


Listing Activity Report Definitions

Listing Activity Report – Listing Activity Definitions

The values displayed in the Listing Activity Report are real time values from Paragon data sources. The following are definitions for how each label in the report tracks the numbers displayed.

The screenshot displays a 'Listing Activity Report' for MLS#98341496 - 1841 FALLS AVE E. It includes a 'Print' button, a 'Report Definitions' link, and a 'Cancel' button. The property details are as follows:

	MLS # 98341496	Asking Price \$177,500
	Address 1841 Falls Ave E	Status Active
	Unit #	Class Residential
	City Twin Falls	Type Townhouse
	State ID	Area Twin Falls - 2015
	Zip 83301	

Listing Statistics to Date

Matched Saved Searches 4	Total Hits 595
Matched Contacts 1	Agent Hits 491
Property Details Viewed 45	Unique Agent Hits 491
Added to Listing Cart 1	Client Hits 104
Emailed from System 1	Unique Client Hits 72

Matched Saved Searches: Each time the listing is included in the result set of a saved search this value is incremented.

Example: Matched Saved Searches 4

Matched Contacts: Each matched saved search will be evaluated to determine the contact to which it is assigned. The total number of contacts whose saved searches include the listing as a match will be reported.

Example: Matched Contacts 1

Property Details Viewed: Each time the listing is viewed in a single listing detail view in any Paragon application this value is incremented.

Example: Property Details Viewed 45

Added to Listing Cart: The number of times the listing has been added to a Listing Cart.

Example: Added to Listing Cart: 1

Emailed from System: Each time the listing is emailed from the Paragon application this value is incremented. Email activities include automatic notifications for prospecting purposes and listings selected to be emailed on an ad hoc basis.

Example: Emailed from System 1

Total number of Hits: This value will be incremented each time a listing is viewed in a single listing detail view within Paragon, Client Connect or emailed report views. The Hit Count data may be blocked by field security. If this is the case Listing Activity Tracking data (Listing Detail Views) will be substituted in lieu of hit count data. This data represents the complete total number of hits on the listing to date and should be the sum of the Agent Hits and Client Hits combined. Note: all client hit counts or detail views are limited to one per unique IP address per 24 hours.

Example: Total Hits 595

Total number of Agent Hits: Each time an agent views a listing in Paragon in a single listing detail view this value is incremented. If the agent hit count field is disabled by field security or configuration listing activity tracking data will be substituted.

Example: Total Agents Hits 491

Total number of Unique Agent Hits: The agent hits are evaluated by Paragon user ID to determine how many unique agents viewed the listing. If the agent hit count field is disabled by field security or configuration listing activity tracking data will be substituted.

Example: Unique Agents Hits 491

Total number of Client Hits: Each time an individual views a listing in a BKMLS application outside of Paragon this value is incremented. Client hits are limited to one per unique IP address per 24 hours to discourage inflated listing activity reports. If the client hit count field is disabled by field security or configuration listing activity tracking data will be substituted.

Example: Total Client Hits 104

Total number of Unique Client Hits: The client hits are evaluated by IP address to determine how many unique clients viewed the listing. If the client hit count field is disabled by field security or configuration listing activity tracking data will be substituted. Client hits are limited to one per unique IP address per 24 hours to discourage inflated listing activity reports.

Example: Unique Client Hits 72