



 **RESO**
2015 FALL CONFERENCE
OCT 27-29, 2015



Internet Tracking

Chris Lambrou

About Me...

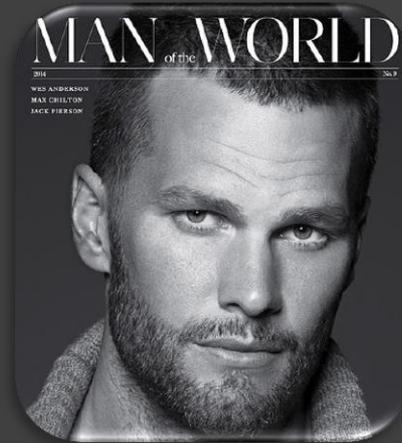


Chris Lambrou

VP of Special Projects/R&D

Midwest Real Estate Data

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Data Tracking In the beginning...



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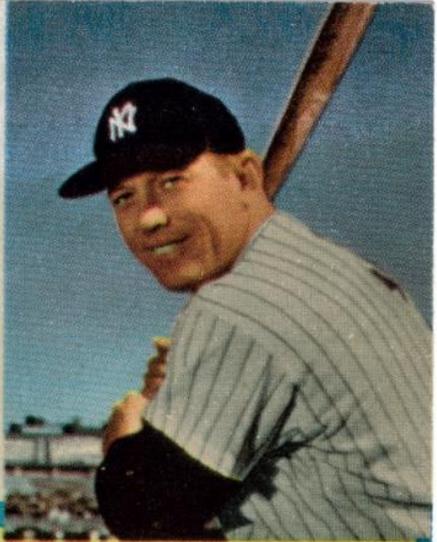
United States™
Census
Bureau



Data Tracking In the beginning...



No. 5
Mickey Mantle
 NEW YORK YANKEES — OUTFIELDER
 Ht.—6'; Wt.—200; Switch Hitter; Throws—Right; Born—October 20, 1931; Home—Dallas, Texas
 The AL's home-run king for the 4th time in 1960 (40), he also finished 2nd for the MVP Award. Mickey won the MVP title in 1956, with a BA of .353, and again in 1957 with a BA of .365 (his all-time high). He has hit 14 World Series HR's—one behind Ruth's record of 15. He ranks 6th in lifetime HR's with 374. All-Star Games (1953-1961). *Post*



MAJOR LEAGUE BATTING RECORD

	Games	At Bat	Runs	Hits	2B	3B	HR	RBI	Avg.
1961	153	514	131	163	16	6	54	128	.317
LIFE	1,552	5,519	1,244	1,700	241	66	374	1,063	.308



Data Tracking In the beginning...



Data Tracking In the beginning...



Then came the Internet...



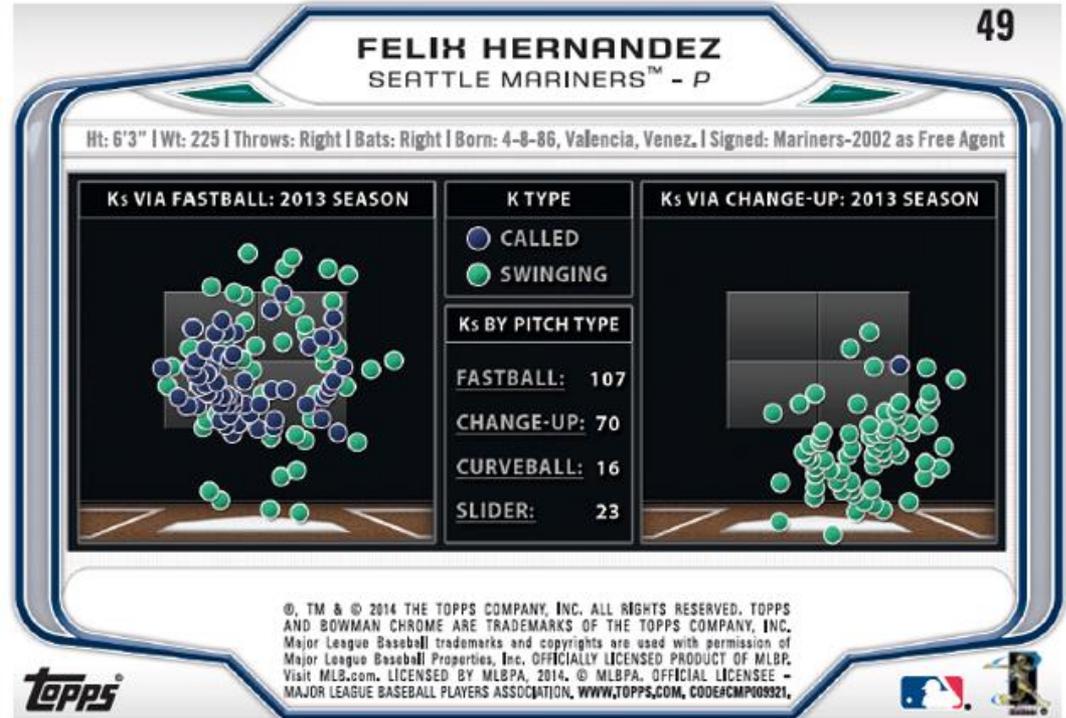
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- 012345
- 0123456
- 48683
- 01042
- 01055
- 0016
- 12345
- 01234
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- 0123456
- 012345
- 01085
- 0010
- 12345
- 01234
- 12345
- 012
- 0123456
- 012345
- 14761
- 1080
- 12345
- 01234
- 01234
- 0123456



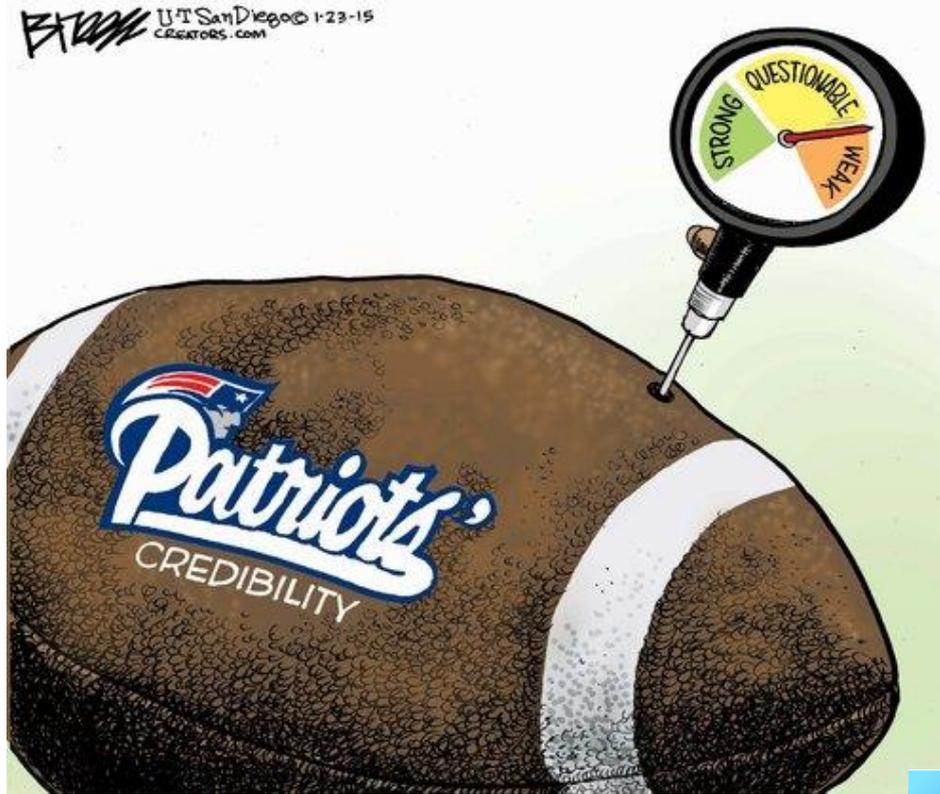
Hallelujah... Tracking became cool



We started tracking in greater detail...



Now, we expect data to be tracked everywhere...



New Consumer



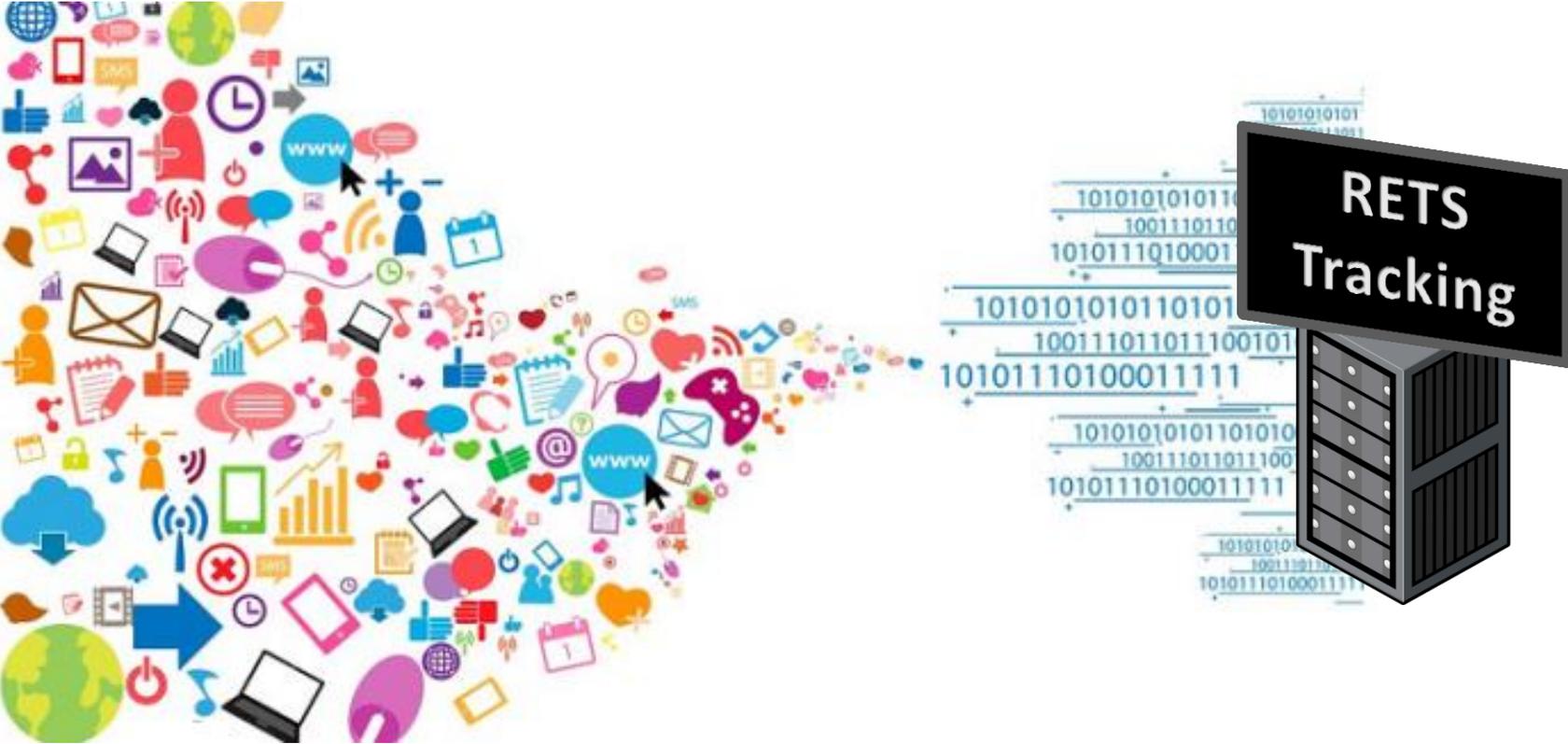
“I need to know if my website is being seen AND by what city AND by what age OR is this INTERNET thing just a big scam created by Al Gore!”



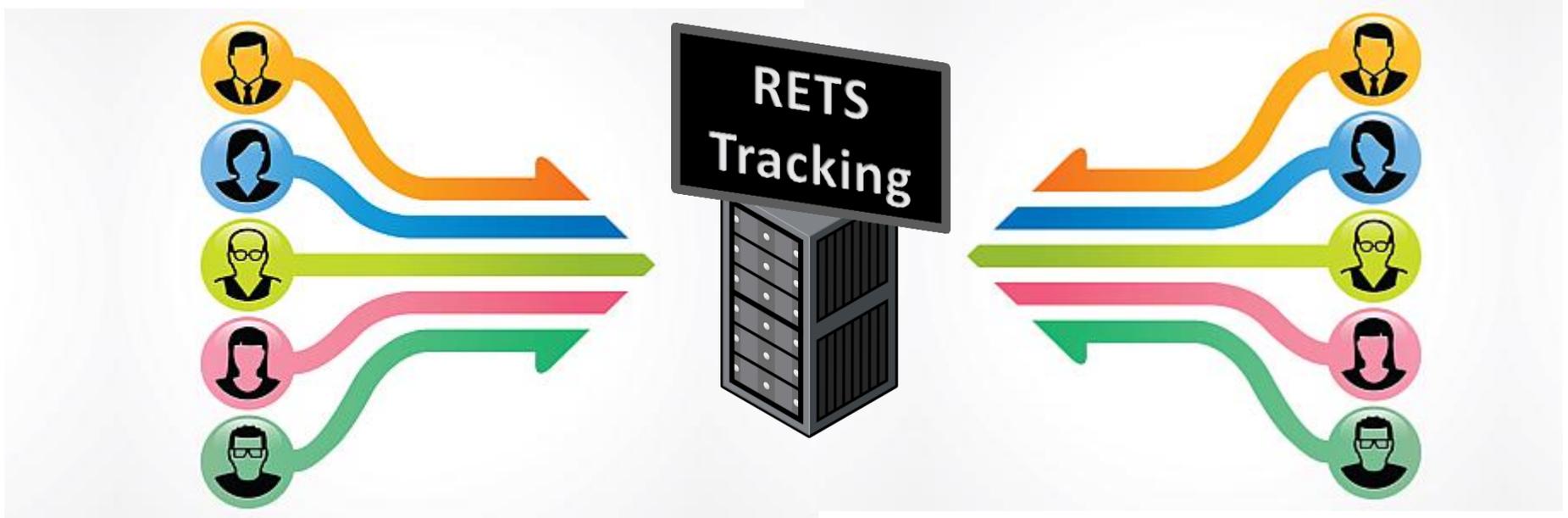
“I only buy new glasses that have at least 7 reviews... Because 7 is my favorite number”



Tracking Real Estate Data...



Identifying Stakeholders...



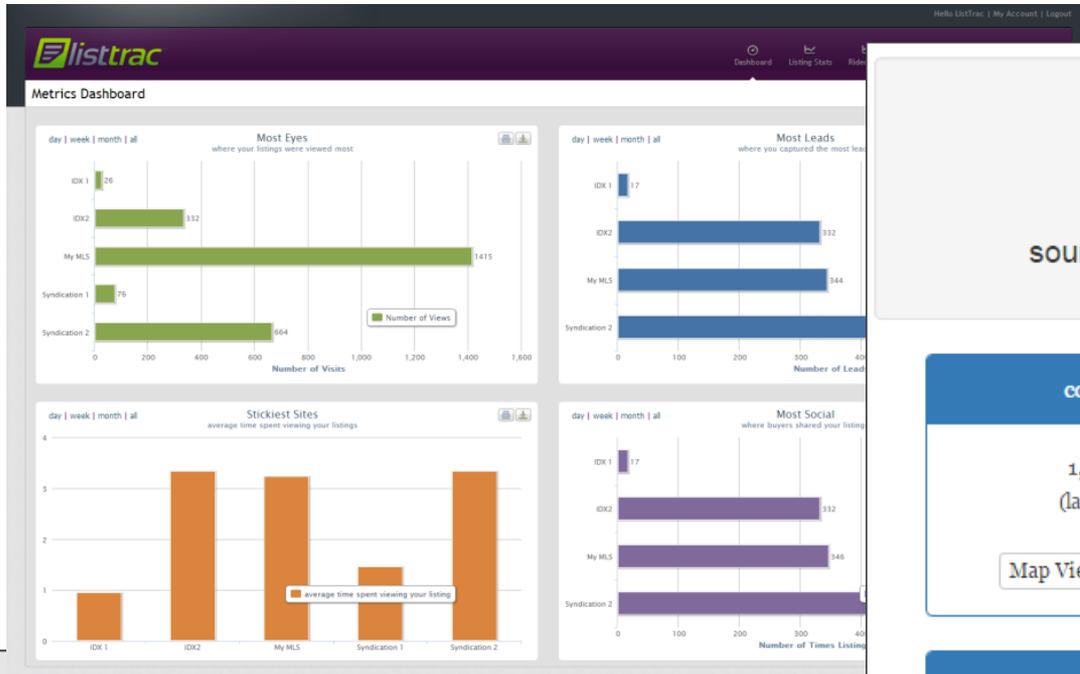
...Define Business Case



...Build Field Containers



...Learn from current solutions



sourceMLS™ Analytics for MRED Office #31360

connectMLS

1,239 Views
(last 12 months)

Map Views
Listing View

SMyL

211 Views
(last 12 months)

Map Views
Listing View

RED Select Sites

ListingBook

Popularity on Zillow

84 views since listing
140 all-time ([chart](#))

6 shoppers saved
this home to their list of favorites



... And create an adaptable solution...



Pump up the volume and **participate**
in the **Internet Tracking Work Group...**



Thank you...



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