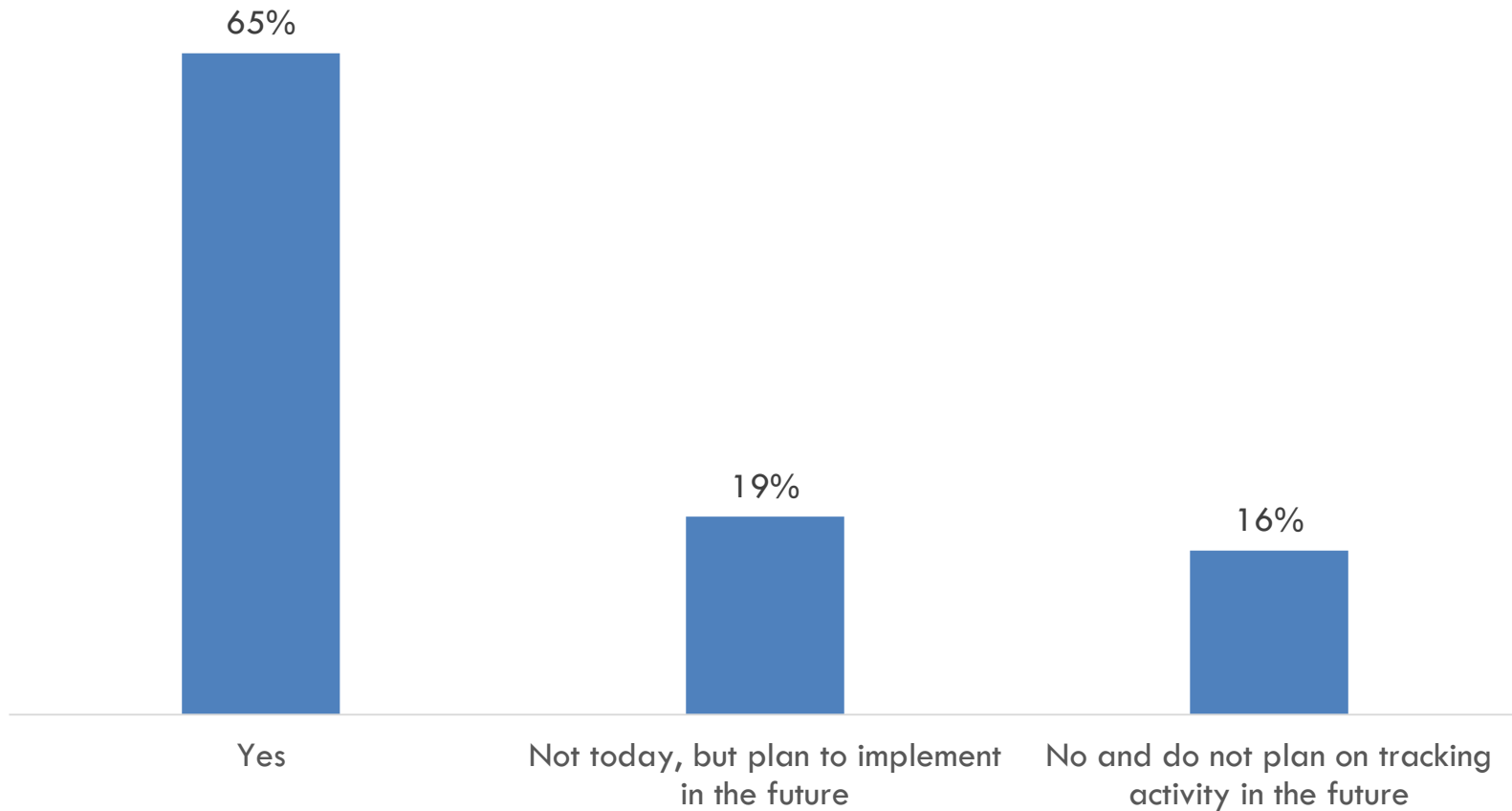# 2018 RESO Internet Tracking Survey

124 Respondents
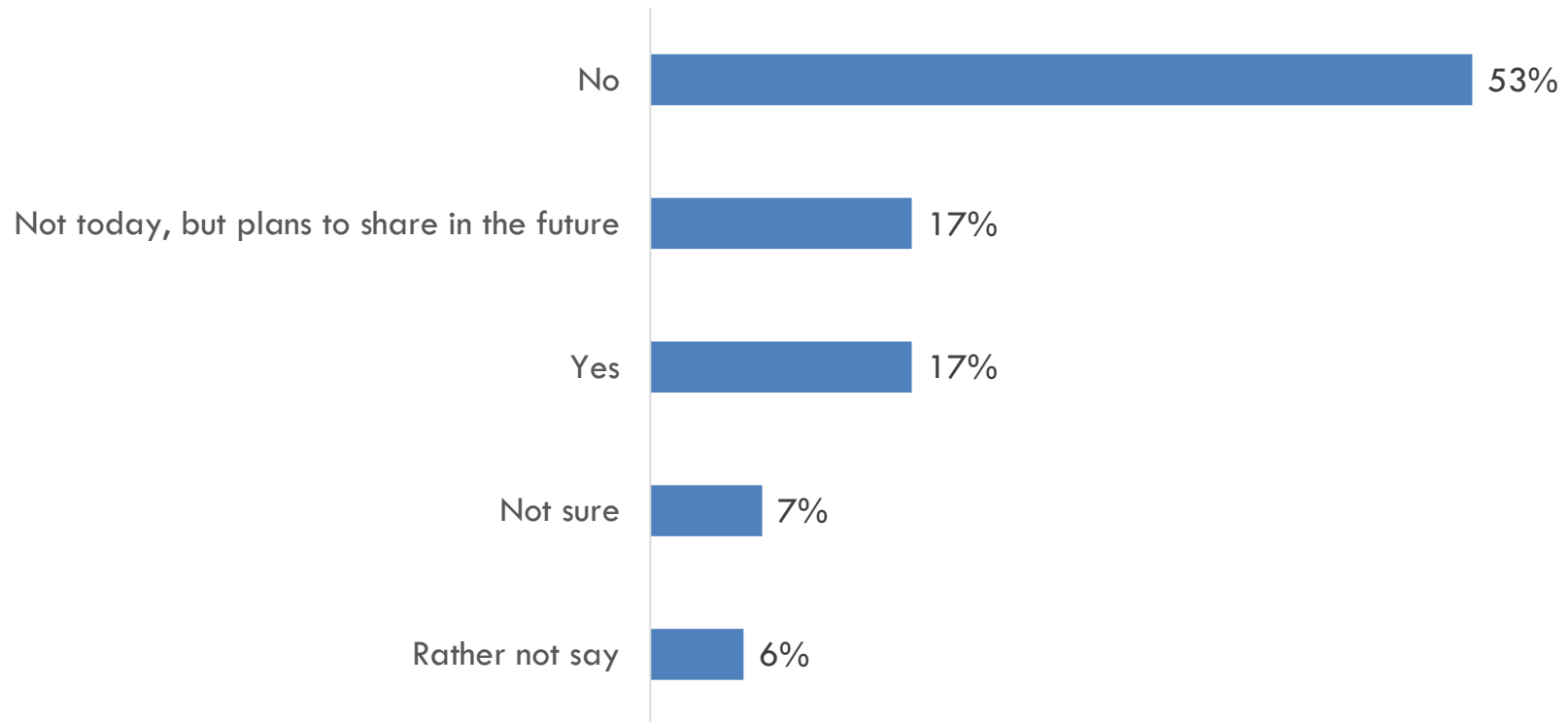
2/3 of respondents are tracking activity currently

Are you currently tracking activity like listing exposure or user activity?
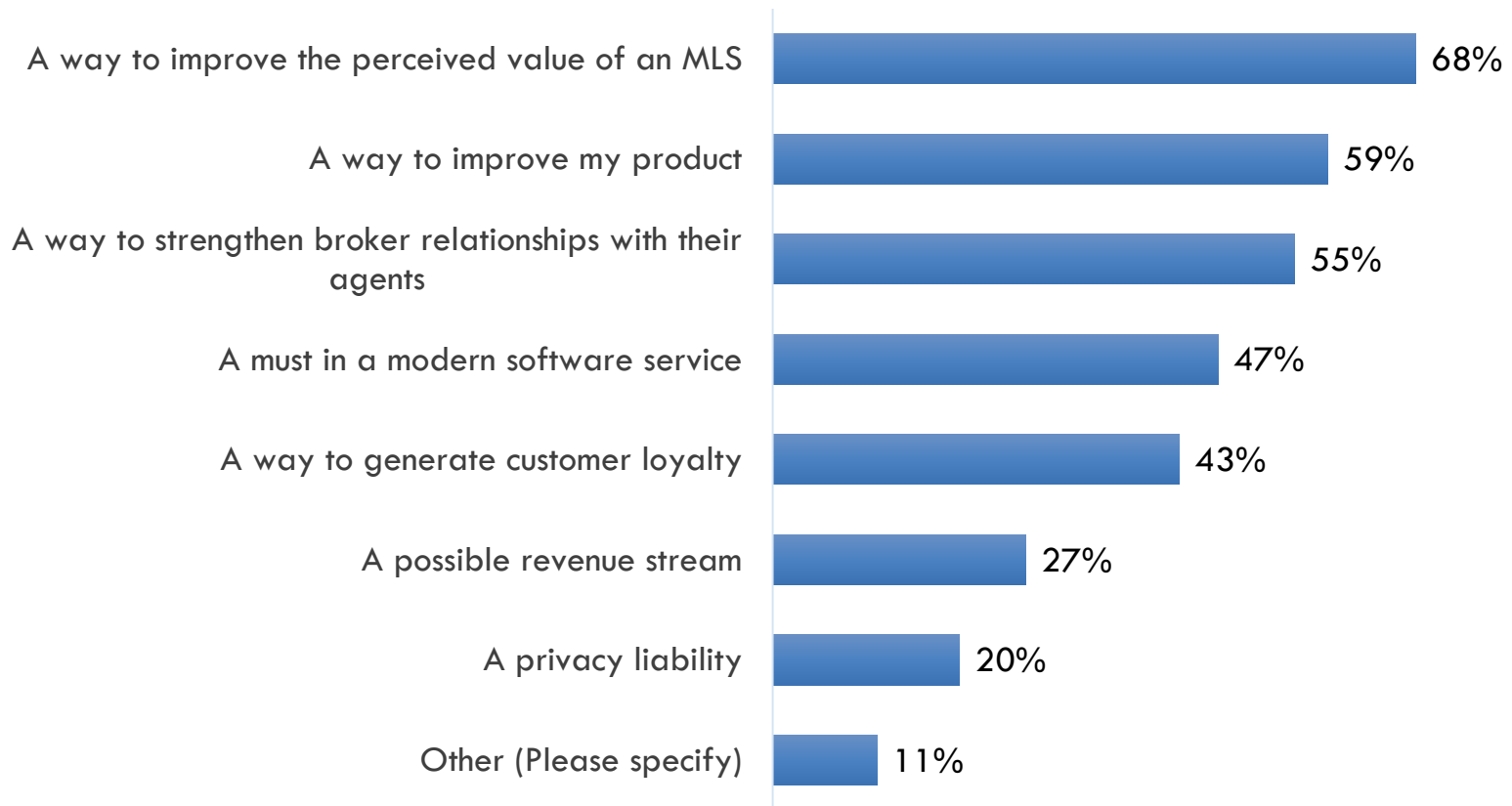

65% — Yes
19% — Not today, but plan to implement in the future
16% — No and do not plan on tracking activity in the future

Just under 1 in 5 are sharing tracking activity currently

Are you sharing the tracking activity with other organizations?

Response	Percentage
No	53%
Not today, but plans to share in the future	17%
Yes	17%
Not sure	7%
Rather not say	6%

Activity tracking can strengthen organizations and broker relationships

What are the ways you think of Activity Tracking?

Category	Percentage
A way to improve the perceived value of an MLS	68%
A way to improve my product	59%
A way to strengthen broker relationships with their agents	55%
A must in a modern software service	47%
A way to generate customer loyalty	43%
A possible revenue stream	27%
A privacy liability	20%
Other (Please specify)	11%

Lead Conversion is a key interest

What type of activity would you like to track and what type of information would you like the Internet Tracking workgroup to standardize?

Track

Standardize

- All levels of the conversion funnel
- Performance of listings
- Which services are used most by agents
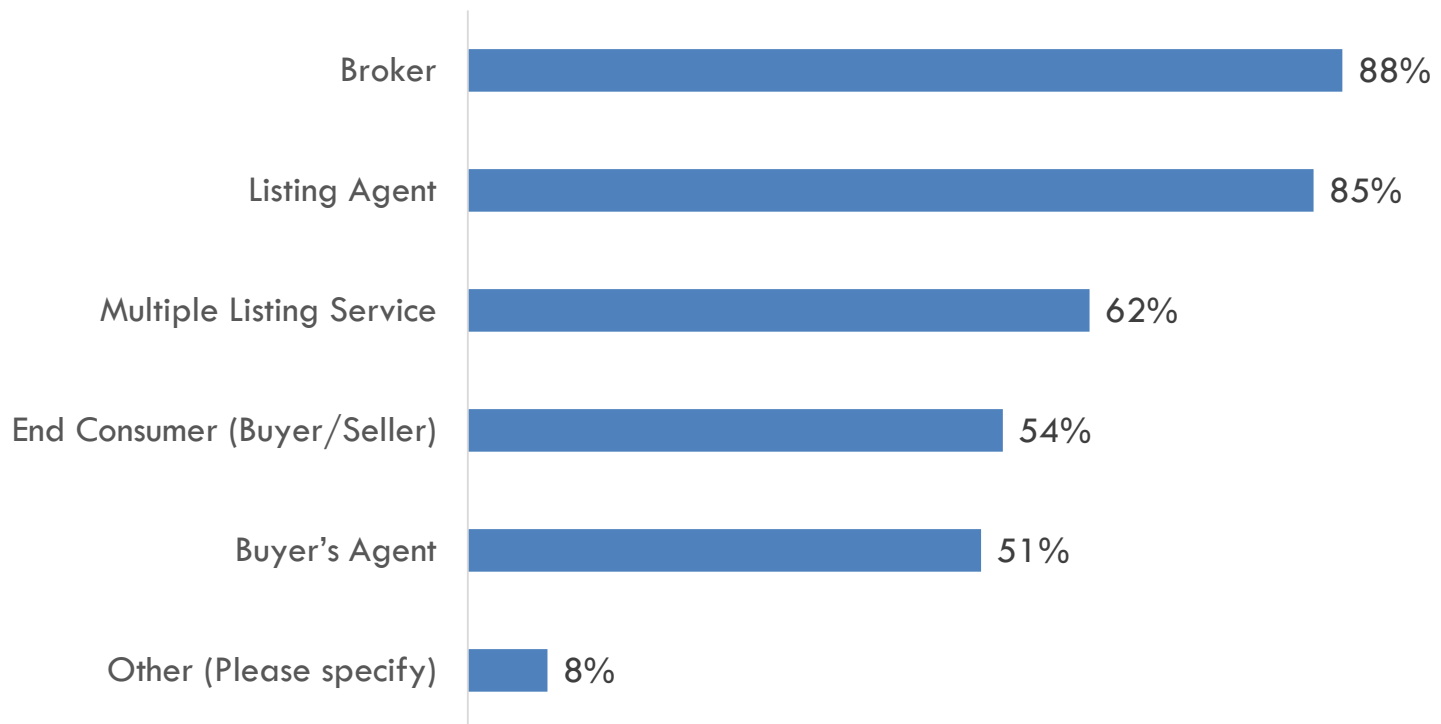- If marketing dollars are generated ROI promised.

- Data structure, fields, and nomenclature
- Lead info that comes back from broker
- Standardize tracking metrics down to the smallest granular level
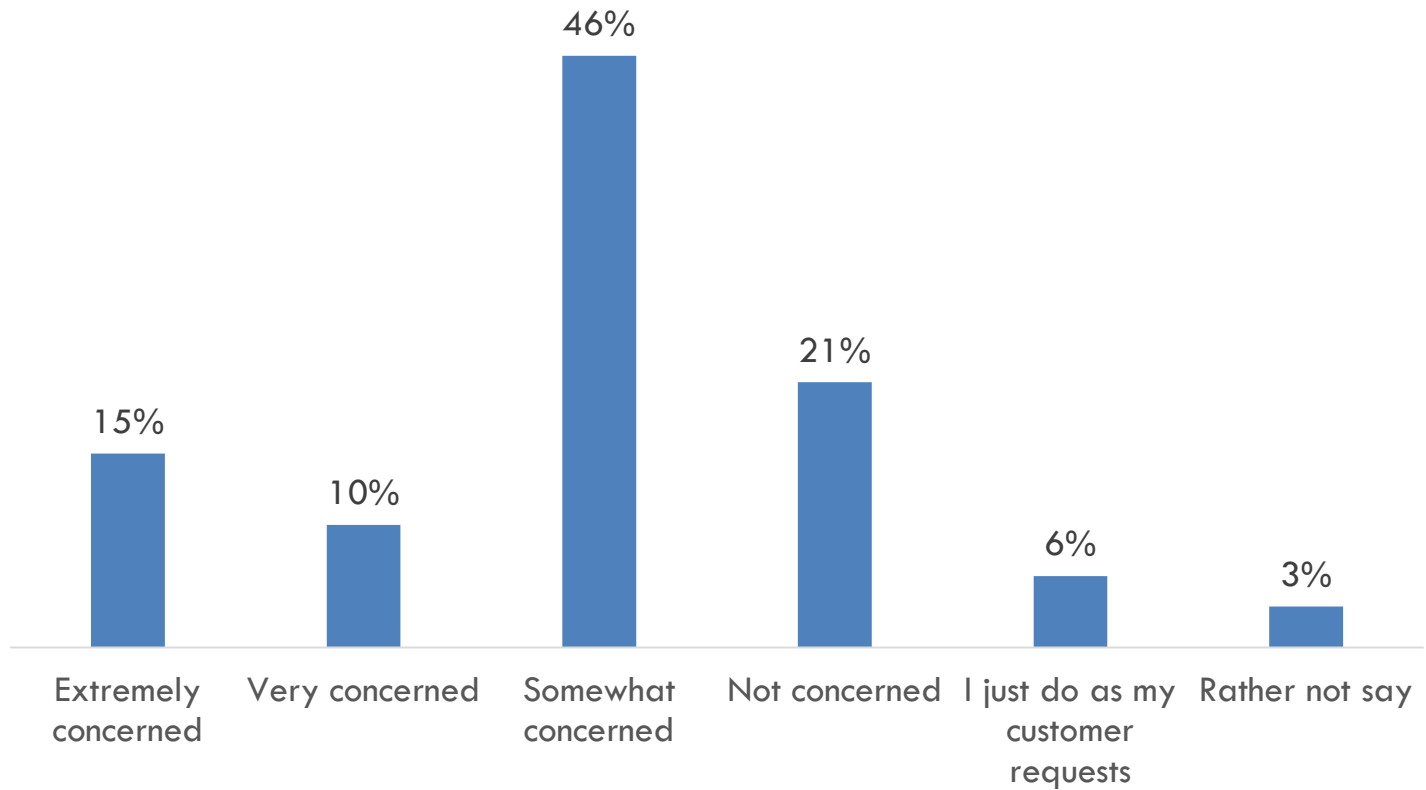
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Brokers and Agents can benefit most from Activity Tracking

Who is the audience(s) that could benefit from viewing the activity tracking data you currently or plan to compile?
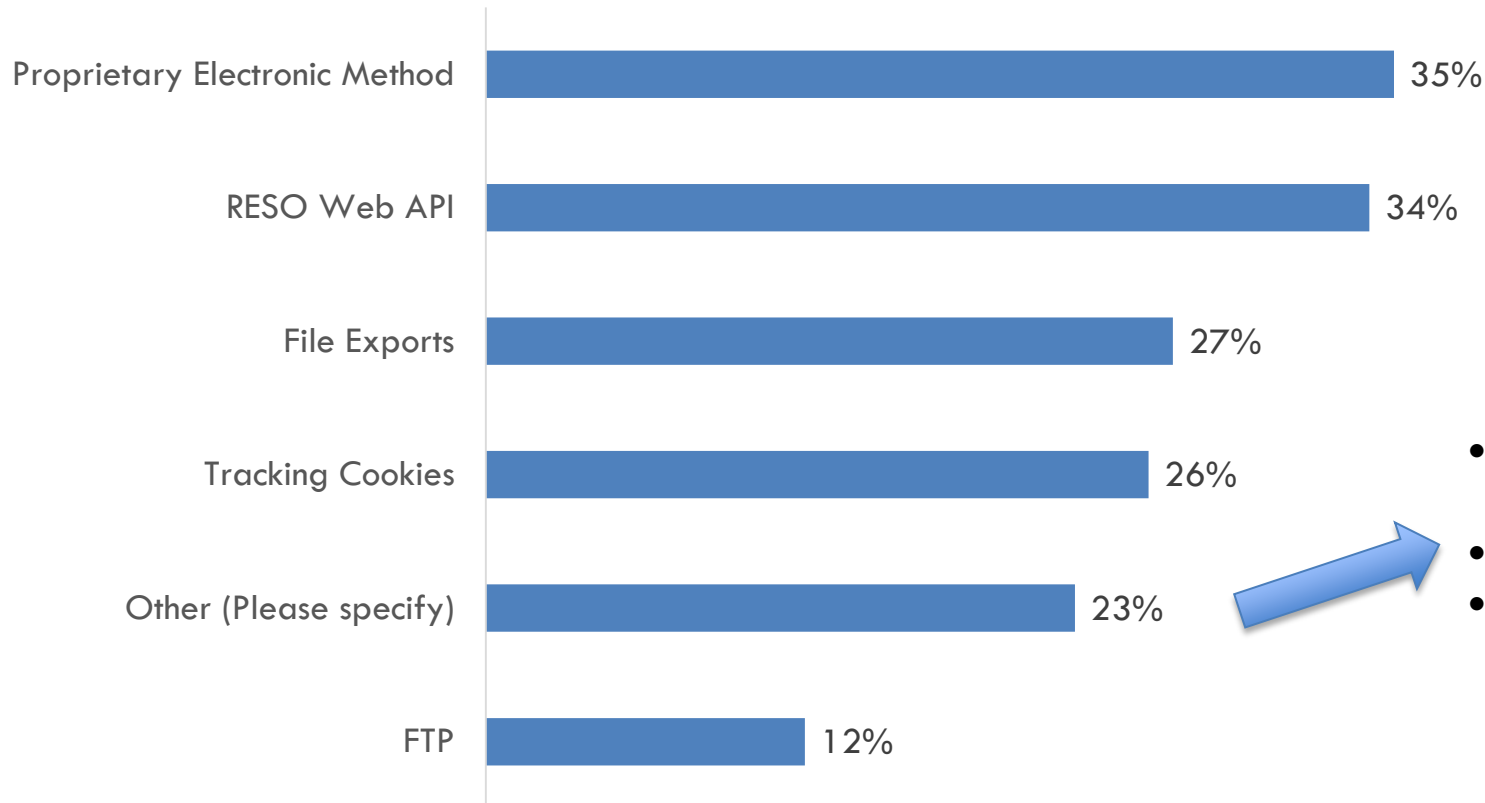
Audience	Percentage
Broker	88%
Listing Agent	85%
Multiple Listing Service	62%
End Consumer (Buyer/Seller)	54%
Buyer's Agent	51%
Other (Please specify)	8%

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Security of activity tracking data not a pervasive concern

How concerned about storing/sharing activity tracking data with others?

Category	Value
Extremely concerned	15%
Very concerned	10%
Somewhat concerned	46%
Not concerned	21%
I just do as my customer requests	6%
Rather not say	3%

About 1/3 are using/planning to use the RESO Web API

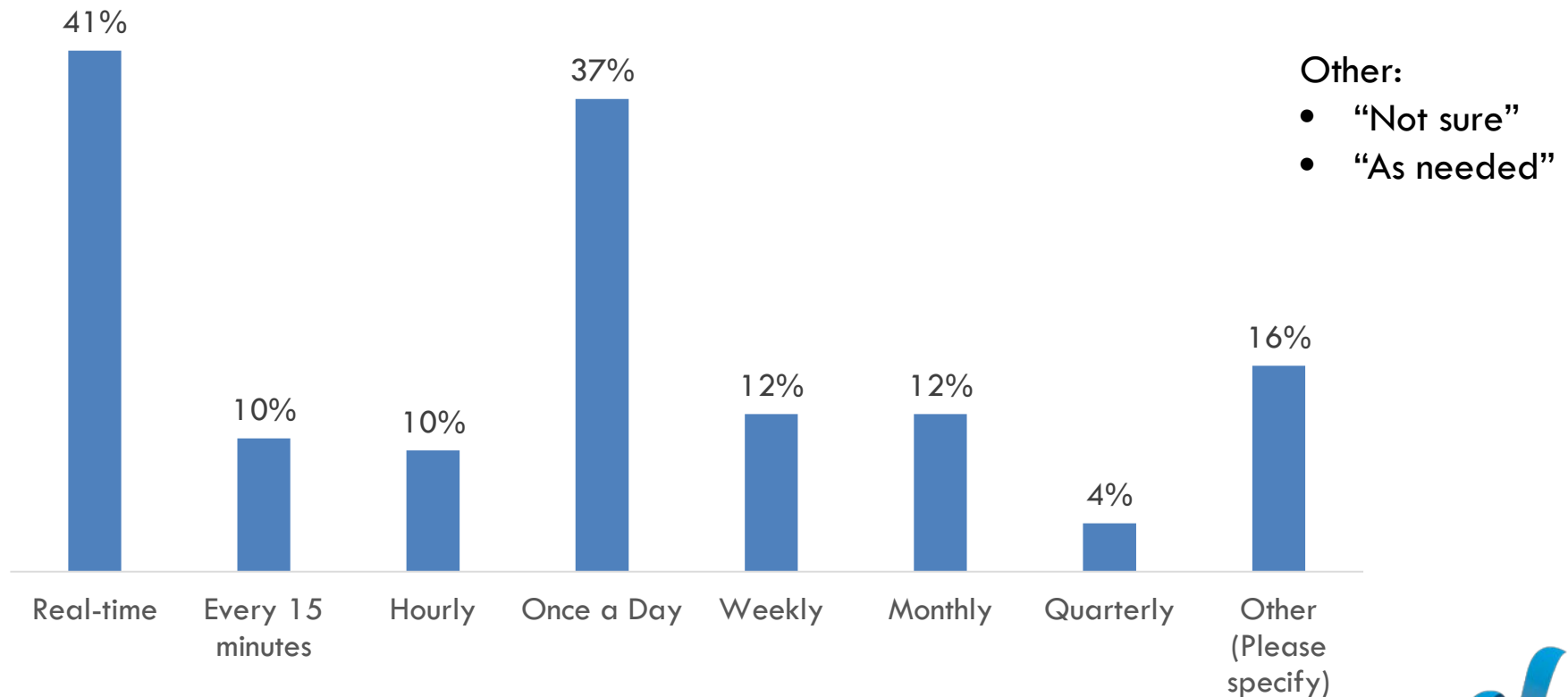How do you currently transport or plan to transport the activity tracking data you compile?

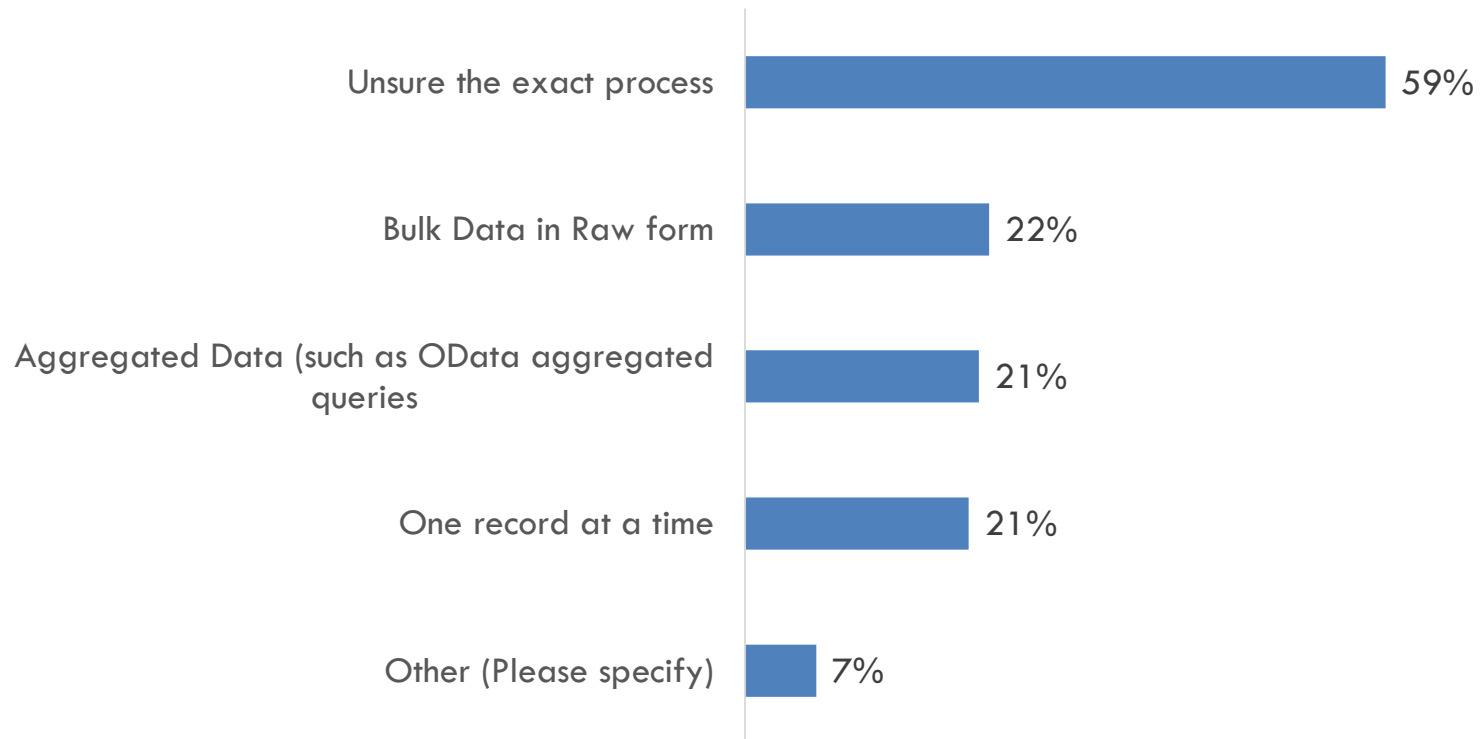| Method	Percentage
Proprietary Electronic Method	35%
RESO Web API	34%
File Exports	27%
Tracking Cookies	26%
Other (Please specify)	23%
FTP	12%

- Industry Standard API
- ListTrac UI
- PDF/ Web Report

Just over ½ transport/plan to transport tracking data every 15 minutes or in real-time

With what frequency do you currently transport or plan to transport Internet Tracking Data?

Other:	
• "Not sure"	
• "As needed"	

Real-time: 41%
Every 15 minutes: 10%
Hourly: 10%
Once a Day: 37%
Weekly: 12%
Monthly: 12%
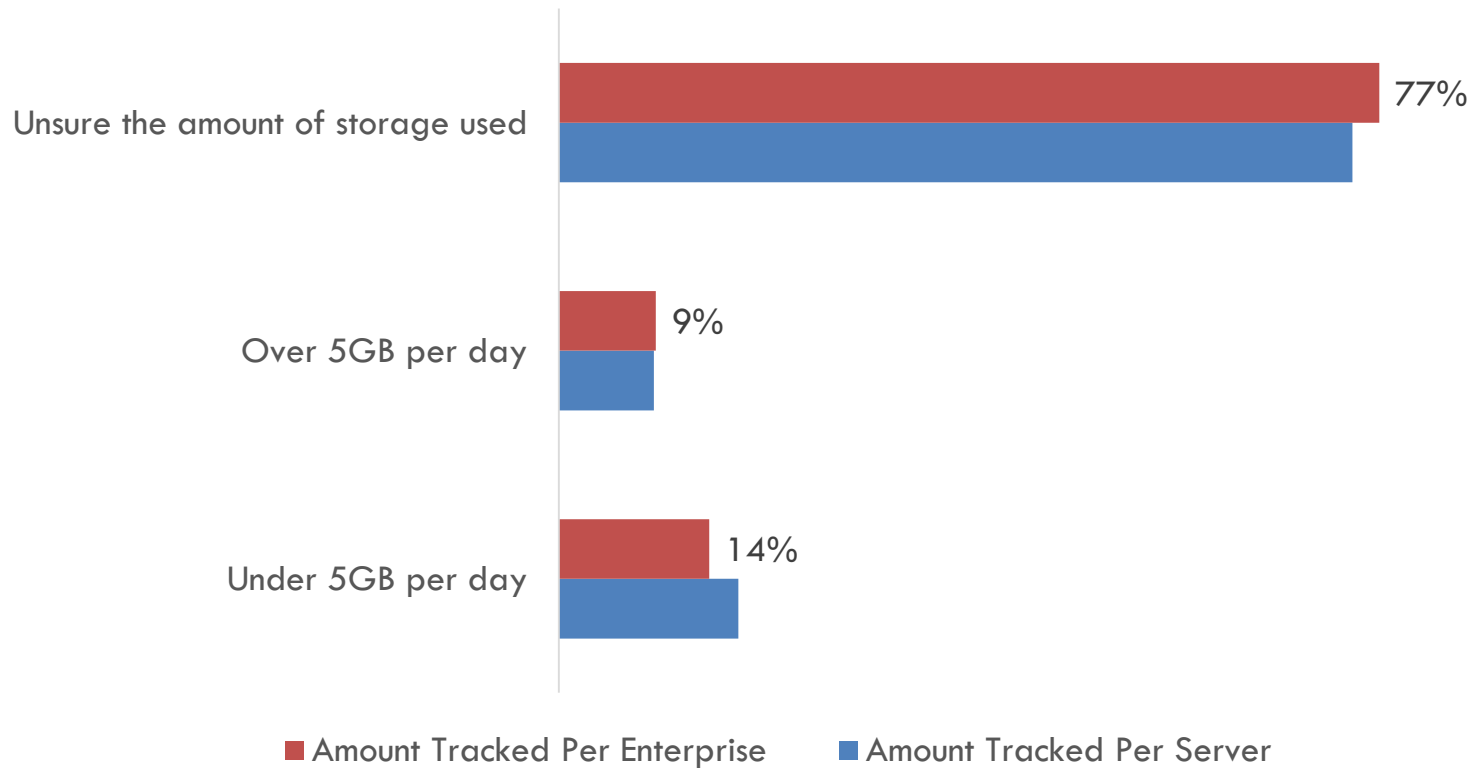Quarterly: 4%
Other (Please specify): 16%

Transportation method not clear yet for activity tracking data

With what type of process do you currently or plan to transport the activity data you compile?

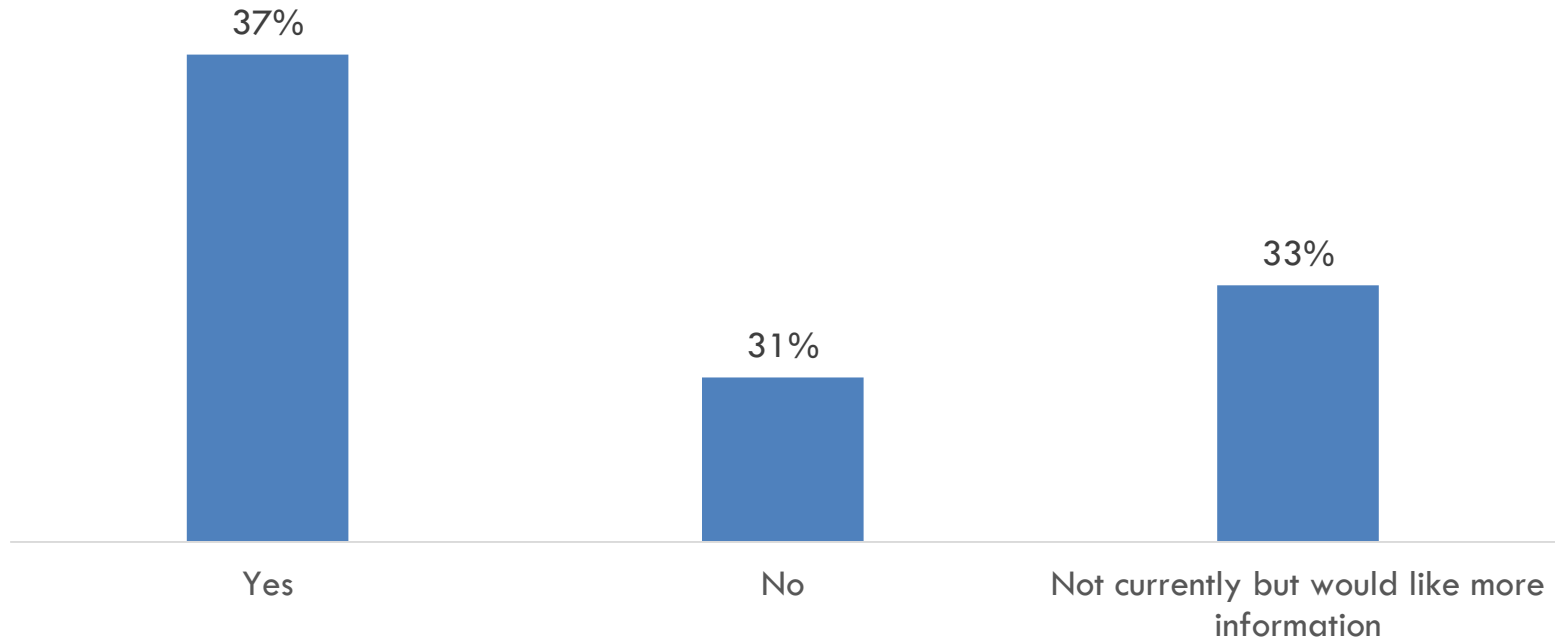| Category	Percentage
Unsure the exact process	59%
Bulk Data in Raw form	22%
Aggregated Data (such as OData aggregated queries	21%
One record at a time	21%
Other (Please specify)	7%

Most respondents do not know how much storage is required for storage activity data

How much storage do you use in recording tracking data on a daily basis?

Unsure the amount of storage used — 77%

Over 5GB per day — 9%

Under 5GB per day — 14%

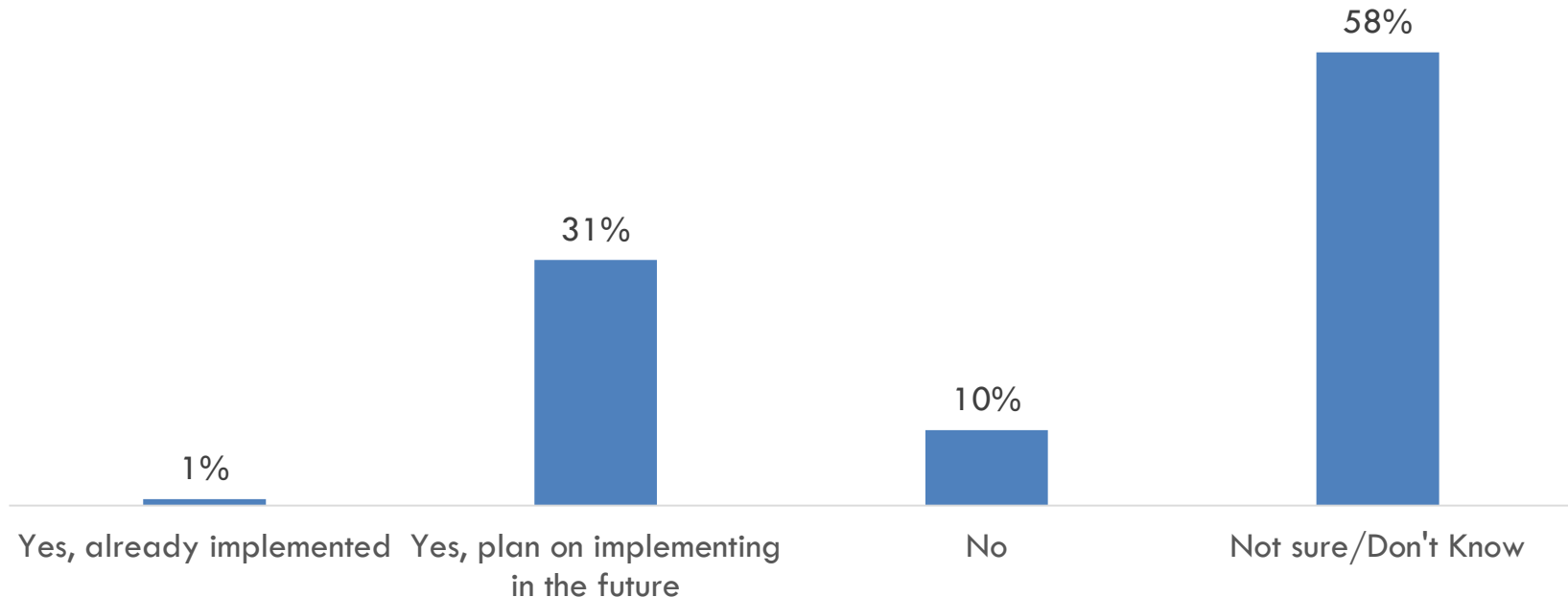■ Amount Tracked Per Enterprise   ■ Amount Tracked Per Server

About 1/3 interested in learning more about Internet Tracking standards

Are you familiar with the RESO Internet Tracking Standards created for the purpose of storing and transmitting activity tracking information?

No clear understand of how to implement Activity tracking standards yet

Have you or do you plan on implementing the RESO Internet Tracking Standards and underlying Internet tracking resource for storing and transmitting activity tracking information?

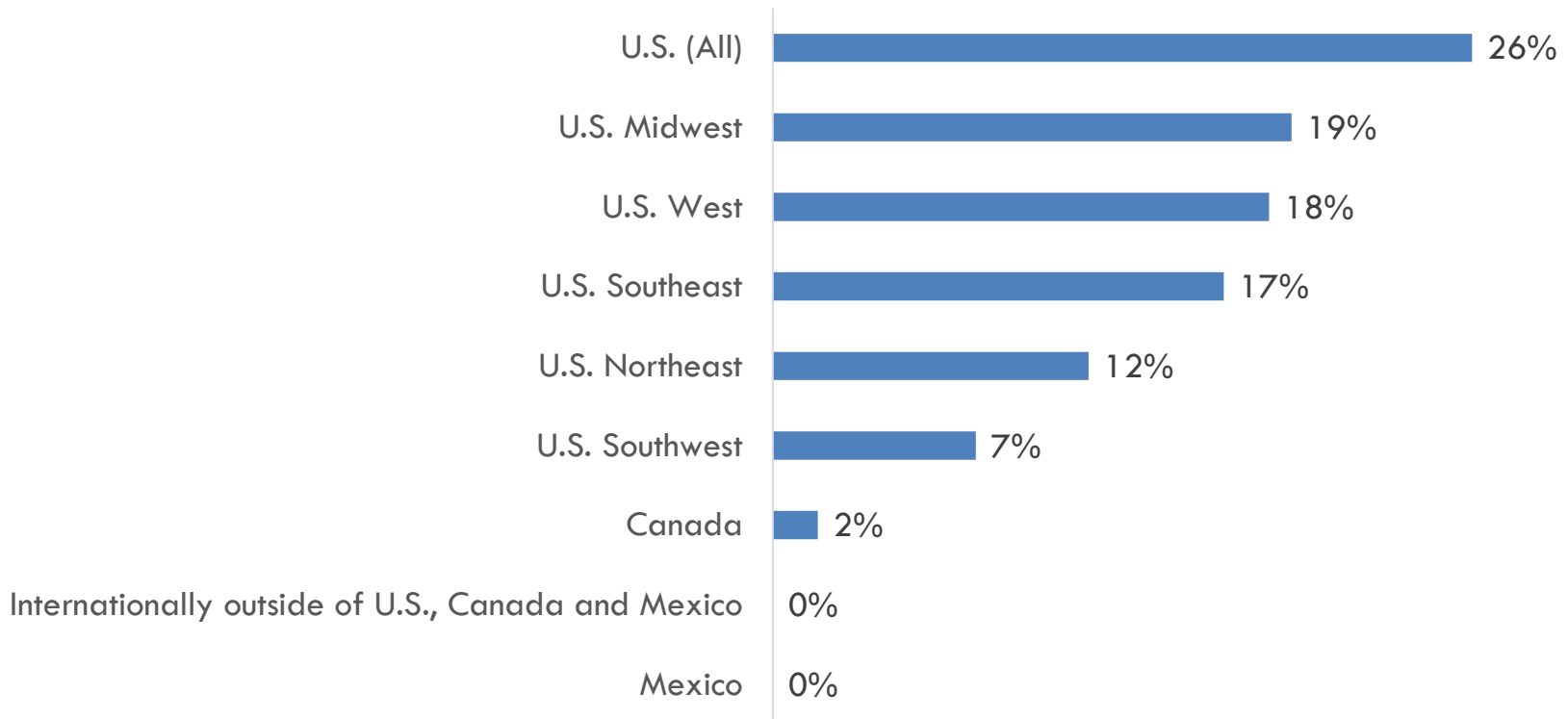| Yes, already implemented	Yes, plan on implementing in the future	No	Not sure/Don't Know
1%	31%	10%	58%

Value proposition of Internet Tracking standards not clearly understood yet

Why have you NOT or do NOT plan on implementing the RESO Internet Tracking Standards and underlying Internet Tracking Resource for storing and transmitting activity tracking information?

"Our MLS system provider doesn't support it currently."

"Am not convinced it has any value."

"Not enough time - don't really see an ROI."

Respondents are geographically diverse

Please provide your geographical region/footprint for your products and services that you currently, plan, or potentially could be compiling tracking activity.

Region	Percentage
U.S. (All)	26%
U.S. Midwest	19%
U.S. West	18%
U.S. Southeast	17%
U.S. Northeast	12%
U.S. Southwest	7%
Canada	2%
Internationally outside of U.S., Canada and Mexico	0%
Mexico	0%

Block Chain and Security are key areas of interest

Are there any additional comments or suggestions you would like to provide the RESO Internet Tracking Workgroup?

"Would like to address how we will integrate with blockchain."

"Deal with privacy concerns and acknowledge many organizations have compliance policies that will require privacy consideration."

"We have to make sure we secure the data we capture and transport in order to properly protect our consumers, agents and operations."

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