

Gain valuable business insight with weekly listing performance reports.

Zillow Partner Report 06/17/2014

Thanks for being a Zillow/MLS Partner. Below is your performance for the past month and past year. If you have any questions, contact your sales rep at ColbyC@zillow.com

Past 4 Weeks Performance

	Avg Daily Listings	Featured Listings	Search Result Views	Listing Views	Views/ Listings	E-mail Contacts
05/20/2014 - 05/24/2014	274	30	677,557	21,465	78.3	56
05/25/2014 - 05/31/2014	249	29	931,976	29,936	120.5	63
06/01/2014 - 06/07/2014	277	29	975,457	32,588	118.0	32
06/08/2014 - 06/14/2014	306	33	1,006,214	30,058	98.3	41

Past Performance

	Avg Daily Listings	Featured Listings	Search Result Views	Listing Views	Views/ Listings	E-mail Contacts
May-14	260	29	1,609,533	51,401	198.4	119

Track the number of listings sourced by your data feed.

Capture all listings your members promote with Featured Listings on Zillow.

See how many times your listings appeared in search results on Zillow.

See how many times your members were contacted through listings in your feed.

Get the average amount of times home shoppers viewed each listing.

See how many times home shoppers selected and viewed listings in your feed.

Ways to use this information:



Measure your Zillow exposure.

Quantify the exposure you deliver to your membership through Zillow.



Monitor the feed's functionality.

Ensure your direct feed to Zillow is capturing every listing.



Assess your contact conversion rates.

Determine what share of email contacts turned into business for your members.