

RE: COMMUNICATIONS DATA REPORT FOR MARCH 2024

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

E-mail Campaigns:

- This month's community e-newsletter, sent February 29th, was successfully delivered to 10,406 email addresses. Open rate was 54.4% (5,783). Click rate was 7.5% (783).
- Newsletter top clicked links were:
 1. Letter from the Mayor
 2. Route 160 & Hwy CC Project
 3. Poll Question
- Quick Poll Question: "Have you registered to vote in the April 2024 election?" Total Responses: 193. Results:
 1. Yes: 88.6% (171)
 2. No, I need to do that: 11.4% (22)
- We sent the Welcome to Nixa newsletter to 225 emails on March 26th. There were 219 successful deliveries. The open rate was 68% and the click rate was 9%.
- We sent 4 single-topic emails in March.
 1. Nixa Seeks Citizen Input. Sent on March 6th. Open rate was 45.6%.
 2. Nixa 2045 Virtual Open House is Live. Sent on March 16th. Open rate was 66.5%.
 3. Nixa 2045 Virtual Open House Extended. Sent on March 28th. Open rate was 68.5%.
 4. Don't forget to VOTE on April 2nd. Sent on March 29th. Open rate was 43.6%.
- Total number of e-mails unsubscribed this month was 21 and total spam reports was 2.

Social Media:

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 2,254. We posted 25 times this month. Post with the highest reach (4,505) was about city phones being down due to KAMO service issues.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 5,711. We posted 22 times this month. Post with the highest reach (13,009) was about Officer Monroe's lifesaving award.
- Total Nextdoor members at Nixa addresses is at 5,381. We posted 10 times this month, averaging 594 impressions per post.

- Total followers on Instagram is 1,333. We posted 3 times this month.
- Total followers on LinkedIn is 401. We posted 2 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											
Successful Deliveries	10,354	10,384	10,406										31,144	10,381
Resend Deliveries	5,632	5,737	5,624										16,993	5,664
Original Opens	4,959	4,880	4,949										14,788	4,929
Resend Opens	918	980	834										2,732	911
Total Opens	5,877	5,860	5,783										17,520	5,840
Total Open Rate	55.0%	54.8%	54.4%										164.2%	54.7%
Mobile Device Rate (opened on mobile vs desktop)	10.3%	12.3%	10.2%											10.9%
Total Clicks	857	998	783										2,638	879
Click Through Rate (top 3 clicks)	8.3%	9.6%	7.5%											8.5%
Did Not Open (Original)	10,109	10,261	10,247										30,617	10,206
Unsubscribed (Total)	14	12	6										32	11
Spam Reports* (Total)	1	3	2										6	2
Bounces* (Total)	1191	1201	1163										3,555	1,185
Constant Contact - Single Topic Email														
# of Email Campaigns	0	2	4										6	2
Average Open Rate		48%	60%											54%
Average Click Rate		6%	4%											5%
Average Mobile Device Open Rate		8%	5%											7%
Total Spam		1	0										1	1
Total Unsubscribe		8	15										23	12
Welcome to Nixa Email														
Date Sent On	2-Feb	26-Feb	26-Mar											
Total Sent	65	74	225										364	121
Total Successful Deliveries	63	71	219										353	118
Total Open Rate	68%	69%	68%											68%
Total Click Rate (top click)	10%	6%	9%											8%
Total Mobile Device Open Rate	15%	3%	9%											9%
Total Spam	0	0	0										0	0
Total Unsubscribe	0	0	0										0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts (from content data)	30	22	25										77	26
Total Reach (from content data)	116,089	68,768	56,365										241,222	80,407
Average Post Reach (from content data)	3,869	3,125	2,254										9,248	3,083
Highest Single Post Reach* (from content data)	15,956	25,385	4,505										45,846	15,282
Avg Reach of Posts to People Who Like Page (from results)	3,059	2,352	1,457										6,868	2,289
Total Likes & Reactions (from content data)	2,779	589	493										3,861	1,287
Total Comments (from content data)	562	323	146										1,031	344
Total Shares (from content data)	329	128	93										550	183
Police														

# of posts (from content data)	11	9	22	42	14
Total Reach (from content data)	201,387	135,067	125,642	462,096	154,032
Average Post Reach (from content data)	18,307	15,007	5,711	39,025	13,008
Highest Single Post Reach* (from content data)	160,321	77,945	13,009	251,275	83,758
Avg Reach of Posts to People Who Like Page (from results)	7,493	4,688	3,682		5,288
Total Likes & Reactions (from content data)	1,823	1,153	6,611	9,587	3,196
Total Comments (from content data)	543	212	968	1,723	574
Total Shares (from content data)	1,734	438	395	2,567	856
Instagram					
# of posts	2	4	3	9	3
Total likes	12	49	16	77	26
Total comments	4	2	0	6	2
Total reach (Accounts reached)	211	434	288	933	311
Total followers (@ last day of month)	1,323	1,332	1,333	3,988	1,329
LinkedIn					
# of posts	8	4	2	14	5
# of followers	384	396	401		394
Nextdoor					
# of posts	9	9	10	28	9
Claimed households	3894	3929	3982		3935
Members	5,194	5,274	5,381	5381	5283
New members	91	88	101	280	93
Total Post Impressions	5,879	5,929	5,347	17155	5718
Average Impressions Per Post	839	741	594	2174	725
Nixa.com					
Active users	12,950	16,569	13,936	43,455	14,485
Sessions	17,815	22,277	19,022	59,114	19,705
Sessions from Organic Search	11,258	11,752	19,022	42,032	14,011
Sessions from Direct Navigation	5,388	5,765	5,514	16,667	5,556
Sessions from Referral	405	4,117	809	5,331	1,777
Sessions via Social Referral	862	528	832	2,222	741
Sessions via Facebook		83	91	174	87
Desktop Sessions	36%	49%	38%	1	41.0%
Mobile Sessions	63%	50%	61%		58.0%
Tablet Sessions	1%	1%	1%		1.0%
Average Length of Session	0:00:55	0:00:50	0:00:47		0:00:51
Pages viewed per Session	2.16	2.36	2.85		2.46
News Articles Posted	4	11	3	18	6