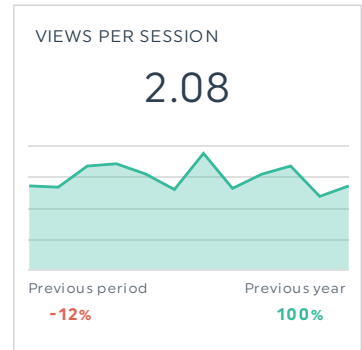
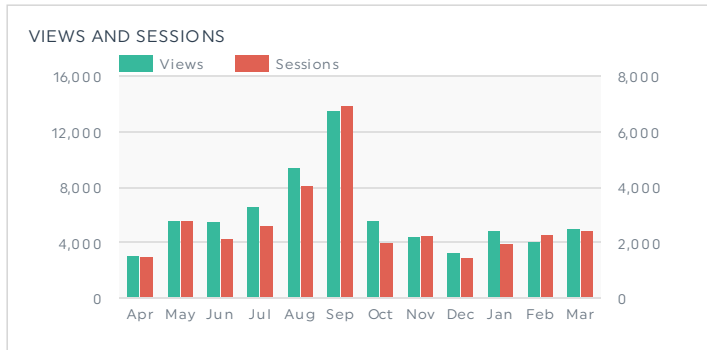
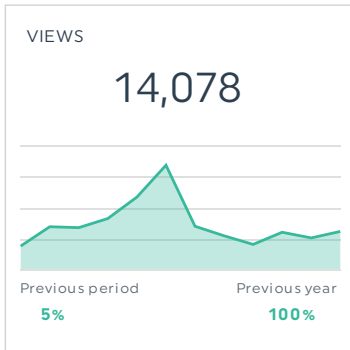




REPORT FOR JAN 1, 2024 - MAR 31, 2024

WYLIE CHAMBER - QUARTERLY REPORT + ROLLING 12 MONTHS

WEBSITE TRAFFIC OVERVIEW



TOP SESSIONS BY SOURCE

Session Source	Sessions	Change
google	2,430	+201
(direct)	2,220	+280
bing	346	+45
news.grets.store	337	+337
m.facebook.com	270	-417
secure2.chambermaster.com	167	+51
rida.tokyo	148	+148
l.facebook.com	133	+59
kar.razas.site	84	+84
info.seders.website	84	+84

TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Search	2,893
Direct	2,220
Referral	1,087
Organic Social	531
Unassigned	9

TOP VIEWS BY PAGE PATH

Page path without query string	Views	Change
/	3,451	+1,422
/events/calendar	945	+8
/list	773	+40
/wylie-rodeo/	475	+89
/events/details/2024-monthly-luncheon-state-of-the-city-sponsored-by-linebarger-goggan-blair-sampson-llp-5689	450	+450
/the-connection-magazine/	413	+195
/login	303	+39
/membership-benefits/	260	+51
/events/calendar/2024-03-01	233	+207

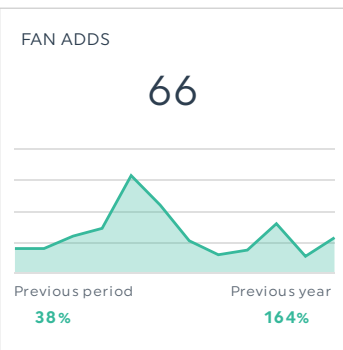
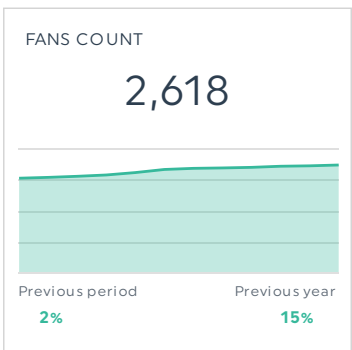
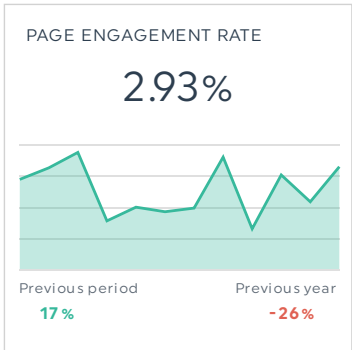
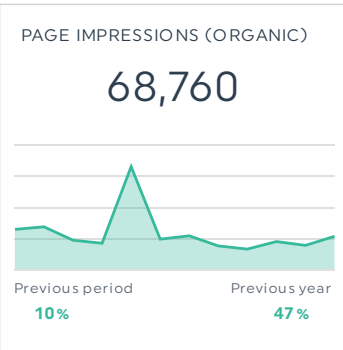
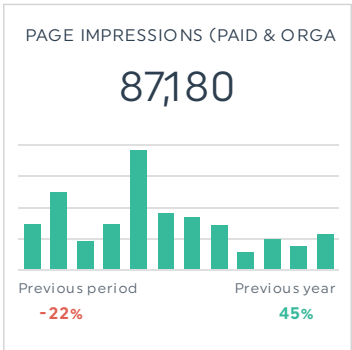
TOP SESSIONS BY CITY

City	Sessions	Change
Wylie	1,616	+215
Dallas	824	+12
Warsaw	812	+811
(not set)	721	+9
Ashburn	384	+77
Plano	136	-39
Garland	129	-3
McKinney	82	+3
New York	78	+14
Richardson	66	+18

TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions	Change
desktop	4,615	+1,333
mobile	2,058	-331
tablet	37	+6

CHAMBER - FACEBOOK INSIGHTS



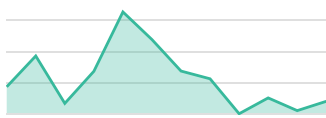
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

There is no data for this period

FACEBOOK ADS

AMOUNT SPENT

\$151.43



Previous period **-60%** Previous year **51%**

TOP CAMPAIGN BY CLICKS (ALL)

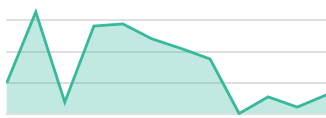
Campaign Name

Clicks (All) ▾

● Event: 5:01pm Networking Mixer	365
● Post: "☐ Join us for an electrifying evening of..."	345
● Post: "Have you registered for the FREE Ambassador ..."	14

IMPRESSIONS

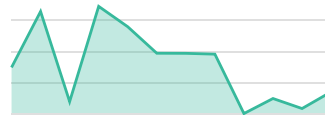
16,803



Previous period **-65%** Previous year **30%**

REACH

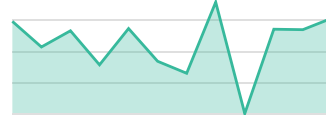
6,523



Previous period **-70%** Previous year **25%**





CTR (ALL)

4.31%



Previous period **23%** Previous year **-11%**

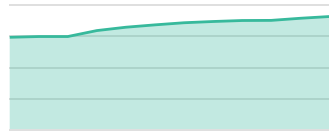
ENGAGEMENT BY AD (WITH IMAGE)

Ad ID with image	Post Reactions	Link Clicks	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Amo
 Post: "Join us for an electrifying evening of..." (id: 120205783740180131)	75	46	0.61%	\$1.30	
 Event: 5:01pm Networking Mixer (id: 120205783740180131)	38	54	0.84%	\$1.30	
 Event: 5:01pm Networking Mixer (id: 120207222791710131)	19	19	0.73%	\$0.79	
 Post: "Have you registered for the FREE Ambassador 101 #G..."	0	4	1.47%	\$1.61	
Total	132	123	0.73%	\$1.23	

INSTAGRAM INSIGHTS

FOLLOWERS

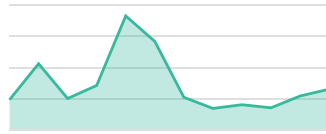
910



Previous period: 4%
Previous year: 29%

PROFILE VIEWS

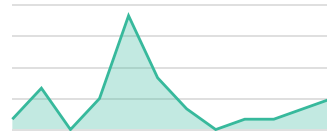
154



Previous period: 22%
Previous year: 24%

WEBSITE CLICKS

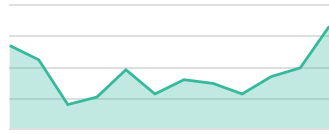
6



Previous period: 100%
Previous year: 100%

LIKES

350










Previous period: 66%
Previous year: 145%

FOLLOWERS BY AGE GENDER

Age Gender	Followers
35-44 F	211
45-54 F	157
25-34 F	65
35-44 M	63
45-54 M	57
55-64 F	54
35-44 U	45
45-54 U	44
55-64 M	38
25-34 U	35

ENGAGEMENT BY POST (WITH IMAGE)

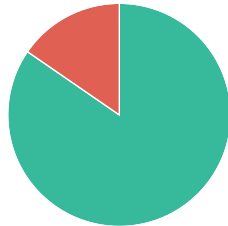
Post With Image	Likes	Comments	Engagement	Impressions	Reach
 Exciting News Alert! We're thrilled to congratulate our Chamber member, Creekside Fine Grill on their ribbon-cutting ceremony! We welcome you to get out and visit this Chamber member. Creekside is an upscale grill that has craveable food and a full bar	21	2	26	196	187
 Be smart like Jill and support our local businesses! #shoplocal #supportlocalbusinesses#wylie #dallas #garland #sachse #rockwall #richardson #dfw #plano #rowlett #mckinney #wylietx #murphy #planotx #wylieisd #wylietetexas	14	0	14	158	153
 One of the many benefits of membership in the Wylie Chamber of Commerce is ribbon cuttings. We love to celebrate with our members! Fitzy Shades MedSpa specializes in results driven treatments for clients with light, ivory skin, to clients with rich, dark	11	0	11	140	133
 Happy Rose Day! Today, let's celebrate the beauty of love and friendship with the timeless symbol of affection: the rose. With Valentines' Day coming up next week, if you are planning on buying roses or any other types of flowers, consider buying them	9	0	9	60	59
 Happy Valentine's Day! ☺	9	2	11	51	50
 The Wylie Chamber of Commerce is in business to work with and empower local entrepreneurs. Contact us if you have questions about membership. Browse our website for networking events with local business owners and to find out more about chamber	9	0	9	70	69
 One of the many benefits of membership in the Wylie Chamber of Commerce is ribbon cuttings. We love to celebrate with our members! Fitzy Shades MedSpa specializes in results driven treatments for clients with light, ivory skin, to clients with rich, dark	9	2	11	96	87
Total	350	19	380	5,055	4,783

GOOGLE MY BUSINESS

TOTAL VIEWS

1,480

TOP GOOGLE SERVICES

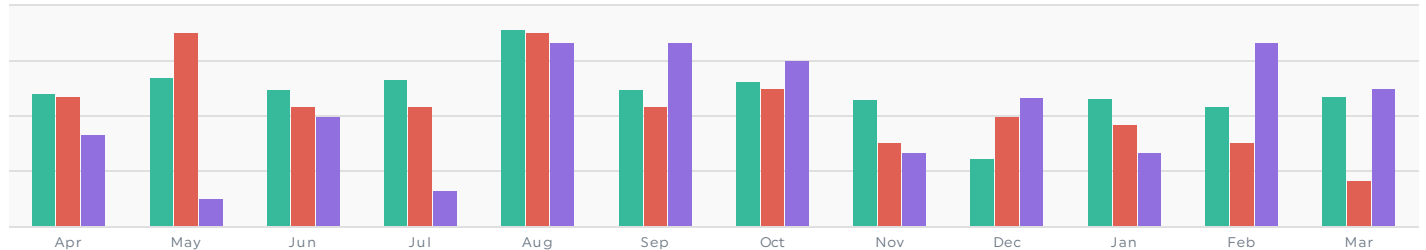


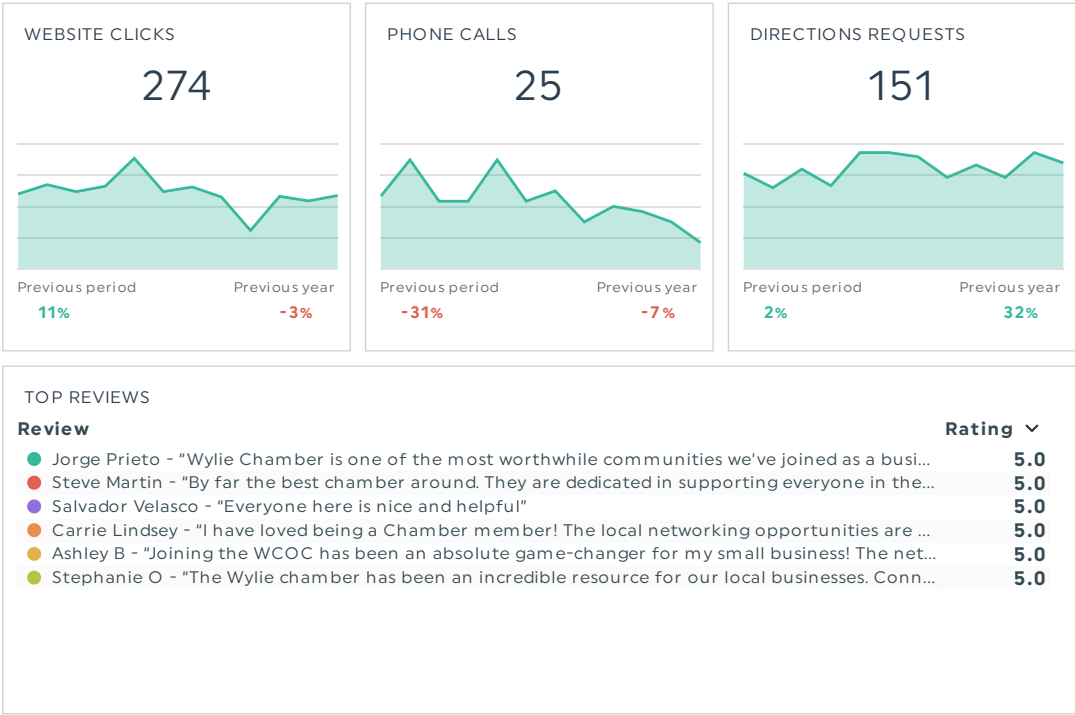
Google Service

Google Service	Total Views	Previous period	Percentage
Views on Search	1,252	+7	84.6%
Views on Maps	228	+31	15.4%
Total	1,480		

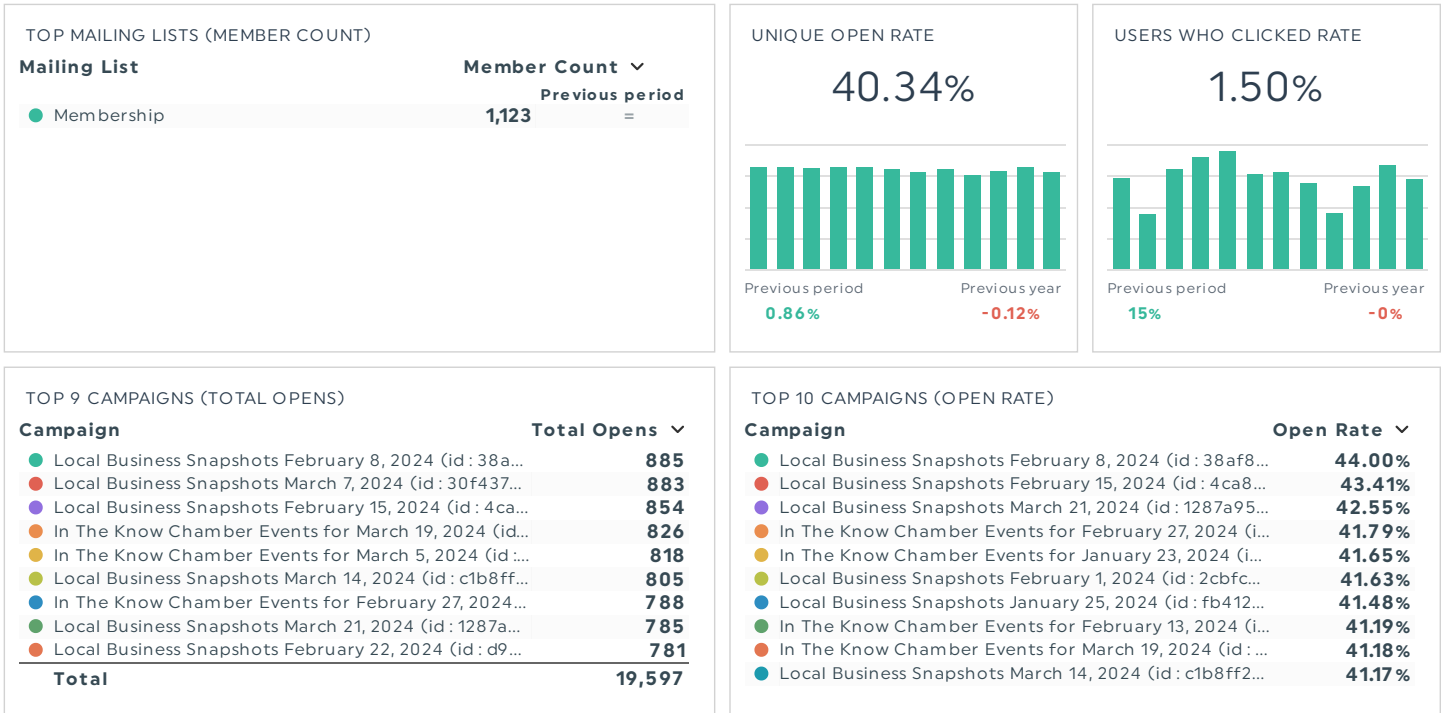
CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests





MAILCHIMP



TOP 9 CAMPAIGNS (TOTAL CLICKS)

Campaign	Total Clicks
Local Business Snapshots March 28, 2024 (id: 1aad4...	74
In The Know Chamber Events for March 5, 2024 (id: ...	62
Local Business Snapshots January 25, 2024 (id: fb41...	62
Local Business Snapshots February 8, 2024 (id: 38af...	57
In The Know Chamber Events for March 19, 2024 (id ...	54
Local Business Snapshots February 29, 2024 (id: 479...	46
Local Business Snapshots February 1, 2024 (id: 2cbfc...	43
In The Know Chamber Events for January 23, 2024 (...	43
Local Business Snapshots February 15, 2024 (id: 4ca...	41
Total	917

TOP 10 CAMPAIGNS (CLICK RATE/RECIPIENTS)

Campaign	Click Rate
Local Business Snapshots February 8, 2024 (id: 38af81...	197.2%
Local Business Snapshots January 25, 2024 (id: fb4125...	156.1%
Local Business Snapshots February 15, 2024 (id: 4ca8...	144.5%
Local Business Snapshots February 29, 2024 (id: 479b...	143.4%
In The Know Chamber Events for March 19, 2024 (id: ...	143.3%
Local Business Snapshots January 18, 2024 (id: 8344a...	138.2%
In The Know Chamber Events for January 23, 2024 (id...	131.4%
Local Business Snapshots February 1, 2024 (id: 2cbfc6...	124.8%
Local Business Snapshots March 21, 2024 (id: 1287a95...	119.7%
Local Business Snapshots March 7, 2024 (id: 30f43768...	119.1%

