

Web Stats Definitions

- **Visits to Talktotucker.com:** This represents the total number of visitor sessions on Talktotucker.com
- **Total Detailed Property Views:** This is the total number of times someone has looked at the detailed information for listings on the Tucker website.
- **MouseTrak Properties Sent:** This is the number of listings that have been sent in a MouseTrak email.
- **Featured Listing Display Ads:** This represents the number of times Tucker listings have been displayed in the Featured Listing window throughout the Tucker website.
- **Total Property Searches:** This is the total number of individual property searches on the Tucker website. This number represents both the Advanced Criteria and the Map based searches.
- **Active MouseTrak Subscribers:** This is the number of MouseTrak Subscribers that have an active account (not unsubscribed or cancelled)
- **Open House Searches:** This is the number of times our Open House search has been accessed during the last month.
- **Tucker Agent Lookup:** This is the number of times someone has looked for an agent using our agent search.

Property View Report Definitions

- **Agent Listings:** This is where a consumer is on your eAgent profile and they click to view YOUR listings. Each time someone does this on your eagent profile and they look at a specific listing, it will register a visit for your listing in this area.
- **Featured Property:** This is a new feature on the Tucker website. We have a new featured property window on the website. The window randomly rotates Tucker listings and this statistic tells you when one of your listings is shown in that window.
- **MouseTrak Account:** This is when someone logs into their MouseTrak account and views your listing.
- **MouseTrak:** This is the number of times a listing matched a consumer's criteria in MouseTrak and was sent out in a MouseTrak email.
- **Office Listings:** This is where a user is searching through the listings for your office. The office listings will show all the listings for every agent in your office and is accessed by going to the office section of the website under "Find an Office". The user may or may not click the property to view the detailed information.
- **Property Detail:** This statistic is the number of times the detailed information for your listing is viewed.
- **Property Map Detail:** This statistic is the number of times someone did a map search and clicked to view the information available in the pop-up on the map.
- **Property Results:** This is the number of times someone has done a property search and your listing has come back as a result.