44 M	33
45-54 M	20
25-34 F	19
45-54 U	14
55-64 F	12
25-34 U	12
35-44 U	11
25-34 M	8

FOLLOWERS ADDED

0



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

PERFORMANCE BY POST

There is no data for this period

TWITTER INSIGHTS

FOLLOWERS



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FOLLOWER ENGAGEMENT RATE



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TOP MENTIONS BY FOLLOWERS COUNT



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TOP RETWEETED POSTS



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MENTIONS



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RETWEETS



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COMMENTS

Since Elon is changing Twitter Analytics, APIs still don't have access. So here's what I could pull from the app itself:

2024 1st Quarter:

- o Followers: 244
- o Impressions: 117
- o Engagement: 6.8%
- o Likes: 15
- o Retweets: 0

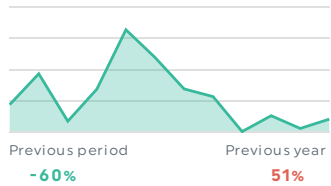
2023 4th Quarter:

- o Followers: 210
- o Impressions: 349
- o Engagement: 1.8%
- o Likes: 26
- o Retweets: 0

FACEBOOK ADS: WYLIE EDC & CHAMBER

AMOUNT SPENT

\$151.43



TOP CAMPAIGN BY CLICKS (ALL)

Campaign Name

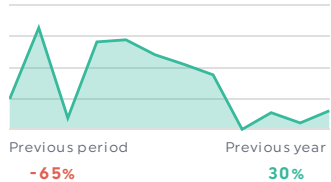
- Event: 5:01pm Networking Mixer
- Post: "☑ Join us for an electrifying evening of..."
- Post: "Have you registered for the FREE Ambassador 101..."

Clicks (All) ▾

365
345
14

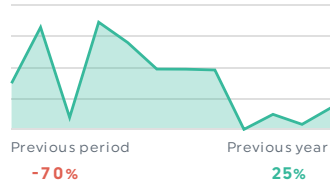
IMPRESSIONS

16,803



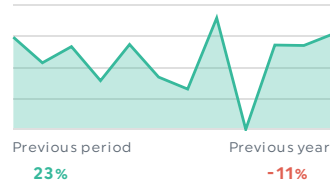
REACH

6,523



CTR (ALL)

4.31%



LINKEDIN INSIGHTS

FOLLOWERS



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IMPRESSIONS



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ENGAGEMENT RATE



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LIKES



Oops, the data in this widget can't be reached at the moment!

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)



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