

RE: COMMUNICATIONS DATA REPORT FOR APRIL 2024

The spreadsheets attached below show our electronic communications data for 2024. Some of the notable data insights for April include:

E-mail Campaigns:

- This month's community e-newsletter, sent April 4th, was successfully delivered to 10,462 email addresses. Open rate was 56.4% (5,474). Click rate was 10.8% (1,138).
- Newsletter top clicked links were:
 1. Election Results
 2. Updated bill design
 3. Poll Question
- Quick Poll Question: "What is your favorite big Nixa event each year?"
Total Responses: 397. Results:
 1. Citywide Garage Sale: 36% (143)
 2. Sucker Days Festival: 35.5% (141)
 3. NIXPO: 7.8% (31)
 4. Movies in the Park: 6% (24)
 5. Mayor's Tree Lighting/Cocoa with the Community: 5.5% (22)
 6. Multi-Cultural Event: 4.5% (18)
 7. Easter Egg Hunt: 4.5% (18)
- We sent the Welcome to Nixa newsletter to 164 emails on April 30th. There were 159 successful deliveries. The open rate was 70% and the click rate was 15%.
- We sent 4 single-topic emails in April.
 1. Virtual Open House Closes at 11:59pm. Sent on April 3rd. Open rate was 62.4%.
 2. Want to serve on the planning and zoning commission. Sent on April 5th. Open rate was 48%.
 3. Significant Power Outage in Nixa. Sent on April 5th. Open rate was 54.4%.
 4. NEW Rental Inspection Form on Nixa.com. Sent on April 15th. Open rate was 65%.
- Total number of e-mails unsubscribed this month was 32 and total spam reports was 6.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,238. We posted 30 times this month. Post with the highest reach (6,888) was about a power outage.

- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 2,787. We posted 14 times this month. Post with the highest reach (8,955) was about a found German Shepard by Nixa Animal Control.
- Total Nextdoor members at Nixa addresses is at 5,478. We posted 16 times this month, averaging 906 impressions per post.
- Total followers on Instagram is 1,339. We posted 4 times this month.
- Total followers on LinkedIn is 416. We posted 5 times this month.

If you have any questions about our communications strategies and tactics, don't hesitate to ask.

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2024 Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 TOTALS	2024 AVERAGE
Constant Contact - Newsletters														
Newsletter Send Date	5-Jan	2-Feb	29-Feb	4-Apr										
Successful Deliveries	10,354	10,384	10,406	10,462									41,606	10,402
Resend Deliveries	5,632	5,737	5,624	5,474									22,467	5,617
Original Opens	4,959	4,880	4,949	5,155									19,943	4,986
Resend Opens	918	980	834	884									3,616	904
Total Opens	5,877	5,860	5,783	6,039									23,559	5,890
Total Open Rate	55.0%	54.8%	54.4%	56.4%									220.6%	55.2%
Mobile Device Rate (opened on mobile vs desktop)	10.3%	12.3%	10.2%	13.4%										11.6%
Total Clicks	857	998	783	1,138									3,776	944
Click Through Rate (top 3 clicks)	8.3%	9.6%	7.5%	10.8%										9.1%
Did Not Open (Original)	10,109	10,261	10,247	9,897									40,514	10,129
Unsubscribed (Total)	14	12	6	13									45	11
Spam Reports* (Total)	1	3	2	2									8	2
Bounces* (Total)	1191	1201	1163	1220									4,775	1,194
Constant Contact - Single Topic Email														
# of Email Campaigns	0	2	4	4									10	2.5
Average Open Rate		48%	60%	57%										55%
Average Click Rate		6%	4%	6%										5%
Average Mobile Device Open Rate		8%	5%	5%										6%
Total Spam		1	0	4									5	2
Total Unsubscribe		8	15	19									42	14
Welcome to Nixa Email														
Date Sent On	2-Feb	26-Feb	26-Mar	30-Apr										
Total Sent	65	74	225	164									528	132
Total Successful Deliveries	63	71	219	159									512	128
Total Open Rate	68%	69%	68%	70%										69%
Total Click Rate (top click)	10%	6%	9%	15%										10%
Total Mobile Device Open Rate	15%	3%	9%	11%										10%
Total Spam	0	0	0	0									0	0
Total Unsubscribe	0	0	0	0									0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	30	22	25	30									107	27
Total Reach (from content data)	116,089	68,768	56,365	67,149									308,371	77,093
Average Post Reach (from content data)	3,869	3,125	2,254	2,238									11,486	2,872
Highest Single Post Reach* (from content data)	15,956	25,385	4,505	6,888									52,734	13,184
Avg Reach of Posts to People Who Like Page (from results)	3,059	2,352	1,457	1,796									8,664	2,166
Total Likes & Reactions (from content data)	2,779	589	493	607									4,468	1,117
Total Comments (from content data)	562	323	146	196									1,227	307
Total Shares (from content data)	329	128	93	159									709	177
Police														

# of posts (from content data)	11	9	22	14	56	14
Total Reach (from content data)	201,387	135,067	125,642	39,026	501,122	125,281
Average Post Reach (from content data)	18,307	15,007	5,711	2,787	41,812	10,453
Highest Single Post Reach* (from content data)	160,321	77,945	13,009	8,955	260,230	65,058
Avg Reach of Posts to People Who Like Page (from results)	7,493	4,688	3,682	1,389		4,313
Total Likes & Reactions (from content data)	1,823	1,153	6,611	336	9,923	2,481
Total Comments (from content data)	543	212	968	34	1,757	439
Total Shares (from content data)	1,734	438	395	156	2,723	681
Instagram						
# of posts	2	4	3	4	13	3
Total likes	12	49	16	35	112	28
Total comments	4	2	0	0	6	2
Total reach (Accounts reached)	211	434	288	285	1,218	305
Total followers (@ last day of month)	1,323	1,332	1,333	1,339	5,327	1,332
LinkedIn						
# of posts	8	4	2	5	19	5
# of followers	384	396	401	416		399
Nextdoor						
# of posts	9	9	10	16	44	11
Claimed households	3894	3929	3982	4024		3957.25
Members	5,194	5,274	5,381	5,478	5478	5332
New members	91	88	101	71	351	88
Total Post Impressions	5,879	5,929	5,347	12,697	29852	7463
Average Impressions Per Post	839	741	594	906	3080	770
Nixa.com						
Active users	12,950	16,569	13,936	13,983	57,438	14,360
Sessions	17,815	22,277	19,022	18,944	78,058	19,515
Sessions from Organic Search	11,258	11,752	19,022	12,623	54,655	13,664
Sessions from Direct Navigation	5,388	5,765	5,514	5,627	22,294	5,574
Sessions from Referral	405	4,117	809	444	5,775	1,444
Sessions via Social Referral	862	528	832	582	2,804	701
Sessions via Facebook		83	91	110	284	95
Desktop Sessions	36%	49%	38%	33%	2	39.1%
Mobile Sessions	63%	50%	61%	66%		59.9%
Tablet Sessions	1%	1%	1%	1%		1.1%
Average Length of Session	0:00:55	0:00:50	0:00:47	0:00:46		0:00:49
Pages viewed per Session	2.16	2.36	2.85	2.73		2.53
News Articles Posted	4	11	3	10	28	7