Internet Tracking

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The Goal

MLS/Broker Analytics Dashboard

RETS Server

Listing Data

IDX/Vow Sites

MLS Products

Consumer Sites

Tracking Data
The Goal
The Model
Tracking Data Buckets

- Event: :Key, :Type, :Timestamp
- Actor: :Key, :Type, :SessionID, :UserAgent
- Object: :Key, :Type, :URL
- Source: :OriginID, :SourceID
Use of Tracking Data
Tracking Examples
Event = Listing View

Listing View Tracking Data

<table>
<thead>
<tr>
<th>EventTimestamp</th>
<th>EventType</th>
<th>ActorType</th>
<th>ObjectType</th>
<th>ObjectID</th>
<th>ObjectIDType</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-02-05T13:15:30Z</td>
<td>Detailed</td>
<td>Consumer</td>
<td>Listing</td>
<td>06123455</td>
<td>MLS Listing ID</td>
</tr>
</tbody>
</table>
### Open House View Tracking Data

<table>
<thead>
<tr>
<th>EventTimestamp</th>
<th>EventType</th>
<th>ActorType</th>
<th>ObjectType</th>
<th>ObjectID</th>
<th>ObjectIDType</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-02-05T13:15:30Z</td>
<td>Detailed</td>
<td>Consumer</td>
<td>Open House</td>
<td>67FH434FG</td>
<td>Open House ID</td>
</tr>
</tbody>
</table>
Event = Saved Search Ran

Saved Search Ran Tracking Data

<table>
<thead>
<tr>
<th>EventTimestamp</th>
<th>EventType</th>
<th>ActorType</th>
<th>ObjectType</th>
<th>ObjectID</th>
<th>ObjectIDType</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-02-05T13:15:30Z</td>
<td>Object Ran</td>
<td></td>
<td>Saved Search</td>
<td>89CD434FG11GUID123</td>
<td>Saved Search Key</td>
</tr>
</tbody>
</table>

Dreamhouse=4 beds above ground+school district=20+subdiv=fancy
## Saved Search Ran Tracking Data

<table>
<thead>
<tr>
<th>EventTimestamp</th>
<th>EventType</th>
<th>ActorType</th>
<th>ObjectType</th>
<th>ObjectID</th>
<th>ObjectIDType</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-02-06T04:15:30Z</td>
<td>BOT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2017 Challenges
2017 Challenges | Transporting The Data
2017 Challenges | Informing RESO Community

RESO Tracking Fields to First 10,000 Attendees

Attention, Attention... Tracking fields are super cool!
2017 Challenges | Implementation

- Official RESO® Seal
- RETS Server
- Data Dictionary
- Transport
- Internet Tracking

HELLO
my name is
New Guy
2017 Challenges | Transporting The Data

The Tracking API
How do we tackle this beast?
Use Case | *Nothing But The Facts*...
Use Case | Nothing But The Facts...

- RETS Server
- API
- Open House
- Listing
- Showings
- Saved Search

Dashboards
(MLS, Brokerage Firms...)

66%
33%

Your Business at a Glance

Sales
Service
Profit

Account Paid Out
% Paid Out
Monthly Income
Month over Month Growth
# of Clients

Profit (TO)

First Year Claims to Year

Business Development
Operational Efficiency
Revenue
Marketing
Success Planning

Dashboarding allows you to monitor metrics and evaluate the growth of your business.
Use Case | *Nothing But The Facts...*

Dashboards
(MLS, Brokerage Firms...)

- **66%**
- **33%**

- Business Development
- Success Planning
- Your Business at a Glance
- Sales
- Service
- Profits
Use Case | *Nothing But The Facts...*

- RETS Server
- API
- Listing
- Open House
- Saved Search
- Showings
- Media Inquires
- "Take Me Back!" She tells him "GO TO HELL!"
- "GLOBE"
- "As pressure mounts for Royal baby..."
- "WILLIAM'S WIFE SNAPS!"
- "Kate: 'Now I know how Diana felt'"
- "Captured on camera June 4, 2011"
- "WORLD EXCLUSIVE"
- "CAUGHT ON CAMERA"
- "Surgery Disaster"
BrainStorm
What Use Case Can You Think of for a RESO Internet Tracking API?
2017 Challenges | Transporting The Data

The Tracking API
Custom Query v Functions

EventTypes:
- Detailed View
- Shared
- Printed

ListingViews:

\[
\{ \\
\text{ListingID}, \\
\text{DaysBack} \\
\};
\]
BrainStorm
Possible Functions?

- **ListingViews**
  
  Provides daily viewing totals for supplied listing in chronological order from dates requested

- **OfficeReport**
  
  Provides daily viewing totals for all listings provided by the supplied officeID in chronological order from dates requested

- **MLSReport**
  
  Provides daily usage totals for all vendor products that source data from this RETS server
API Showcase

- Most popular API in the wild
- Stapled part of Academia
- Rate Limiting To Control Resources
- OAuth Authentication (custom)
- JSON data format
- RESTful & Streaming (polling v push)
2017 Challenges | Informing RESO Community

White Papers
I help B2B firms tell their stories with white papers based on facts, not hype. Work with me to generate more leads, more buzz, and more sales.

FUNNY-AND-CRAZY-MAN

BY GORDON GRAHAM

LEAVE A COMMENT

About Gordon Graham

Author of close to 250 white papers on everything from choosing enterprise software to designing virtual worlds for kids, for clients everywhere from Silicon Valley to Switzerland, for everyone from tiny startups to 3M, Google and Verizon.

Also wrote White Papers for Dummies which reviewers call "a must-read... fantastic... outstanding... terrific... phenomenal... the best book of its kind."
White Papers Can Help Define What We Created
What Subject Matter Should our White Papers Focus on?
2017 Challenges | Implementation

Making I.T. Happen
2017 Challenges | Implementation

Vendor

MLS

Broker

Internet Tracking

Hello
my name is
New Guy
An Analytics competition?

**IEEE BHI 2017 Big Data Analytics and Visualization Competition**

**Call for Participants**

Data Science is all about the processes and methods to access and analyze data to gain insights for informed decision making. To promote the awareness and analytic technology of Big Data, IEEE EMBS and the IEEE Big Data Initiative are organizing a Data Analytics Competition. The competition will be held during IEEE BHI2017 and is open to all participants of the conference.

**Data**

Data is all around us and everywhere. In particular, biomedical data is relevant to the themes of the 4th International Conference on Biomedical and Health Informatics (BHI2017). The challenge is to analyze a curated dataset, and determine what can be learned from the data.
How Do We Promote Implementation of the Internet Tracking Fields?
Data Competition

IEEE BHI 2017 Big Data Analytics and Visualization Competition

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Check out the following data repository site, https://ieee-dataport.org/competitions/bhi-2017-big-data-analytics-competition, which contains a curated dataset of US patent information based upon BHI keywords. Your challenge is to determine the value from the data and find something interesting to conduct your analytics.
THANKS FOR THAT THING YOU DID

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