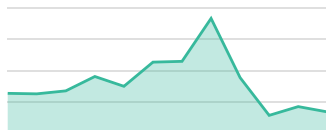


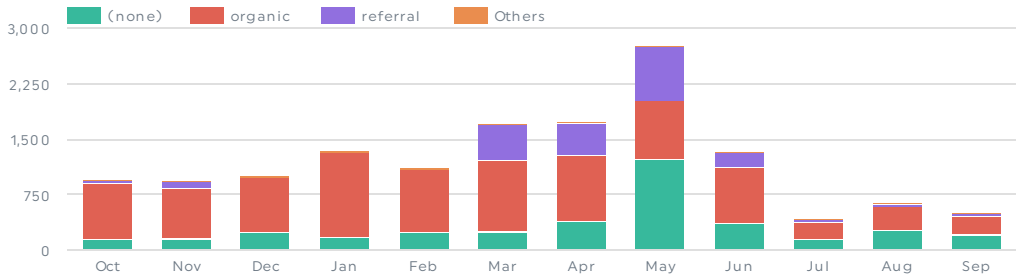
### WEBSITE TRAFFIC OVERVIEW

#### TOTAL VISITS

1,523

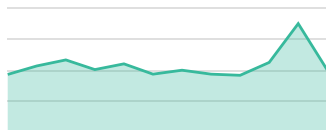


#### VISITS TRENDS BY MEDIUM



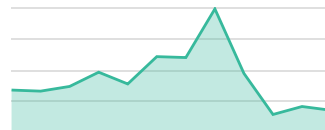
#### PAGES PER VISIT

2.67

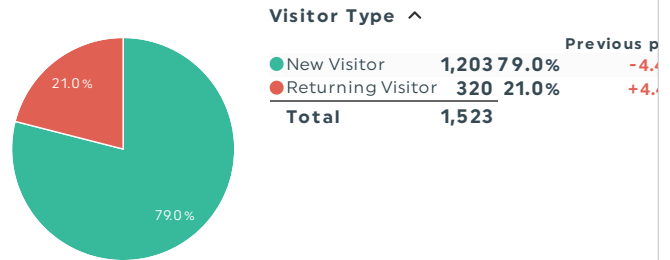


#### UNIQUE VISITORS

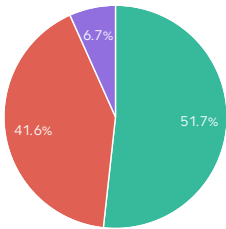
1,231



#### NEW VS RETURNING



#### VISITS



Medium	Sessions	Previous period
organic	788	51.7% +9.7%
(none)	633	41.6% +7.5%
referral	102	6.7% -17.1%
<b>Total</b>	<b>1,523</b>	

#### TOP SOURCES/MEDIUM (VISITS)

Source / Medium	Visits
google / organic	715
(direct) / (none)	633
bing / organic	45
discoverwylie.com / referral	20
yahoo / organic	15
wylieedc.giswebtechguru.com / refer...	14
wylietexas.gov / referral	13
duckduckgo / organic	9
l.facebook.com / referral	9
wylieedc.leia.edsuite.com / referral	8

#### TOP CITIES (VISITS)

City	Sessions
Wylie	289
(not set)	256
Dallas	182
Boardman	104
Longview	63
Columbus	53
Ashburn	51
Chicago	46
Plano	25
Moscow	18

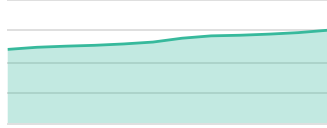
#### TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	869
/about-us/meet-the-staff	226
/site-selection/recent-developments	127
/site-selection/demographics	109
/news/dcu-inc-expand-wylie	101
/site-selection/retail-in-wylie	99
/site-selection/major-employers	87
/about-us/meetings-and-agendas	74
/about-us/latest-news	52
/about-us/contact-us	51

# FACEBOOK INSIGHTS

## FANS COUNT

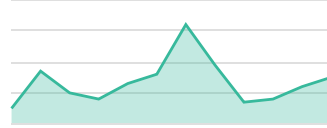
754



Previous period **6%** Previous year **27%**

## FAN ADDS

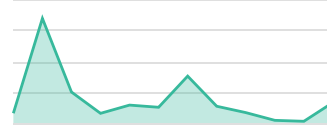
35



Previous period **-40%** Previous year **106%**

## PAGE IMPRESSIONS (ORGANIC)

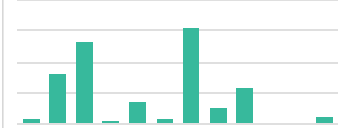
2,668



Previous period **-64%** Previous year **-36%**

## PAGE IMPRESSIONS (PAID & ORG...)

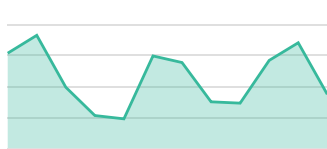
2,799



Previous period **-94%** Previous year **-59%**

## PAGE ENGAGEMENT RATE

3.11%



Previous period **-10%** Previous year **-35%**









## TOP POSTS BY IMPRESSIONS

### Post

● Did you know the world leader in auto and truck air compressor design and manufacturing is loca...	211
● Happy 4th of July from all of us at Wylie EDC! #IndependenceDay (id: 153940454642753_4371924...	155
● Happy Labor Day to all the hardworking men and women out there! Hope you enjoy your day off...	132
● This is awesome! (id: 153940454642753_504770534992328)	102
● Such smart kids!! (id: 153940454642753_488763139926401)	74
● (id: 153940454642753_485436030259112)	68
● It's official - we kicked off Manufacturing Day/Month with the Proclamation from last night! 2022...	54
● Timeline photos (id: 153940454642753_488764039926311)	51

## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

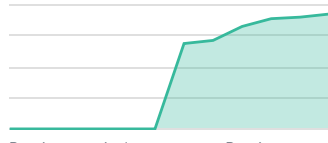
### Post With Image

	Engagement Rate	Total Reactions	Post Comments	Post Shares
 (id: 153940454642753_485436030259112)	6.15%	1	0	0
 It's official - we kicked off Manufacturing Day/Month with the Proclamation from last night! 2022 Manufacturing Day activities are coming and we are thankful to those businesses who were able	5.56%	1	0	1
 This is awesome! (id: 153940454642753_504770534992328)	4.00%	0	0	1
 Happy Labor Day to all the hardworking men and women out there! Hope you enjoy your day off. (id: 153940454642753_484375423698506)	3.17%	3	0	1
 Did you know the world leader in auto and truck air compressor design and manufacturing is located in Wylie? Here is your chance to take a tour of Sanden International - USA Inc. and see	2.90%	3	0	1
 Happy 4th of July from all of us at Wylie EDC! #IndependenceDay (id: 153940454642753_437192411750141)	2.10%	1	0	0
 Timeline photos (id: 153940454642753_488764039926311)	2.04%	1	0	0
 Such smart kids!! (id: 153940454642753_488763139926401)	0.00%	0	0	0

## INSTAGRAM INSIGHTS

### FOLLOWERS

148



Previous period **12%** Previous year **100%**

### FOLLOWERS BY AGE GENDER

#### Age Gender

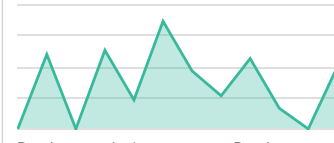
- F.35-44
- U.35-44
- M.35-44
- F.45-54
- F.25-34
- F.55-64
- U.25-34
- U.45-54
- M.45-54
- F.18-24

#### Followers

23  
22  
21  
12  
11  
10  
8  
8  
8  
6  
4

### LIKES

20



Previous period **-49%** Previous year **100%**

### PERFORMANCE BY POST

#### Post Name

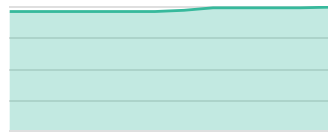
Did you know the world leader in auto and truck air compressor design and manufacturing is located in Wylie? Here is your chance to take a tour of Sanden International - USA Inc. and see how its products are made, Friday, Oct. 7, 4 pm - 6:30 pm, in celebration of Manufacturing Day 2022. Book your reservation here: <https://waitwhile.com/welcome/sandentour-mfgday22> Each person must have It's official - we kicked off Manufacturing Day/Month with the Proclamation from last night! 2022 Manufacturing Day activities are coming and we are thankful to those businesses who were able to accommodate in-person tours this year as well as those who have assisted in filming the virtual sessions. This interaction provides our Wylie ISD students with a very realistic look at the world Happy 4th of July from all of us at Wylie EDC! #IndependenceDay Happy Labor Day to all the hardworking men and women out there! Hope you enjoy you day off.

	Engagement	Impressions	Reach	Engagement Rate
	6	63	55	9.52%
	6	50	46	12.00%
	5	35	30	14.29%
	4	46	38	8.70%
<b>Total</b>	<b>21</b>	<b>194</b>	<b>169</b>	<b>10.82%</b>

## TWITTER INSIGHTS

### FOLLOWERS

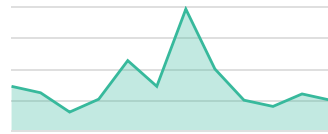
200



Previous period **1%** Previous year **4%**

### FOLLOWER ENGAGEMENT RATE

4.50%



Previous period **-69%** Previous year **-46%**

### TOP MENTIONS BY FOLLOWERS COUNT

There is no data for this period

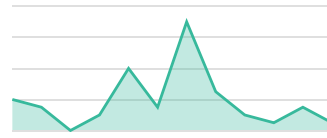
TOP RETWEETED POSTS

Post

- RT @MfgDay: Hundreds of manufacturers across the U.S. ... **8**
- RT @collincollege: We are very grateful and honored to h... **1**
- We kicked off Manufacturing Day w/the Proclamation! 2... **1**

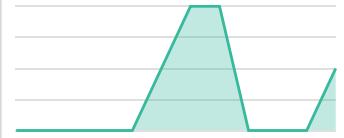
MENTIONS

5



RETWEETS

1



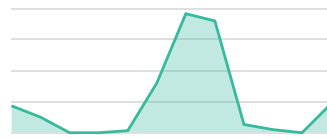
LINKEDIN INSIGHTS

FOLLOWERS

60

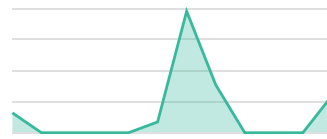
IMPRESSIONS

31



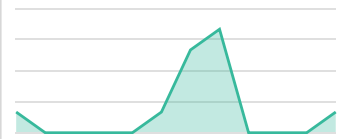
ENGAGEMENT RATE

6.5%



LIKES

1



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Engagement Rate ▾ Likes Clicks



It's official - we kicked off Manufacturing Day/Month with the Proclamation from last night! 2022 Manufacturing Day activities are coming and we are thankful to those businesses who were able to accommodate in-person tours this year as well as those who have assisted in...

4.3% 1 1

Total

4.3% 1 1

ENGAGEMENT

