

RE: COMMUNICATIONS DATA REPORT FOR JULY 2024

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

E-mail Campaigns:

- This month's community e-newsletter, sent July 8th, was successfully delivered to 10,631 email addresses. Open rate was 57.9% (6,377). Click rate was 9.2% (1,016).
- Newsletter top clicked links were:
 1. Hwy 160 & CC Project
 2. Letter from the Mayor
 3. Nixa Careers
- We sent the Welcome to Nixa newsletter to 162 emails on July 31st. There were 153 successful deliveries. The open rate was 78% and the click rate was 17%.
- We sent 1 single-topic email in July.
 1. Nixa 2045 Public Review Period. Sent July 25th with 391 successful deliveries. Open rate was 83%.
- Total number of e-mails unsubscribed this month was 15 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 3,979. We posted 28 times this month. Post with the highest reach (32378) was about warnings against grass clippings in storm drains.
- This month's average number of individuals who saw any one of our posts to the Nixa Police Facebook page was 2,634. We posted 24 times this month. Post with the highest reach (14,605) was about National Night Out.
- Total Nextdoor members at Nixa addresses is at 5,658. We posted 9 times this month, averaging 422 impressions per post.
- Total followers on Instagram is 1,360. We posted 2 times this month.
- Total followers on LinkedIn is 431. 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	4-Apr	25-Apr	30-May	8-Jul							
Successful Deliveries	10,354	10,384	10,406	10,462	10,387	10,457	10,631						73,081	10,440
Resend Deliveries	5,632	5,737	5,624	5,474	5,398	5,601	5,710						39,176	5,597
Original Opens	4,959	4,880	4,949	5,155	5,090	5,013	5,204						35,250	5,036
Resend Opens	918	980	834	884	815	954	1,173						6,558	937
Total Opens	5,877	5,860	5,783	6,039	5,905	5,967	6,377						41,808	5,973
Total Open Rate	55.0%	54.8%	54.4%	56.4%	56.3%	55.9%	57.9%						390.7%	55.8%
Mobile Device Rate (opened on mobile vs desktop)	10.3%	12.3%	10.2%	13.4%	9.5%	12.3%	11.5%							11.4%
Total Clicks	857	998	783	1,138	713	1,168	1,016						6,673	953
Click Through Rate (top 3 clicks)	8.3%	9.6%	7.5%	10.8%	6.9%	11.2%	9.5%							9.1%
Did Not Open (Original)	10,109	10,261	10,247	9,897	9,880	10,091	9,964						70,449	10,064
Unsubscribed (Total)	14	12	6	13	4	4	14						67	10
Spam Reports* (Total)	1	3	2	2	1	0	1						10	1
Bounces* (Total)	1191	1201	1163	1220	1227	1261	1344						8,607	1,230
Constant Contact - Single Topic Email														
# of Email Campaigns	0	2	4	4	1	0	1						12	1.714285714
Average Open Rate		48%	60%	57%	48%		23-Mar							1705%
Average Click Rate		6%	4%	6%	4%		14%							7%
Average Mobile Device Open Rate		8%	5%	5%	7%		8%							7%
Total Spam		1	0	4	0		0						5	1
Total Unsubscribe		8	15	19	6		1						49	10
Welcome to Nixa Email														
Date Sent On	2-Feb	26-Feb	26-Mar	30-Apr	31-May	1-Jul-24	31-Jul-24							
Total Sent	65	74	225	164	160	139	162						989	141
Total Successful Deliveries	63	71	219	159	153	136	153						954	136
Total Open Rate	68%	69%	68%	70%	79%	77%	78%							73%
Total Click Rate (top click)	10%	6%	9%	15%	16%	11%	17%							12%
Total Mobile Device Open Rate	15%	3%	9%	11%	12%	11%	11%							10%
Total Spam	0	0	0	0	0	0	0						0	0
Total Unsubscribe	0	0	0	0	0	0	0						0	0
Facebook														
City Hall (City of Nixa - Municipal Government)														
# of posts	30	22	25	30	27	14	28						176	25
Total Reach	116,089	68,768	56,365	67,149	81,041	49,812	99,487						538,711	76,959
Average Post Reach	3,869	3,125	2,254	2,238	3,001	3,558	3,979						22,024	3,146
Highest Single Post Reach	15,956	25,385	4,505	6,888	13,775	7,977	32,378						106,864	15,266
Total Likes & Reactions	2,779	589	493	607	755	397	1,119						6,739	963
Total Comments	562	323	146	196	219	186	369						2,001	286
Total Shares	329	128	93	159	212	149	241						1,311	187
Police														

# of posts	11	9	22	14	19	18	24	117	17
Total Reach	201,387	135,067	125,642	39,026	82,495	227,914	60,591	872,122	124,589
Average Post Reach	18,307	15,007	5,711	2,787	4,341	13,406	2,634	62,193	8,885
Highest Single Post Reach	160,321	77,945	13,009	8,955	19,601	130,341	14,605	424,777	60,682
Total Likes & Reactions	1,823	1,153	6,611	336	1,278	8,039	823	20,063	2,866
Total Comments	543	212	968	34	245	1,654	111	3,767	538
Total Shares	1,734	438	395	156	399	2,880	203	6,205	886
Instagram									
# of posts	2	4	3	4	6	0	2	21	3
Total likes	12	49	16	35	74	4	12	202	29
Total comments	4	2	0	0	0	1	2	9	1
Total reach (Accounts reached)	211	434	288	285	1,420	117	217	2,972	425
Total followers (@ last day of month)	1,323	1,332	1,333	1,339	1,343	1,350	1,360	9,380	1,340
LinkedIn									
# of posts	8	4	2	5	3	2	2	26	4
# of followers	384	396	401	416	422	423	431		410
Nextdoor									
# of posts	9	9	10	16	11	11	9	75	11
Claimed households	3894	3929	3982	4024	4046	4087	4130		4013.142857
Members	5,194	5,274	5,381	5,478	5,521	5,578	5,658	5658	5441
New members	91	88	101	71	53	56	75	535	76
Total Post Impressions	5,879	5,929	5,347	12,697	11,224	2,115	6,336	49527	7075
Average Impressions Per Post	839	741	594	906	701	528	422	4731	676
Nixa.com									
Active users	12,950	16,569	13,936	13,983	16,041	16,606	14,233	104,318	14,903
Sessions	17,815	22,277	19,022	18,944	22,611	23,554	20,009	144,232	20,605
Sessions from Organic Search	11,258	11,752	19,022	12,623	14,505	15,552	12,714	97,426	13,918
Sessions from Direct Navigation	5,388	5,765	5,514	5,627	6,395	5,261	5,033	38,983	5,569
Sessions from Referral	405	4,117	809	444	568	767	735	7,845	1,121
Sessions via Social Referral	862	528	832	582	1,046	1,839	1,247	6,936	991
Sessions via Facebook		83	91	110	167	118	111	680	113
Desktop Sessions	36%	49%	38%	33%	32%	29%	31%	2	35.4%
Mobile Sessions	63%	50%	61%	66%	67%	69%	68%		63.4%
Tablet Sessions	1%	1%	1%	1%	1%	1%	1%		1.2%
Average Length of Session	0:00:55	0:00:50	0:00:47	0:00:46	0:01:01	0:01:09	0:01:10		0:00:57
Pages viewed per Session	2.16	2.36	2.85	2.73	2.70	2.93	2.87		2.66
News Articles Posted	4	11	3	10	7	1	7	43	6.142857143