

Transport of Tracking Data



Our Prior Journey...



RETS Event Tracking

Event
: *EventID*
: *EventType* (enum)
: *EventLabel*
: *EventDescription*
: *EventTarget* (enum)
: *EventTimestamp*
: *ReferringURL*

Actor
: *ActorType* (enum)
: *ActorID*
: *SessionID*
: *DeviceType* (enum)
: *DeviceID* (enum)
: *UserAgent*
: *Email*
: *Phone*
: *IP*
: *ActorLatitude*
: *ActorLongitude*

Object
: *ObjectType* (enum)
: *ObjectURL*
: *ObjectID*
: *ObjectIDLabel*
: *PUID*

Source
: *PubID*
: *OID*



RETS Event Tracking (JSON example)

```
{
  "event" : [
    {
      "EventID" : "0923930293092",
      "EventType" : "Detailed View",
      "EventDescription" : "listing viewed",
      "EventTimestamp" : "2016-04-05T13:15:30Z"
    }
  ],
  "actor" : [
    {
      "ActorType" : "consumer",
      "SessionID" : "h4222-332",
      "DeviceType" : "Mobile",
      "UserAgent" : "Mozilla/5.0 (Linux; U; Android 4.0.3; ko-kr; LG-L160L  
Build/IML74K) AppleWebKit/534.30 (KHTML, like Gecko) Version/4.0 Mobile Safari/534.30",
      "Email" : "tommyt@twotone.com",
      "Phone" : "555-867-5309"
    }
  ],
  "object" : [
    {
      "ObjectType" : "listing",
      "ObjectURL" : "http://listings.re/?id=1234539",
      "ObjectID" : "1234539",
      "ObjectIDLabel" : "MLS_Listing"
    }
  ],
  "source" : [ { "pubID" : "1060" } ]
}
```


Today's Journey....



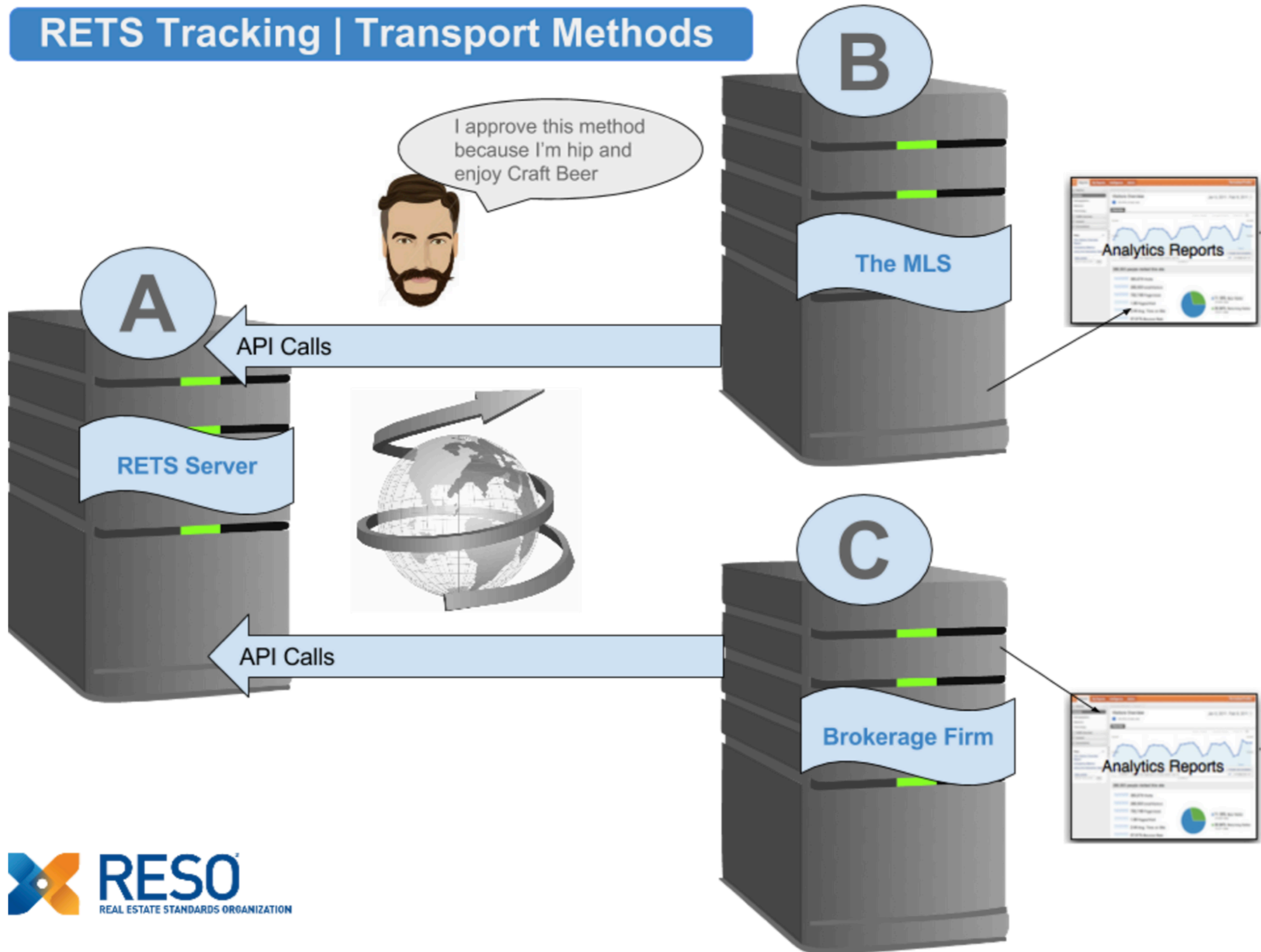
... is about TRANSPORT



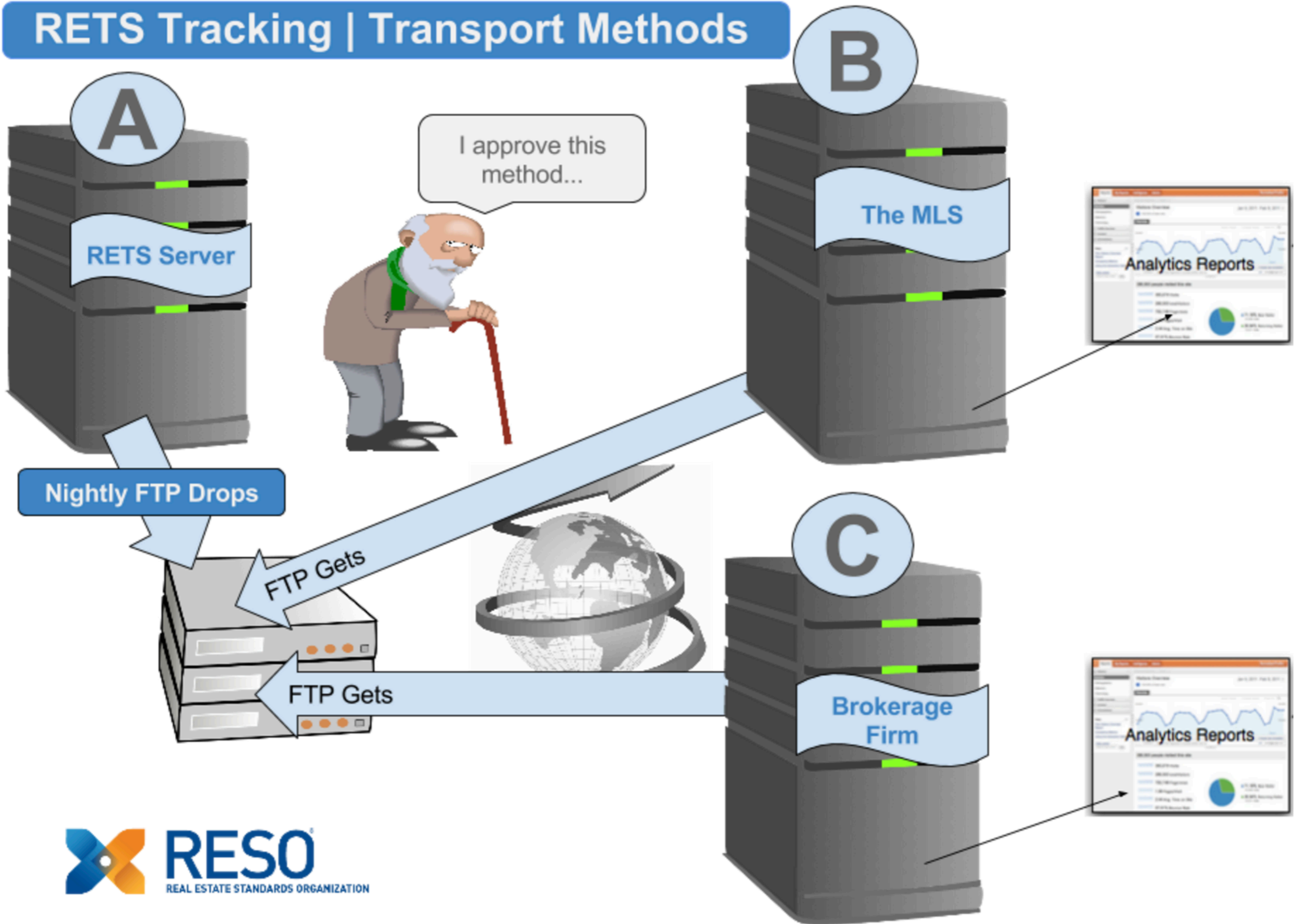
RESO
REAL ESTATE STANDARDS ORGANIZATION

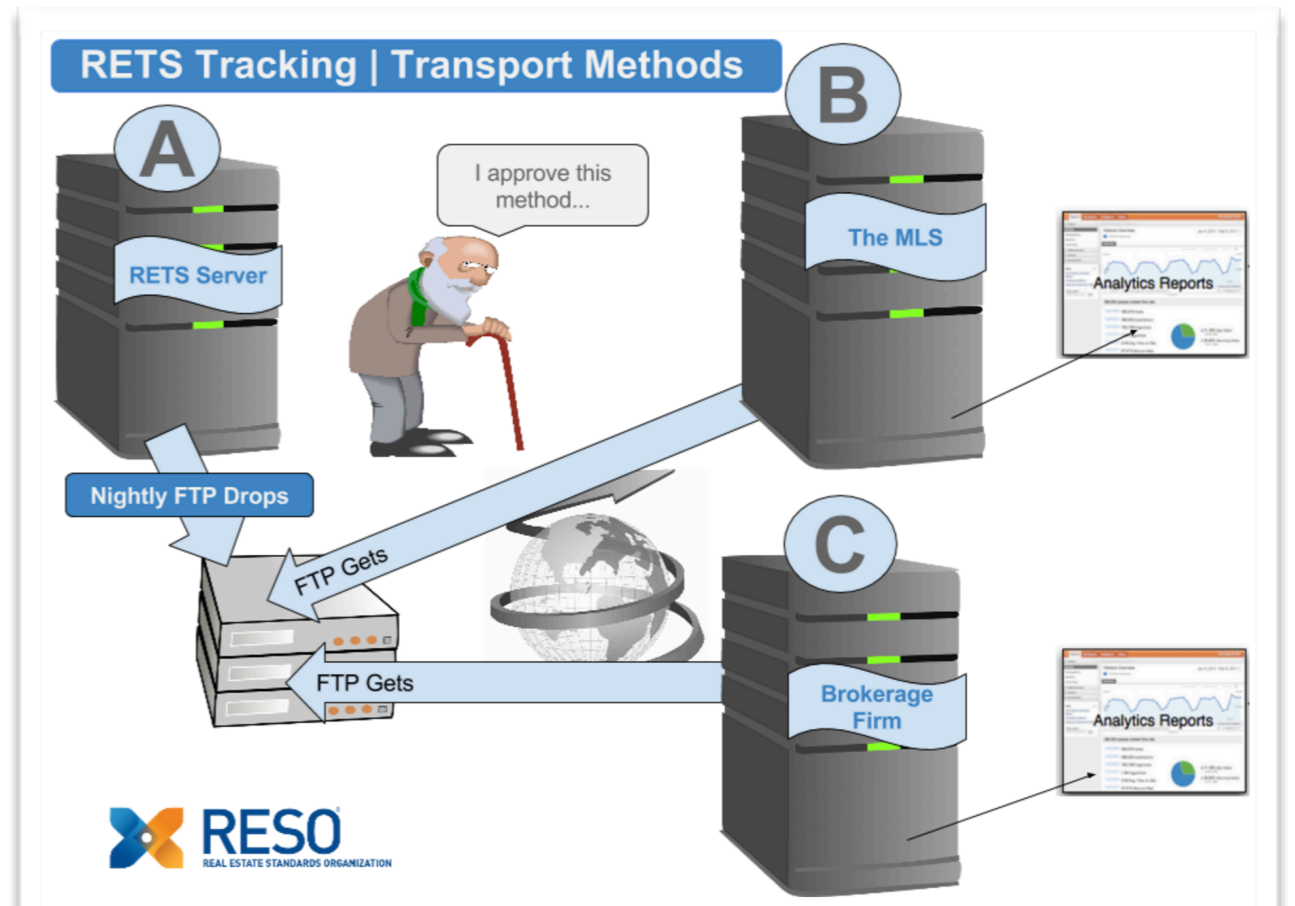
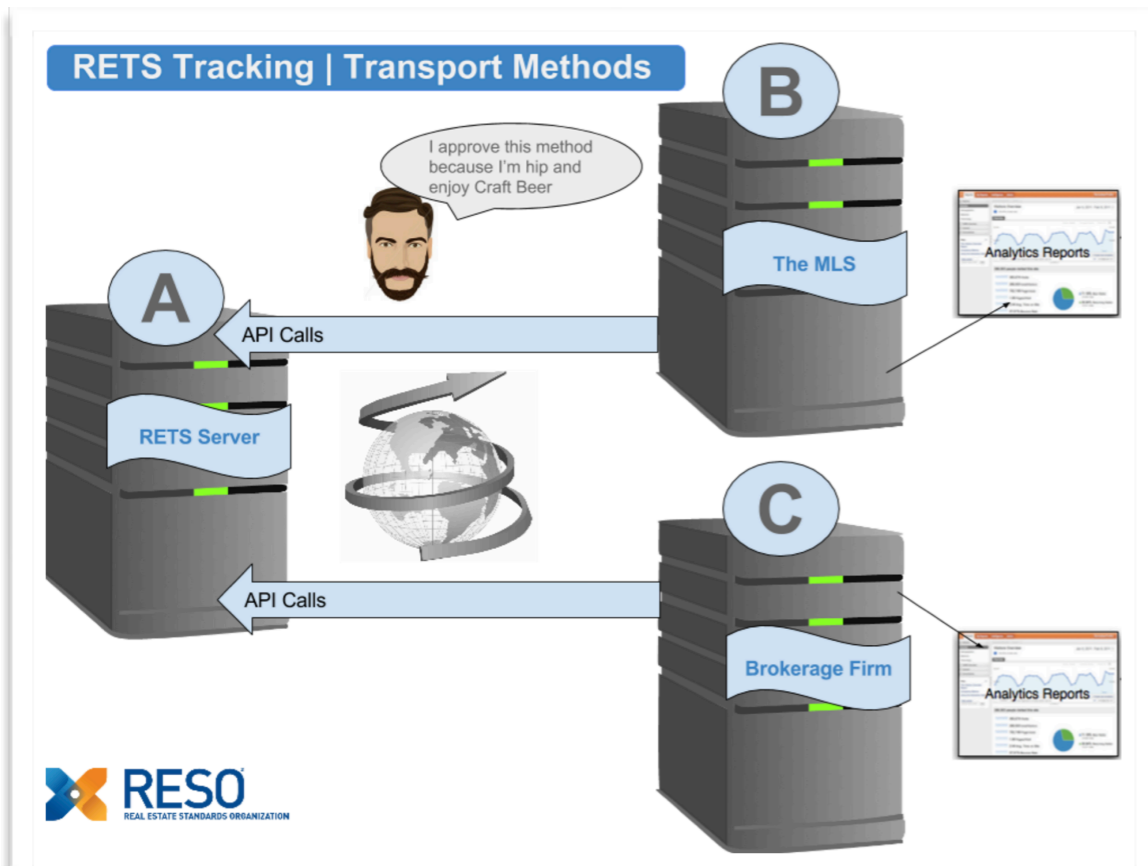
Transport Methods

RETS Tracking | Transport Methods



RETS Tracking | Transport Methods







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Should Have A Standard Results Restful API?

Example

<https://api.reso.com/1.1/tracking/listings.json?In=0823432&daysback=30>

PRO

- + Plug n Play analytics
- + Promotes forced innovation
- + Encourages proper field exposure

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CON

- Too much regulation
- Forced R&D cost
- Limits innovation

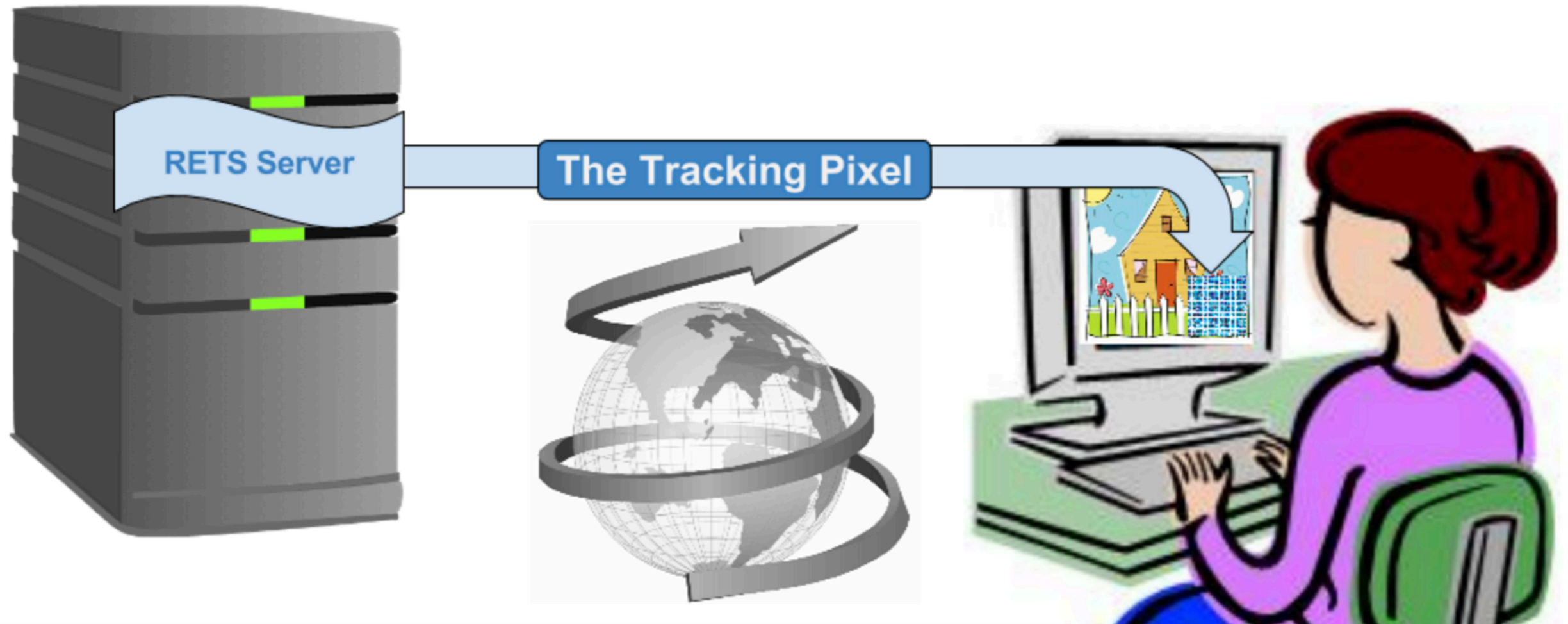
- Limits innovation



RESO
REAL ESTATE STANDARDS ORGANIZATION

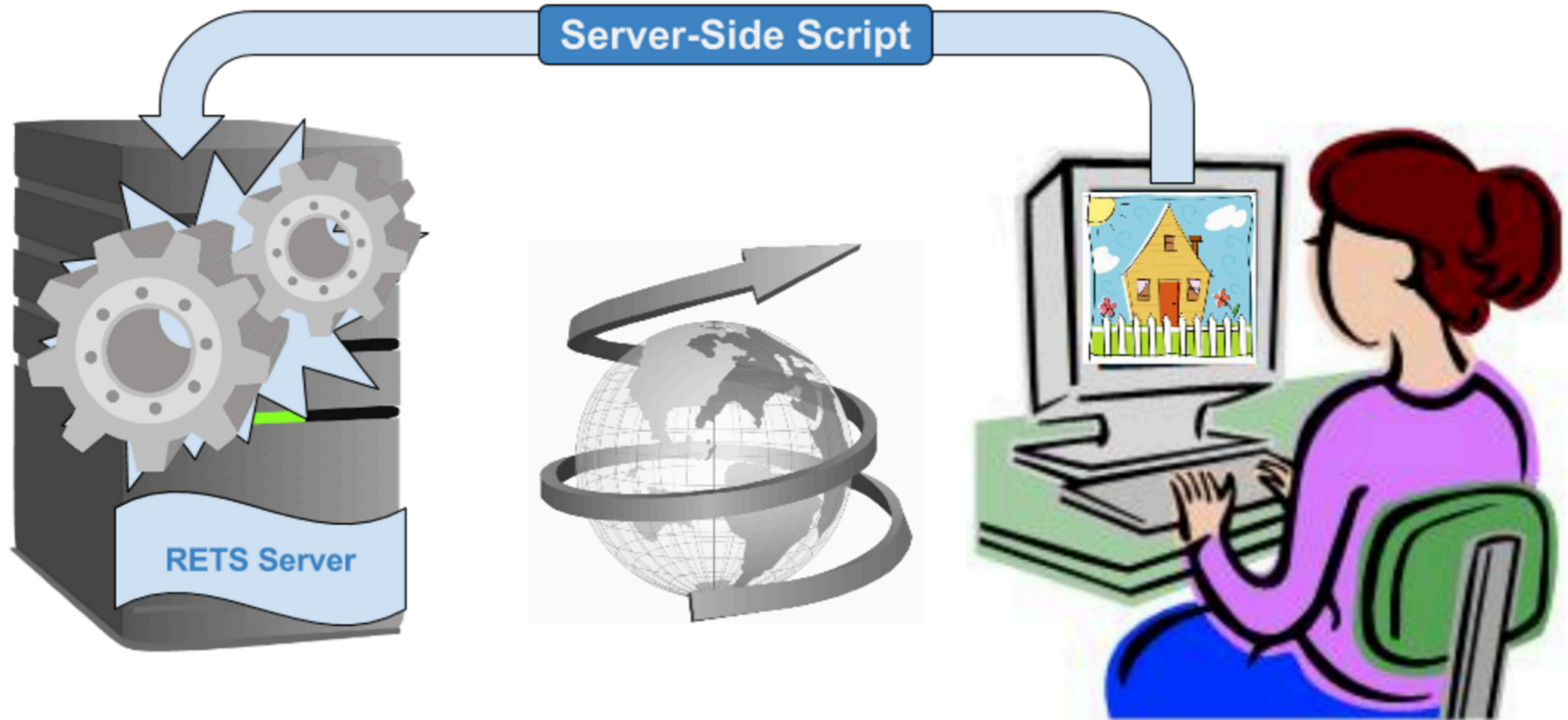
Recording Methods

RETS Tracking | Recording Methods

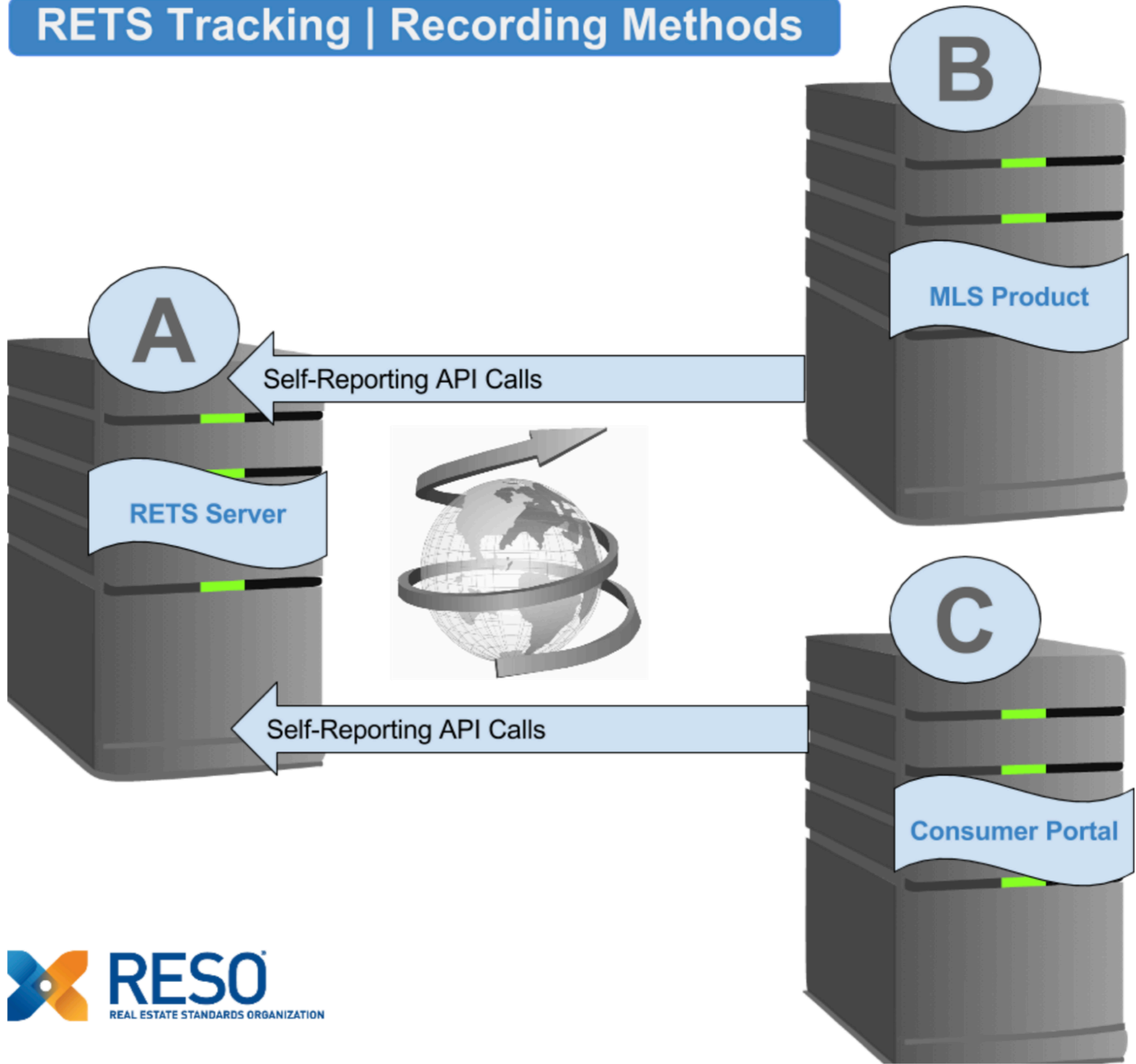


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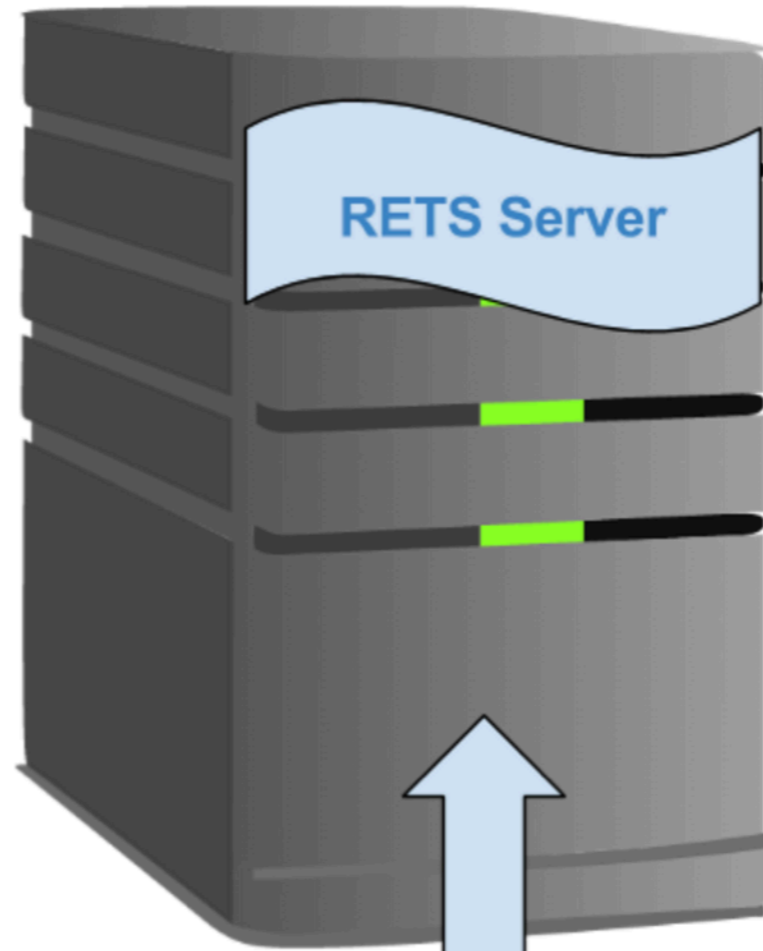
RETS Tracking | Recording Methods



RETS Tracking | Recording Methods



RETS Tracking | Recording Methods



Web Log Reporting



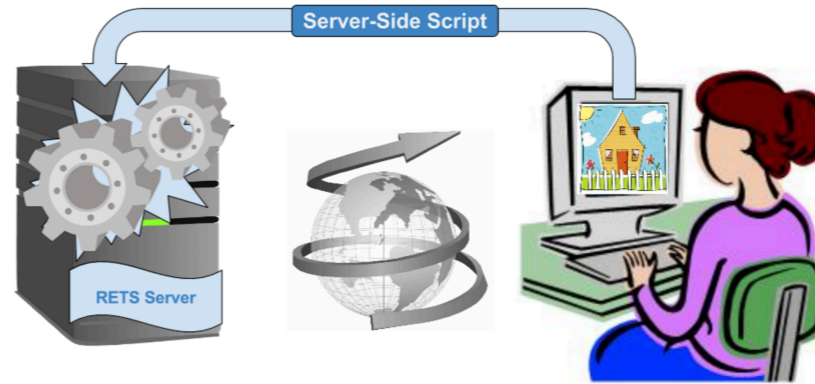
RETS Tracking | Recording Methods



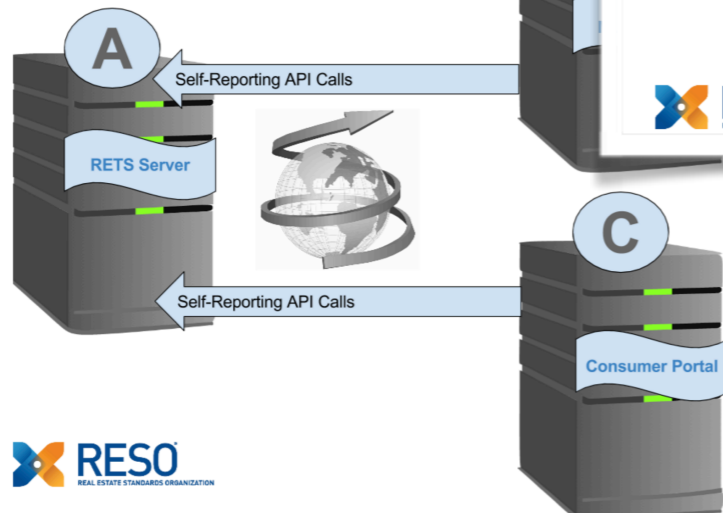
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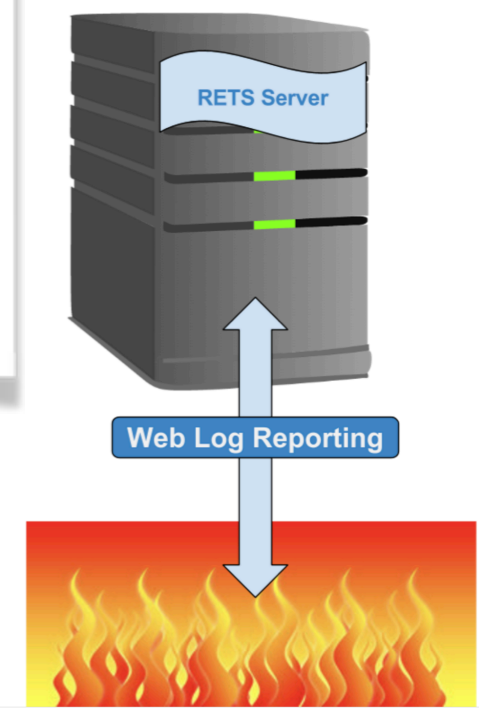
RETS Tracking | Recording Methods



RETS Tracking | Recording Methods



Tracking | Recording Methods





 **RESO**
REAL ESTATE STANDARDS ORGANIZATION

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Should RESO REAL ESTATE STANDARDS ORGANIZATION Have A Mandatory Tracking Method?

PRO

- + Limits Burden for National Stage Products/Services
- + Curbs Self-Reporting
- + All On Same Page

+ All On Same Page

CON

- Too Much Regulation
 - R&D Cost
 - Limits Innovation
 - Difficult to enforce

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THANKS BRO



STAY CLASSY

