

## **RE: COMMUNICATIONS DATA REPORT FOR MAY 2024**

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

### **E-mail Campaigns:**

- This month's community e-newsletter, sent April 25th, was successfully delivered to 10,387 email addresses. Open rate was 56.3% (5,398). Click rate was 6.9% (713).
- Newsletter top clicked links were:
  1. 160 & CC Project
  2. Letter from the Mayor
  3. Pool Renovation Update
- We have decided to discontinue monthly poll questions and only insert a poll question when necessary or there's a top priority question.
- We sent the Welcome to Nixa newsletter to 160 emails on May 31st. There were 153 successful deliveries. The open rate was 79% and the click rate was 16%.
- We sent 1 single-topic email in May.
  1. CORRECTION: Nixa News May 2024. Sent on May 2nd. Open rate was 48.1%.
- Total number of e-mails unsubscribed this month was 10 and total spam reports was 1.

### **Social Media:**

- This month's average number of individuals who saw any one of our posts to the City Hall Facebook page was 3,001. We posted 27 times this month. Post with the highest reach (13,775) was about utilizing the bulk water station to fill up your pool.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 4,341. We posted 19 times this month. Post with the highest reach (19,601) was about two missing persons.
- Total Nextdoor members at Nixa addresses is at 5,521. We posted 11 times this month, averaging 701 impressions per post.
- Total followers on Instagram is 1,343. We posted 6 times this month.
- Total followers on LinkedIn is 422. We posted 3 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 |
|--------------------------------------------------------|---------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-------------|--------------|
| <b>Constant Contact - Newsletters</b>                  |         |        |        |        |        |     |     |     |     |     |     |     |             |              |
| Newsletter Send Date                                   | 5-Jan   | 2-Feb  | 29-Feb | 4-Apr  | 25-Apr |     |     |     |     |     |     |     |             |              |
| Successful Deliveries                                  | 10,354  | 10,384 | 10,406 | 10,462 | 10,387 |     |     |     |     |     |     |     | 51,993      | 10,399       |
| Resend Deliveries                                      | 5,632   | 5,737  | 5,624  | 5,474  | 5,398  |     |     |     |     |     |     |     | 27,865      | 5,573        |
| Original Opens                                         | 4,959   | 4,880  | 4,949  | 5,155  | 5,090  |     |     |     |     |     |     |     | 25,033      | 5,007        |
| Resend Opens                                           | 918     | 980    | 834    | 884    | 815    |     |     |     |     |     |     |     | 4,431       | 886          |
| Total Opens                                            | 5,877   | 5,860  | 5,783  | 6,039  | 5,905  |     |     |     |     |     |     |     | 29,464      | 5,893        |
| Total Open Rate                                        | 55.0%   | 54.8%  | 54.4%  | 56.4%  | 56.3%  |     |     |     |     |     |     |     | 276.9%      | 55.4%        |
| Mobile Device Rate (opened on mobile vs desktop)       | 10.3%   | 12.3%  | 10.2%  | 13.4%  | 9.5%   |     |     |     |     |     |     |     |             | 11.1%        |
| Total Clicks                                           | 857     | 998    | 783    | 1,138  | 713    |     |     |     |     |     |     |     | 4,489       | 898          |
| Click Through Rate (top 3 clicks)                      | 8.3%    | 9.6%   | 7.5%   | 10.8%  | 6.9%   |     |     |     |     |     |     |     |             | 8.6%         |
| Did Not Open (Original)                                | 10,109  | 10,261 | 10,247 | 9,897  | 9,880  |     |     |     |     |     |     |     | 50,394      | 10,079       |
| Unsubscribed (Total)                                   | 14      | 12     | 6      | 13     | 4      |     |     |     |     |     |     |     | 49          | 10           |
| Spam Reports* (Total)                                  | 1       | 3      | 2      | 2      | 1      |     |     |     |     |     |     |     | 9           | 2            |
| Bounces* (Total)                                       | 1191    | 1201   | 1163   | 1220   | 1227   |     |     |     |     |     |     |     | 6,002       | 1,200        |
| <b>Constant Contact - Single Topic Email</b>           |         |        |        |        |        |     |     |     |     |     |     |     |             |              |
| # of Email Campaigns                                   | 0       | 2      | 4      | 4      | 1      |     |     |     |     |     |     |     | 11          | 2.2          |
| Average Open Rate                                      |         | 48%    | 60%    | 57%    | 48%    |     |     |     |     |     |     |     |             | 53%          |
| Average Click Rate                                     |         | 6%     | 4%     | 6%     | 4%     |     |     |     |     |     |     |     |             | 5%           |
| Average Mobile Device Open Rate                        |         | 8%     | 5%     | 5%     | 7%     |     |     |     |     |     |     |     |             | 6%           |
| Total Spam                                             |         | 1      | 0      | 4      | 0      |     |     |     |     |     |     |     | 5           | 1            |
| Total Unsubscribe                                      |         | 8      | 15     | 19     | 6      |     |     |     |     |     |     |     | 48          | 12           |
| <b>Welcome to Nixa Email</b>                           |         |        |        |        |        |     |     |     |     |     |     |     |             |              |
| Date Sent On                                           | 2-Feb   | 26-Feb | 26-Mar | 30-Apr | 31-May |     |     |     |     |     |     |     |             |              |
| Total Sent                                             | 65      | 74     | 225    | 164    | 160    |     |     |     |     |     |     |     | 688         | 138          |
| Total Successful Deliveries                            | 63      | 71     | 219    | 159    | 153    |     |     |     |     |     |     |     | 665         | 133          |
| Total Open Rate                                        | 68%     | 69%    | 68%    | 70%    | 79%    |     |     |     |     |     |     |     |             | 71%          |
| Total Click Rate (top click)                           | 10%     | 6%     | 9%     | 15%    | 16%    |     |     |     |     |     |     |     |             | 11%          |
| Total Mobile Device Open Rate                          | 15%     | 3%     | 9%     | 11%    | 12%    |     |     |     |     |     |     |     |             | 10%          |
| Total Spam                                             | 0       | 0      | 0      | 0      | 0      |     |     |     |     |     |     |     | 0           | 0            |
| Total Unsubscribe                                      | 0       | 0      | 0      | 0      | 0      |     |     |     |     |     |     |     | 0           | 0            |
| <b>Facebook</b>                                        |         |        |        |        |        |     |     |     |     |     |     |     |             |              |
| <b>City Hall (City of Nixa - Municipal Government)</b> |         |        |        |        |        |     |     |     |     |     |     |     |             |              |
| # of posts                                             | 30      | 22     | 25     | 30     | 27     |     |     |     |     |     |     |     | 134         | 27           |
| Total Reach                                            | 116,089 | 68,768 | 56,365 | 67,149 | 81,041 |     |     |     |     |     |     |     | 389,412     | 77,882       |
| Average Post Reach                                     | 3,869   | 3,125  | 2,254  | 2,238  | 3,001  |     |     |     |     |     |     |     | 14,487      | 2,897        |
| Highest Single Post Reach                              | 15,956  | 25,385 | 4,505  | 6,888  | 13,775 |     |     |     |     |     |     |     | 66,509      | 13,302       |
| Total Likes & Reactions                                | 2,779   | 589    | 493    | 607    | 755    |     |     |     |     |     |     |     | 5,223       | 1,045        |
| Total Comments                                         | 562     | 323    | 146    | 196    | 219    |     |     |     |     |     |     |     | 1,446       | 289          |
| Total Shares                                           | 329     | 128    | 93     | 159    | 212    |     |     |     |     |     |     |     | 921         | 184          |
| <b>Police</b>                                          |         |        |        |        |        |     |     |     |     |     |     |     |             |              |

|                                       |         |         |         |         |         |         |         |
|---------------------------------------|---------|---------|---------|---------|---------|---------|---------|
| # of posts                            | 11      | 9       | 22      | 14      | 19      | 75      | 15      |
| Total Reach                           | 201,387 | 135,067 | 125,642 | 39,026  | 82,495  | 583,617 | 116,723 |
| Average Post Reach                    | 18,307  | 15,007  | 5,711   | 2,787   | 4,341   | 46,153  | 9,231   |
| Highest Single Post Reach             | 160,321 | 77,945  | 13,009  | 8,955   | 19,601  | 279,831 | 55,966  |
| Total Likes & Reactions               | 1,823   | 1,153   | 6,611   | 336     | 1,278   | 11,201  | 2,240   |
| Total Comments                        | 543     | 212     | 968     | 34      | 245     | 2,002   | 400     |
| Total Shares                          | 1,734   | 438     | 395     | 156     | 399     | 3,122   | 624     |
| <b>Instagram</b>                      |         |         |         |         |         |         |         |
| # of posts                            | 2       | 4       | 3       | 4       | 6       | 19      | 4       |
| Total likes                           | 12      | 49      | 16      | 35      | 74      | 186     | 37      |
| Total comments                        | 4       | 2       | 0       | 0       | 0       | 6       | 1       |
| Total reach (Accounts reached)        | 211     | 434     | 288     | 285     | 1,420   | 2,638   | 528     |
| Total followers (@ last day of month) | 1,323   | 1,332   | 1,333   | 1,339   | 1,343   | 6,670   | 1,334   |
| <b>LinkedIn</b>                       |         |         |         |         |         |         |         |
| # of posts                            | 8       | 4       | 2       | 5       | 3       | 22      | 4       |
| # of followers                        | 384     | 396     | 401     | 416     | 422     |         | 404     |
| <b>Nextdoor</b>                       |         |         |         |         |         |         |         |
| # of posts                            | 9       | 9       | 10      | 16      | 11      | 55      | 11      |
| Claimed households                    | 3894    | 3929    | 3982    | 4024    | 4046    |         | 3975    |
| Members                               | 5,194   | 5,274   | 5,381   | 5,478   | 5,521   | 5521    | 5370    |
| New members                           | 91      | 88      | 101     | 71      | 53      | 404     | 81      |
| Total Post Impressions                | 5,879   | 5,929   | 5,347   | 12,697  | 11,224  | 41076   | 8215    |
| Average Impressions Per Post          | 839     | 741     | 594     | 906     | 701     | 3781    | 756     |
| <b>Nixa.com</b>                       |         |         |         |         |         |         |         |
| Active users                          | 12,950  | 16,569  | 13,936  | 13,983  | 16,041  | 73,479  | 14,696  |
| Sessions                              | 17,815  | 22,277  | 19,022  | 18,944  | 22,611  | 100,669 | 20,134  |
| Sessions from Organic Search          | 11,258  | 11,752  | 19,022  | 12,623  | 14,505  | 69,160  | 13,832  |
| Sessions from Direct Navigation       | 5,388   | 5,765   | 5,514   | 5,627   | 6,395   | 28,689  | 5,738   |
| Sessions from Referral                | 405     | 4,117   | 809     | 444     | 568     | 6,343   | 1,269   |
| Sessions via Social Referral          | 862     | 528     | 832     | 582     | 1,046   | 3,850   | 770     |
| Sessions via Facebook                 |         | 83      | 91      | 110     | 167     | 451     | 113     |
| Desktop Sessions                      | 36%     | 49%     | 38%     | 33%     | 32%     | 2       | 37.6%   |
| Mobile Sessions                       | 63%     | 50%     | 61%     | 66%     | 67%     |         | 61.3%   |
| Tablet Sessions                       | 1%      | 1%      | 1%      | 1%      | 1%      |         | 1.1%    |
| Average Length of Session             | 0:00:55 | 0:00:50 | 0:00:47 | 0:00:46 | 0:01:01 |         | 0:00:52 |
| Pages viewed per Session              | 2.16    | 2.36    | 2.85    | 2.73    | 2.70    |         | 2.56    |
| News Articles Posted                  | 4       | 11      | 3       | 10      | 7       | 35      | 7       |