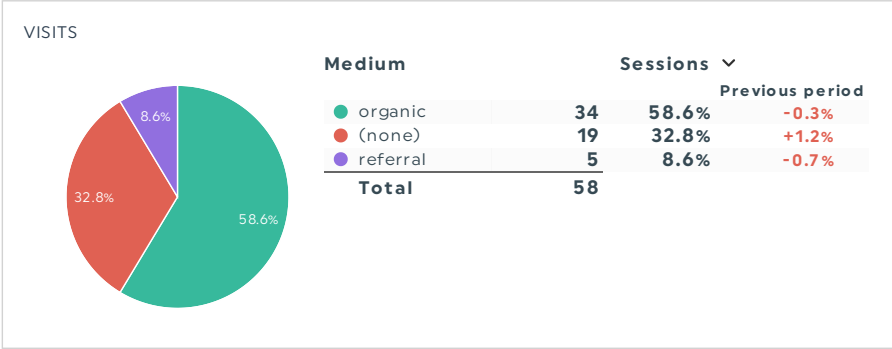
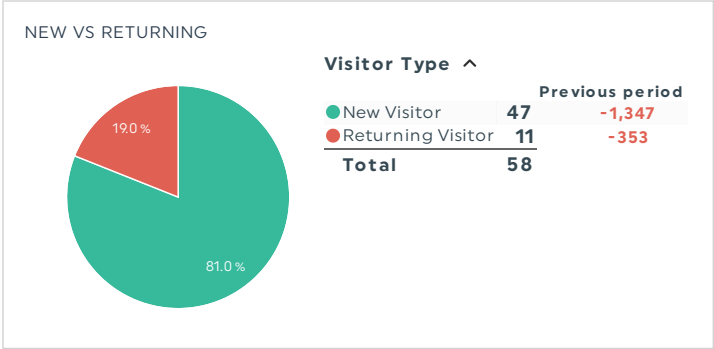
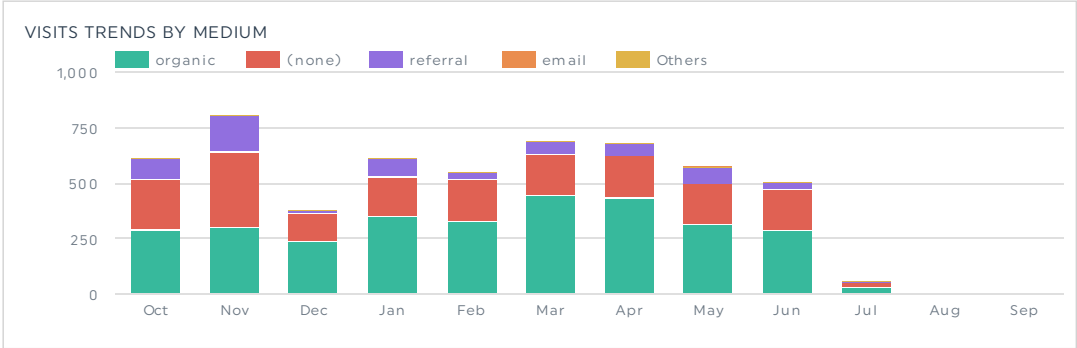


WEBSITE TRAFFIC OVERVIEW



TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	34
(direct) / (none)	19
business.wyliechamber.org / referral	1
m.facebook.com / referral	1
sitedial.co / referral	1
wylieedc.giswebtechguru.com / refer...	1
wylietexas.gov / referral	1

TOP CITIES (VISITS)

City	Sessions
(not set)	13
Dallas	8
Wylie	8
Garland	3
San Antonio	3
Boardman	2
Houston	2
Caruthersville	1
Chandler	1
Fayetteville	1

TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	35
/site-selection/recent-developments	15
/business-resources/community-resource-partners	8
/about-us/meet-the-staff	5
/site-selection/demographics	5
/site-selection/retail-in-wylie	5
/business-resources/incentives	3
/why-wylie/business-climate	3
/about-us/latest-news/wylie-downtown-redevelopment	2
/business-resources/tax-rates	2

FACEBOOK INSIGHTS

FANS COUNT

832

Previous period: **6%** | Previous year: **10%**

FAN ADDS

46

Previous period: **411%** | Previous year: **31%**

PAGE IMPRESSIONS (ORGANIC)

3,146

Previous period: **-66%** | Previous year: **18%**

PAGE IMPRESSIONS (PAID & ORGA)

3,415

Previous period: **-64%** | Previous year: **22%**

PAGE ENGAGEMENT RATE

5.04%

Previous period: **-1%** | Previous year: **62%**

TOP POSTS BY IMPRESSIONS

Post	Impressions
● (id: 153940454642753_752780210191358)	253
● (id: 153940454642753_752040363598676)	211
● It's official - we kicked off Manufacturing Day/Month with the Proclamation from Tuesday night! ...	191
● Wylie ISD is back and BOLD! We hope everyone had a great first day for the 2023/24 year! (id: 153...	160
● Manufacturing Day is back with your chance to tour one of three nationally known manufacture...	149
● Photos from Wylie ISD Education Foundation's post (id: 153940454642753_746685354134177)	149
● (id: 153940454642753_755629803239732)	145
● Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's...	139
● Happy Independence Day from all of us at Wylie EDC!! 🇺🇸 We hope everyone has a great 4th of Ju...	109

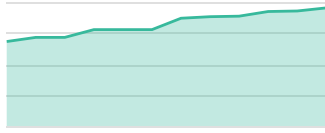
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
Photos from Wylie ISD Education Foundation's post (id: 153940454642753_746685354134177)	13.14%	9	0	0
Wylie ISD is back and BOLD! We hope everyone had a great first day for the 2023/24 year! (id: 153940454642753_757752583027454)	7.48%	3	0	0
It's official - we kicked off Manufacturing Day/Month with the Proclamation from Tuesday night! 2023 Manufacturing Day activities are coming and we are thankful to those businesses	6.84%	4	0	1
(id: 153940454642753_752780210191358)	6.64%	6	0	0
Happy Independence Day from all of us at Wylie EDC!! 🇺🇸 We hope everyone has a great 4th of July with family and friends. Have a safe holiday. #IndependenceDay (id: ...)	4.44%	4	0	0
Manufacturing Day is back with your chance to tour one of three nationally known manufacturers located right here in Wylie! 🇺🇸 Sanden International USA - A world leader in auto	4.17%	3	0	0
Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's to creating and celebrating creativity, love, and togetherness. We hope you get to enjoy the fruits	3.76%	5	0	0
(id: 153940454642753_752040363598676)	3.02%	3	0	0

INSTAGRAM INSIGHTS

FOLLOWERS

230



Previous period **7%** Previous year **55%**

FOLLOWERS BY AGE GENDER

Age Gender

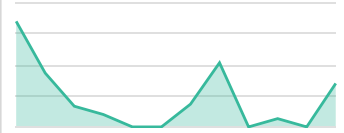
- F.35-44
- F.45-54
- M.35-44
- M.45-54
- F.25-34
- U.45-54
- F.55-64
- U.35-44
- M.25-34
- U.25-34

Followers ▾

- 41
- 39
- 32
- 17
- 15
- 13
- 12
- 10
- 8
- 8

LIKES

25



Previous period **-40%** Previous year **25%**

PERFORMANCE BY POST

Post Name

It's official - we kicked off Manufacturing Day/Month with the Proclamation from Tuesday night! 2023 Manufacturing Day activities are coming and we are thankful to those businesses who were able to accommodate in-person tours this year. This interaction provides our Wylie ISD students with a very realistic look at the world of today's manufacturing and allows them to envision the Happy Independence Day from all of us at Wylie EDC!! 🇺🇸 We hope everyone has a great 4th of July with family and friends. Have a safe holiday. #IndependenceDay

Manufacturing Day is back with your chance to tour one of three nationally known manufacturers located right here in Wylie! 🏭 Sanden International USA - A world leader in auto and truck air compressor design and manufacturing. 🏭 Barco Pump - Manufacturer of electric submersible and hydraulic submersible pumps. 🏭 Savage Precision Fabrication - Aerospace and defense supplier Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's to creating and celebrating creativity, love, and togetherness. We hope you get to enjoy the fruits of your labor today. #LaborDay

	Engagement ▾	Impressions	Reach	Engagement Rate
It's official - we kicked off Manufacturing Day/Month with the Proclamation from Tuesday night! 2023 Manufacturing Day activities are coming and we are thankful to those businesses who were able to accommodate in-person tours this year. This interaction provides our Wylie ISD students with a very realistic look at the world of today's manufacturing and allows them to envision the Happy Independence Day from all of us at Wylie EDC!! 🇺🇸 We hope everyone has a great 4th of July with family and friends. Have a safe holiday. #IndependenceDay	15	98	93	15.31%
Manufacturing Day is back with your chance to tour one of three nationally known manufacturers located right here in Wylie! 🏭 Sanden International USA - A world leader in auto and truck air compressor design and manufacturing. 🏭 Barco Pump - Manufacturer of electric submersible and hydraulic submersible pumps. 🏭 Savage Precision Fabrication - Aerospace and defense supplier Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's to creating and celebrating creativity, love, and togetherness. We hope you get to enjoy the fruits of your labor today. #LaborDay	5	47	46	10.64%
Manufacturing Day is back with your chance to tour one of three nationally known manufacturers located right here in Wylie! 🏭 Sanden International USA - A world leader in auto and truck air compressor design and manufacturing. 🏭 Barco Pump - Manufacturer of electric submersible and hydraulic submersible pumps. 🏭 Savage Precision Fabrication - Aerospace and defense supplier Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's to creating and celebrating creativity, love, and togetherness. We hope you get to enjoy the fruits of your labor today. #LaborDay	5	56	52	8.93%
Happy Labor Day to all the workers, crafters, and entrepreneurs who work hard for a living! Here's to creating and celebrating creativity, love, and togetherness. We hope you get to enjoy the fruits of your labor today. #LaborDay	3	55	50	5.45%
Total	28	256	241	10.94%

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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FACEBOOK ADS: WYLIE EDC & CHAMBER

AMOUNT SPENT

\$1,055.00

Previous period: 130% Previous year: 118%

TOP CAMPAIGN BY CLICKS (ALL)

Campaign Name	Clicks (All) ▾
● Post: "Kelly the Clown is shinin' up the place a bit to..."	959
● Post: "Here's what's going on in Wylie this week! And -..."	520
● Post: "☺️ Wake Up, Kelly the Clown! ☑️It's the last week..."	388
● Event: 5:01 PM Professional Mixer at Creekside Fine Grill	342
● Event: 2023 MONTHLY LUNCHEON SPONSORED BY DEANAN GOURMET POPCORN -- SPOTLI...	329
● Event: 5:01 P.M. Professional Mixer hosted by the Wylie Chamber of Commerce	251
● Event: 5:01 PM Professional Mixer at Landon Winery	223
● Post: "One week left to sign up for the 2023/24..."	58

IMPRESSIONS

101,364

Previous period: 76% Previous year: 136%

REACH

38,439

Previous period: 35% Previous year: 172%

CTR (ALL)

3.03%

Previous period: -14% Previous year: -36%

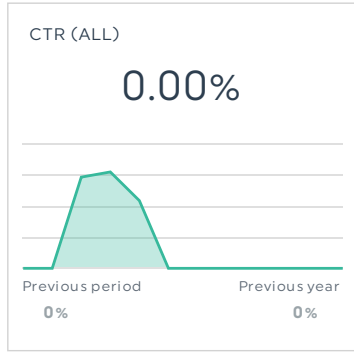
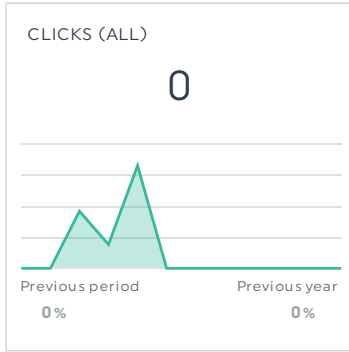
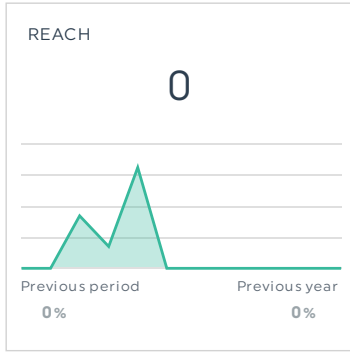
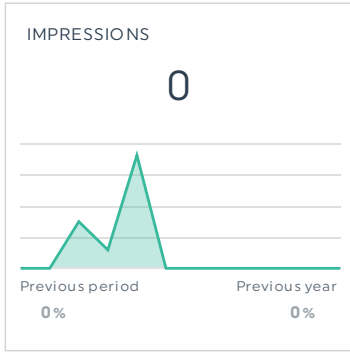
FACEBOOK ADS: DISCOVER WYLIE

COMMENTS




TOP CAMPAIGN BY CLICKS (ALL)

There is no data for this period




LINKEDIN INSIGHTS

FOLLOWERS




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IMPRESSIONS




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ENGAGEMENT RATE



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LIKES



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