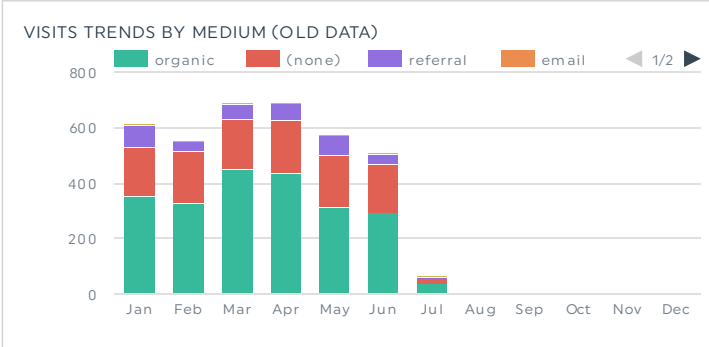
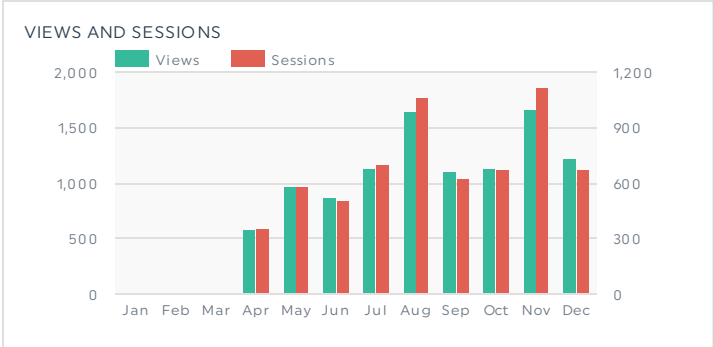
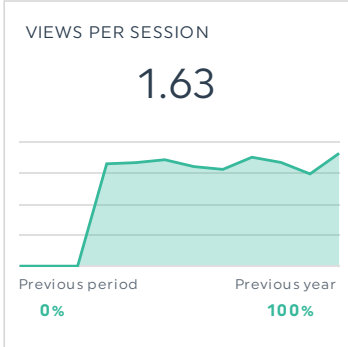
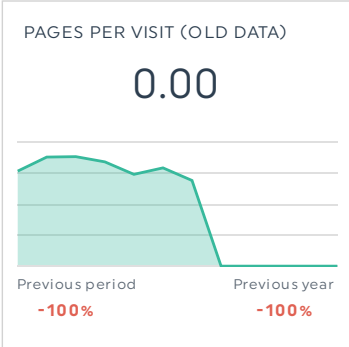
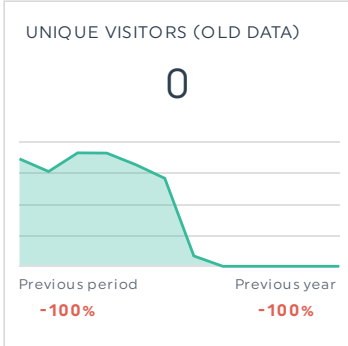
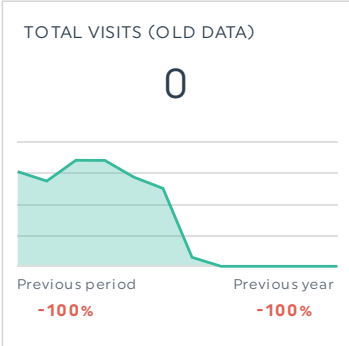


WEBSITE TRAFFIC OVERVIEW



TOP SESSIONS AND VIEWS BY SESSION SOURCE

Session Source	Sessions	Views
google	1,268 -28	2,298 +10
(direct)	604 +37	845 +17
m.facebook.com	299 +36	332 +45
lm.facebook.com	83 +68	100 +79
bing	44 -10	115 -13
l.facebook.com	38 -5	53 -12
yahoo	20 -4	35 -12
linkedin.com	18 +18	19 +19
wylietexas.gov	10 -6	19 -28
discoverwylie.com	10 -22	24 -43

TOP VIEWS BY PAGE PATH

Page path without query string	Views
/	703 -126
/say-it-with-sugar	428 +428
/site-selection/recent-developments	404 -125
/about-us/meet-the-staff	277 -43
/properties/kcs-intermodal	252 +150
/site-selection/demographics	134 +31
/about-us/latest-news/sanden-expansion	115 +111
/site-selection/retail-in-wylie	101 +13
/about-us/latest-news/hwy-78-and-brown-street-redevelopment	93 +12

TOP SESSIONS BY CITY

City	Sessions
Wylie	559 -55
Dallas	419 -13
(not set)	264 +88
Garland	69 +37
Plano	58 +14
Columbus	53 -48
Richardson	27 +1
Austin	26 +9
McKinney	24 +7
Chicago	24 +7

TOP SESSIONS BY DEVICE CATEGORY

Device category	Sessions	Change
desktop	1,240	-11
mobile	1,184	+54
tablet	36	+16

FACEBOOK INSIGHTS

FANS COUNT

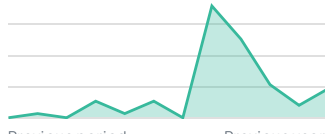
849



Previous period: 2%
Previous year: 10%

FAN ADDS

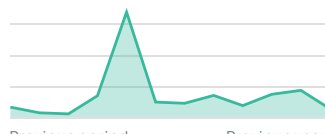
18



Previous period: -61%
Previous year: -25%

PAGE IMPRESSIONS (ORGANIC)

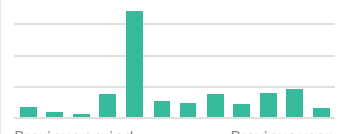
3,853



Previous period: 22%
Previous year: -50%

PAGE IMPRESSIONS (PAID & ORGA)

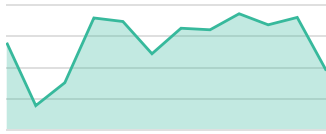
4,096



Previous period: 20%
Previous year: -92%

PAGE ENGAGEMENT RATE

4.88%











Previous period: -3%
Previous year: 124%

TOP POSTS BY IMPRESSIONS

Post

- Yesterday, Sanden International (USA), Inc. announced the grand opening of their new Electric Ve... 549
- We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kicke... 365
- Photos from Wylie Economic Development Corporation's post (id: 153940454642753_82294063... 352
- The manufacturing industry has endless opportunities for the next generation of creators, as wel... 211
- It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were fu... 187
- In celebration of Manufacturing Month, get a little insight on one of Wylie's manufacturers who ... 179
- 🇺🇸 Honoring Our Heroes on Veterans Day! 🇺🇸 We're thankful of all the brave men and women wh... 159
- Merry Christmas, Wylie! We hope everyone gets to spend time with loved ones during the holiday... 152
- Wylie Economic Development Corporation's cover photo (id: 153940454642753_3055445023641... 149
- It's officially #MFGDAY! Each year, Manufacturing Day (MFG Day) is held on the first Friday in Octo... 146

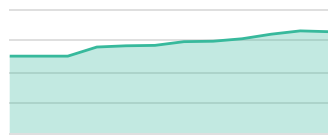
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 Yesterday, Sanden International (USA), Inc. announced the grand opening of their new Electric Vehicle Air Conditioning Compressor line in North Texas. With more than \$40 Million	12.69%	21	0	0
 We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kickoff event at the F. Ovid Birmingham Agriculture Center (Wylie ISD)! Advanced welding and	11.55%	9	0	0
 Photos from Wylie Economic Development Corporation's post (id: 153940454642753_822940639841981)	7.01%	6	0	0
 The manufacturing industry has endless opportunities for the next generation of creators, as well as ~694,000 job openings! Want to inspire your kids/students with careers that combine	6.06%	8	3	0
 Merry Christmas, Wylie! We hope everyone gets to spend time with loved ones during the holiday. Be safe out there! (id: 153940454642753_850524357083609)	5.33%	5	0	0
 It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were full, but you can check the link in case someone had to cancel - https://bit.ly/466JeVM	3.98%	4	0	0
 It's officially #MFGDAY! Each year, Manufacturing Day (MFG Day) is held on the first Friday in October in order to show students, parents, and the public what modern manufacturing is all	3.68%	5	0	0
 It's officially Manufacturing Month! Did you know that manufacturers earn some of the highest salaries and benefits in the U.S.? From using cutting-edge technology to teamwork,	2.40%	2	0	0

INSTAGRAM INSIGHTS

FOLLOWERS

247

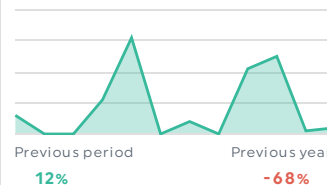


FOLLOWERS BY AGE GENDER

Age Gender	Followers
35-44 F	46
45-54 F	44
35-44 M	33
25-34 F	18
45-54 M	17
55-64 F	14
45-54 U	14
35-44 U	10
25-34 M	8
25-34 U	8

FOLLOWERS ADDED

28



PERFORMANCE BY POST

Post Name	Engagement	Impressions	Reach	Engagement Rate
We hope everyone had a great time yesterday for #MfgDay Here are some photos from the kickoff event at the F. Ovid Birmingham Agriculture Center (Wylie ISD)! Advanced welding and engineering students from [] WHS and X WEHS got to see firsthand how manufacturing companies operate. Students toured Sanden, Avanti, Barco Pump and Tower. Wylie Mayor Pro Tem Jeff It's MFG Day in Wylie! The Wylie-local manufacturer tours start later today. We heard they were full, but you can check the link in case someone had to cancel - https://bit.ly/466JeVM	12	92	71	10.87%
The manufacturing industry has endless opportunities for the next generation of creators, as well as ~694,000 job openings! Want to inspire your kids/students with careers that combine creativity and purpose? They can have: [] Room to imagine [] Grow personal skills [] Engineer the future All these things exist in a manufacturing career! Learn more at https://bit.ly/2ZehvDf #MFGDay23	6	67	60	8.96%
In celebration of Manufacturing Month, get a little insight on one of Wylie's manufacturers who makes JET PARTS for the F-16, F-22, F-35 and C-130! Savage Precision does exactly that - https://bit.ly/3rXNPqO #MFGDAY	4	37	34	10.81%
	3	43	42	6.98%
Total	30	427	382	6.56%

TWITTER INSIGHTS

FOLLOWERS



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

FOLLOWER ENGAGEMENT RATE



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

TOP MENTIONS BY FOLLOWERS COUNT



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

TOP RETWEETED POSTS



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

MENTIONS



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

RETWEETS



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

COMMENTS

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

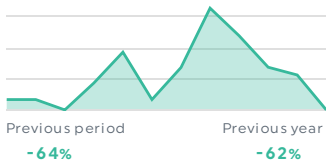
2023 4th Quarter:

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

FACEBOOK ADS: WYLIE EDC & CHAMBER

AMOUNT SPENT

\$374.99



TOP CAMPAIGN BY CLICKS (ALL)

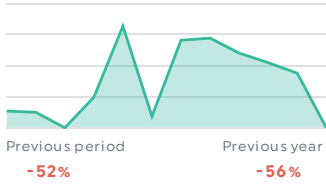
Campaign Name

Clicks (All) ▾

● Event: Elfin Gala 2023: A Winter Wonderland	1,145
● Event: Fall Cornhole Tournament	280
● Event: Monthly Chamber Luncheon, State of Education, sponsored by Brightway Insurance	182
● Event: 5:01 PM Professional Mixer at Football Field Sports Bar & Grill	85

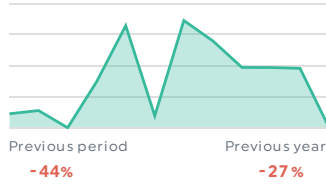
IMPRESSIONS

48,174



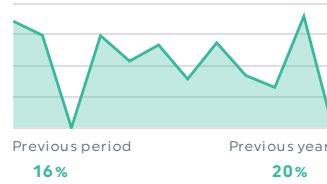
REACH

21,432



CTR (ALL)

3.51%

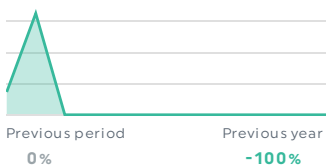


FACEBOOK ADS: DISCOVER WYLIE

COMMENTS

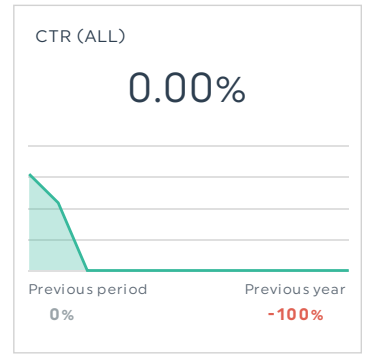
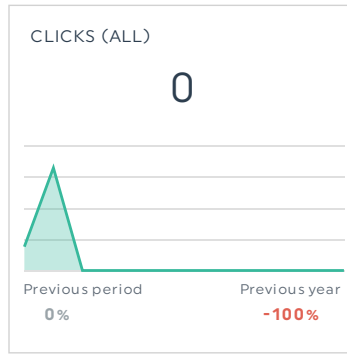
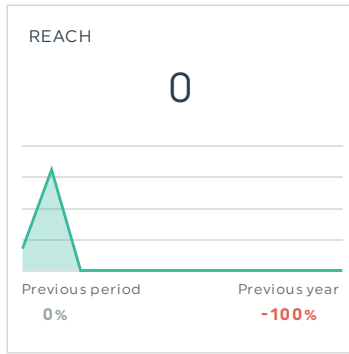
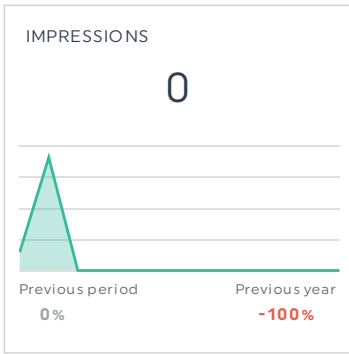
AMOUNT SPENT

\$0.00



TOP CAMPAIGN BY CLICKS (ALL)

There is no data for this period



LINKEDIN INSIGHTS

FOLLOWERS

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

IMPRESSIONS

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

ENGAGEMENT RATE

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

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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