

	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 TOTALS	2019 AVERAGE
Constant Contact														
Newsletter Send Date	1-Feb	27-Feb	26-Mar	24-Apr	29-May	26-Jun	24-Jul	28-Aug	25-Sep					
Successful Deliveries	7,856	7,897	7,831	7,780	7,807	7,872	7,934	7,963	8,068				71,008	7,890
Resend Deliveries	5,448	5,719	5,925	5,696	5,524	5,707	5,619	5,949	6,119				51,706	5,745
Original Opens	2,497	2,244	2,001	2,193	2,342	2,248	2,401	2,107	2,034				20,067	2,230
Resend Opens	767	744	691	713	588	704	1,010	1,075	753				7,045	783
Total Opens	3,191	2,947	2,625	2,819	2,876	2,890	3,369	3,130	2,727				26,574	2,953
Total Open Rate	40.6%	37.4%	33.5%	36.3%	36.9%	36.7%	42.5%	39.4%	33.8%					37.5%
Mobile Device Rate	42.9%	43.8%	52.1%	52.4%	52.7%	51.6%	43.8%	48.6%	42.8%					47.9%
Total Clicks	593	373	466	635	476	446	312	283	377				3,961	440
Click Through Rate	18.6%	12.7%	17.8%	22.5%	16.6%	15.4%	9.3%	9.0%	13.8%					15.1%
Did Not Open	4,662	4,942	5,206	4,954	4,918	4,978	4,554	4,821	5,334				44,369	4,930
Unsubscribed	18	13	17	14	20	13	20	13	22				150	17
Spam Reports*	2	3	3	3	0	1	3	2	0				17	2
Bounces*	46	44	149	173	81	39	50	68	104				754	84
Facebook														
City Hall (Crossroads of the Ozarks)														
# of posts	19	14	17	25	90	19	26	34	13				257	29
Lifetime Total Likes	6,138	6,171	6,198	6,248	6,345	6,397	6,447	6,532	6,547				6,547	
Lifetime Total Follows	6,271	6,306	6,334	6,390	6,488	6,540	6,594	6,695	6,713				6,713	
New Likes	47	45	45	68	117	60	67	104	34				587	65
Unlikes	7	10	18	16	22	11	14	19	19				136	15
New Follows	48	47	44	75	121	60	70	121	36				622	69
Unfollows	7	10	16	16	20	12	14	22	17				134	15
Total Reach	48,531	30,614	36,192	48,960	88,802	30,844	49,847	86,878	24,679				445,347	49,483
Average Reach per day: Unique Users	1,566	1,093	1,167	1,632	2,865	1,028	1,608	2,803	823				14,585	1,621
Highest Single Day Reach*	10,355	7,331	3,036	5,882	8,158	3,789	8,213	10,286	2,738				59,788	6,643
Total Impressions*	95,075	62,197	65,073	105,785	226,357	68,552	111,489	179,412	45,459				959,399	106,600
Average Post Reach	2,893	2,401	2,293	2,419	1,451	2,083	1,978	3,207	1,929				20,654	2,295
Highest Single Post Reach*	11,659	8,739	3,702	6,259	8,893	5,179	5,286	11,333	3,178				64,228	7,136
Highest Single Post Engaged Users*	1,136	1,108	391	832	1,335	775	1,420	1,758	498				9,253	1,028
Average Reach of Posts to People Who Like This Page	2,150	1,793	1,982	2,075	1,130	1,798	1,653	2,471	1,719				16,771	1,863
Total Engagements	7,017	5,980	4,409	8,912	22,133	5,741	13,014	16,727	3,196				87,129	9,681
Average Daily Engaged Users	146	135	98	195	386	123	266	370	68				1,787	199
Total Organic Reach	45,530	30,561	36,166	48,905	88,763	30,796	49,643	86,620	24,514				441,498	49,055
Total Viral Reach	20,268	11,843	7,659	11,931	39,113	9,311	21,207	30,472	6,190				157,994	17,555
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				\$0	\$0
Paid Reach of Promoted Posts	3,741	0	0	0	0	0	0	0	0				3,741	416
Police														
# of posts	13	23	58	75	65	32	24	29	13				332	37
Lifetime Total Likes	7,226	7,338	7,484	7,703	8,081	8,155	8,265	8,614	8,645				8,645	7,946
Lifetime Total Follows	9,051	9,163	9,287	9,526	9,895	9,969	10,087	10,439	10,479				10,479	
New Likes	167	136	181	241	415	103	146	371	57				1,817	202
Unlikes	22	18	28	23	29	24	33	32	26				235	26
New Follows	171	142	165	266	412	104	156	383	66				1,865	207
Unfollows	28	19	29	29	31	23	33	32	24				248	28
Total Reach	166,811	107,985	120,178	289,927	372,815	87,292	135,258	233,899	55,584				1,569,749	174,417
Average Reach per day: Unique Users	5,381	3,857	3,877	9,664	12,026	2,910	4,363	7,545	1,853				51,476	5,720
Highest Single Day Reach*	50,723	14,023	9,203	51,379	89,814	8,509	23,092	32,062	5,885				284,690	31,632
Total Impressions*	276,407	188,538	265,336	554,461	697,532	163,941	236,234	399,145	93,528				2,875,122	319,458
Average Post Reach	10,812	4,679	2,649	3,450	5,205	3,009	5,571	5,835	3,656				44,866	4,985
Highest Single Post Reach*	105,597	22,374	8,373	58,617	340,071	11,757	47,403	56,381	7,743				658,316	73,146
Highest Single Post Engaged Users*	19,444	4,616	2,344	7,622	22,998	1,269	4,991	17,038	2,063				82,385	9,154
Average Reach of Posts to People Who Like This Page	1,952	1,772	1,637	1,580	1,749	1,775	2,123	2,345	2,283					1,913
Total Engagements	31,594	18,599	33,036	51,776	69,198	13,873	23,526	60,568	10,186				312,356	34,706
Average Daily Engaged Users	768	471	604	1,081	1,424	309	543	1,177	221				6,598	733
Total Organic Reach	166,785	107,953	120,135	289,887	372,790	87,201	135,116	233,576	55,401				1,568,844	174,316
Total Viral Reach	144,418	79,768	67,260	223,590	313,765	47,976	97,595	171,765	27,359				1,173,496	130,388
Facebook Promotions Money Spent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				0	0
Paid Reach of Promoted Posts	0	0	0	0	0	0	0	0	0				0	0

	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 TOTALS	2019 AVERAGE
Twitter														
CityofNixa														
Total Followers	1,632	1,635	1,643	1,658	1,661	1,664	1,679	1,686	1,692				14,950	1,661
# of Tweets	5	7	9	14	24	2	7	12	5				85	9
Total Tweet Impressions (from report)	4,387	6,456	4,639	11,834	14,240	884	3,868	11,452	3,220				60,980	6,776
Total Engagements (from report)	123	373	63	315	239	30	64	243	47				1,497	166
Profile Visits	247	9	180	278	317	105	223	168	59				1,586	176
Mentions	8	1	8	13	25	10	6	11	7				89	10
New Followers	10	8	4	11	10	4	5	6	6				64	7
Nextdoor														
# of posts	4	7	9	15	20	3	9	11	7				85	9
% of households w/ account	20%	21%	22%	24%	26%	26%	27%	13%	28%				0	
Total members of potential 8,075 households	2,089	2,167	2,290	2,490	2,655	2,705	2,722	2,716	2,842				22,676	2,520
New members	21	77	113	186	176	66	33	41	77				790	88
Total Post Impressions	1,680	3,171	3,349	6,903	12,479	1,073	5,669	5,290	2,061				41,675	4,631
Average Impressions Per Post	420	453	372	460	624	357	630	480	294				4,090	454
Nixa.com														
Active users	9,811	7,795	8,672	10,880	11,845	11,046	9,826	10,275	8,545				88,695	9,855
Sessions	13,716	10,894	11,991	15,381	16,983	14,948	13,937	14,464	11,866				124,180	13,798
Sessions from Organic Search	7,744	1,931	8,056	10,169	11,468	9,034	9,704	9,699	8,192				75,997	8,444
Sessions from Direct Navigation	4,256	626	2,925	3,219	3,667	2,849	3,237	3,125	3,021				26,925	2,992
Sessions from Referral	462	114	516	586	933	462	473	475	371				4,392	488
Sessions via Social Referral	1,254	42	494	1,407	855	2,603	523	1,165	282				8,625	958
Sessions via Facebook	1,237	40	481	1,387	840	2,595	518	1,151	274				8,523	947
Desktop Sessions	39.6%	41.7%	42.1%	36.0%	35.3%	32.9%	39.7%	36.5%	39.0%					38.1%
Mobile Sessions	55.8%	53.3%	53.3%	60.2%	60.6%	62.9%	56.3%	59.6%	56.1%					57.6%
Tablet Sessions	4.6%	5.0%	4.5%	3.8%	4.1%	4.2%	4.1%	4.0%	4.8%					4.3%
Average Length of Session	01:26	01:27	01:23	01:18	01:18	0:01:15	0:01:22	0:01:13	0:01:08					0:01:19
Pages viewed per Session	2.27	2.34	2.37	2.18	2.06	1.96	2.06	2.00	1.96					2.13
E-notification active subscribers	804	808	814	824	827	837	828	833	824				7,399	822
E-notifications sent	10	13	15	17	28	6	16	11	11				127	14
E-notifications average open rate	33.2%	30.5%	29.6%	33.9%	33.2%	30.0%	30.5%	35.2%	33.5%				3	0
Swift 911: Text Alerts														
Text Alerts Sent to "Nixa City News" subscribers	3	4	4	5	4	1	3	1	1				26	2.9
Nixa City News Contact List	160	190	215	328	358	372	383	393	397				397	
Total Sends	892	1556	798	1061	4210	366	1120	385	395				10,783	1,198.111111
Total Replies	0	0	0	0	0	0	0	0	0				0	0
Total Failed Sends	4	0	0	0	9	2	13	0	0				28	3
Text Alerts Sent to other contact lists	1	1	0	0	3	0	0	0	0				5	1