# The GOAL

RESO
REAL ESTATE STANDARDS ORGANIZATION
Listing Data
MLS/Broker Analytics Dashboard
RESO Web API
IDX/Vow Sites
MLS Products
Consumer Sites
101100
010110
100101
Tracking Data

# Our HISTORY...

# Internet Tracking

## Problem

- Tracking data recorded in **SILOS**
- Difficult to **commingle** tracking assets
- Meeting the needs of our **industry**

## Solution

- A **light-weight**, **object-driven**, **event-style** data spec that provides for limitless end-user tracking while not polluting the **Data Dictionary** with overlapping fields.

## Driver

- MLS, Brokerage Firm, RE Product Vendors and **YOU**!

# RESO Internet Tracking

**Event**
:EventKey
:EventType (enum)
:EventLabel
:EventDescription
:EventTarget (enum)
: EventTimestamp
:ReferringUrl

**Actor**
:ActorType (enum)
:ActorID
:SessionID
:DeviceType (enum)
:DeviceID (enum)
:UserAgent
:ActorEmail
:ActorPhone
:ActorIP
:ActorLatitude
:ActorLongitude

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

**Source**
:SourceSystemID
:SourceSystemName

# RESO Internet Tracking

**Event**
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:EventDescription
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**Actor**
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:ActorID
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:DeviceID (enum)
:UserAgent
:ActorEmail
:ActorPhone
:ActorIP
:ActorLatitude
:ActorLongitude

**Source**
:SourceSystemID
:SourceSystemName

# Internet Tracking (JSON payload 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" } ]
}
```

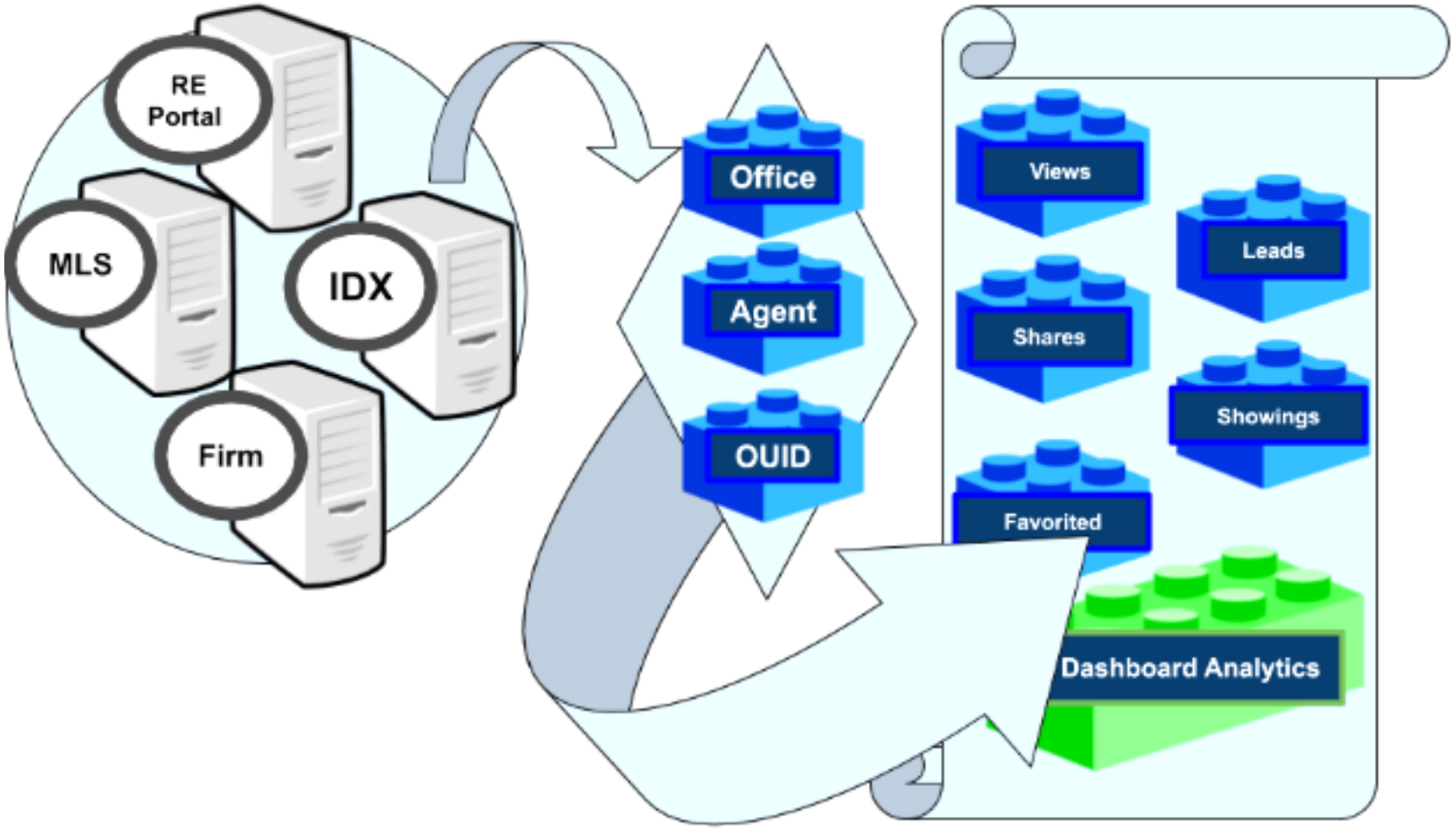
# Tracking = Mega-Record Payloads

# RESO Internet Tracking Summary Fields

The **Internet Tracking Summary Fields** are **aggregate functions** to streamline analysis and **bypass** the burden of dealing with **mega-record transports** in tracking data.

This builds on the internet tracking spec and is to be compiled on the **source-side**.

Below are the approved Data Dictionary Field Names for (v1.8) for the Internet Tracking Summary Report



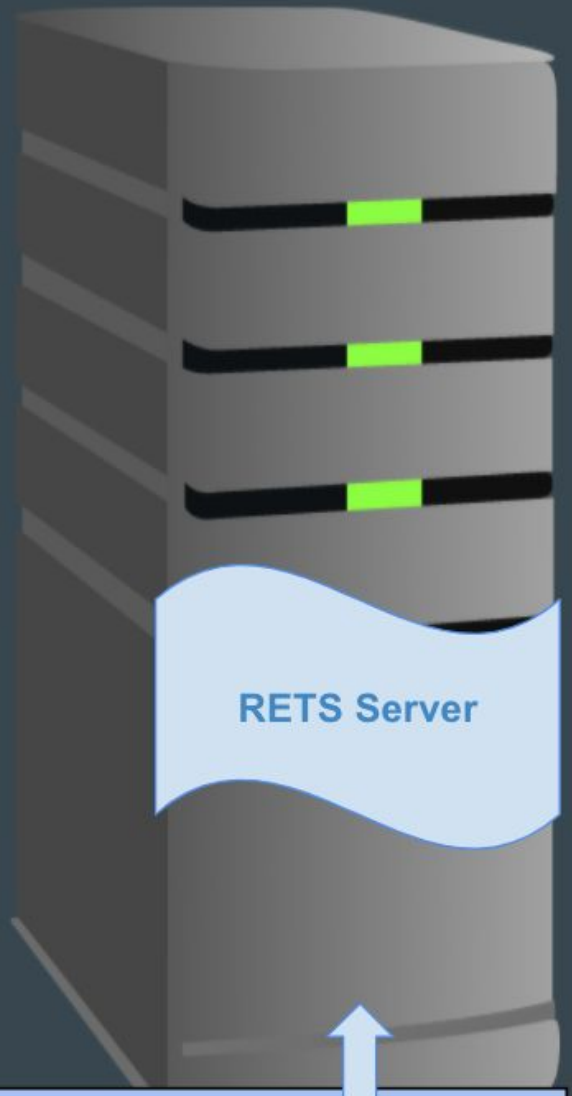

***TotalListingViews, TotalListingsFavorited , TotalListingsShared, TotalListingsEmailed, TotalCmaReportsCreated, TotalCmaReportsRan, TotalCmaReportsShared, TotalCmaReportsEmailed, TotalShowingsRequested, TotalShowingsCompleted, TotalLogins, UniqueLogins, MobileLogins***

The **Internet Tracking Summary Fields** allows for simple creation of activity metrics in real-time, like in the LIVE POC example at http://tracking.metromls.com.

# Tracking Examples

...

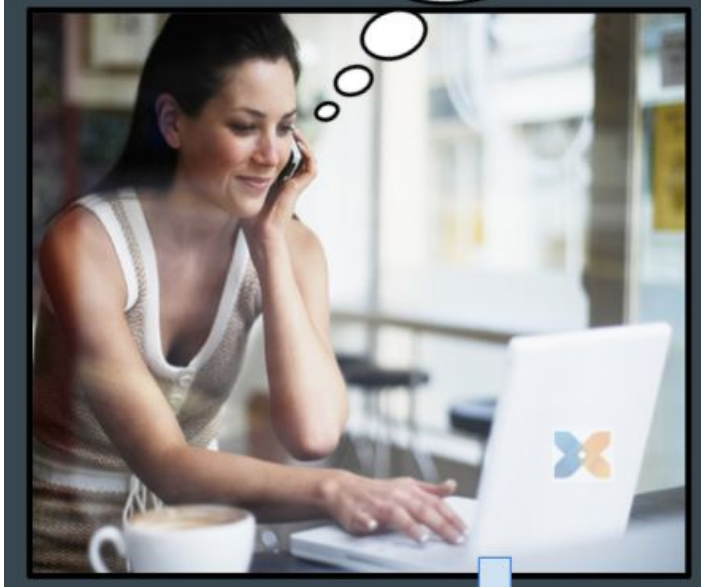
# Event = Listing View

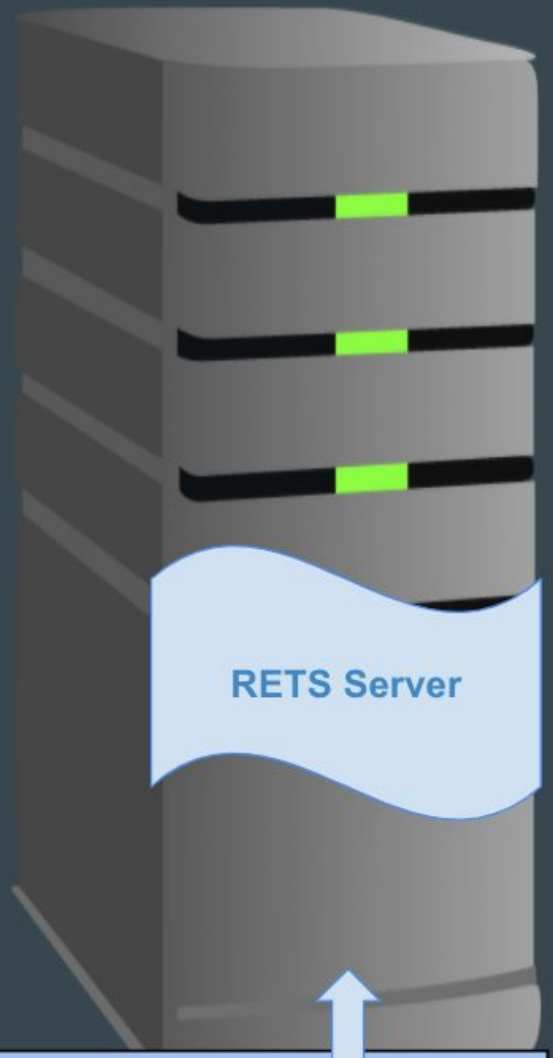



## Listing View Tracking Data

| EventTimestamp | EventType | ActorType | ObjectType | ObjectID | ObjectIDType |
|---|---|---|---|---|---|
| **2017-02-05T13:15:30Z** | **Detailed View** | **Consumer** | **Listing** | **06123455** | **MLS Listing ID** |

# Event = Open House View

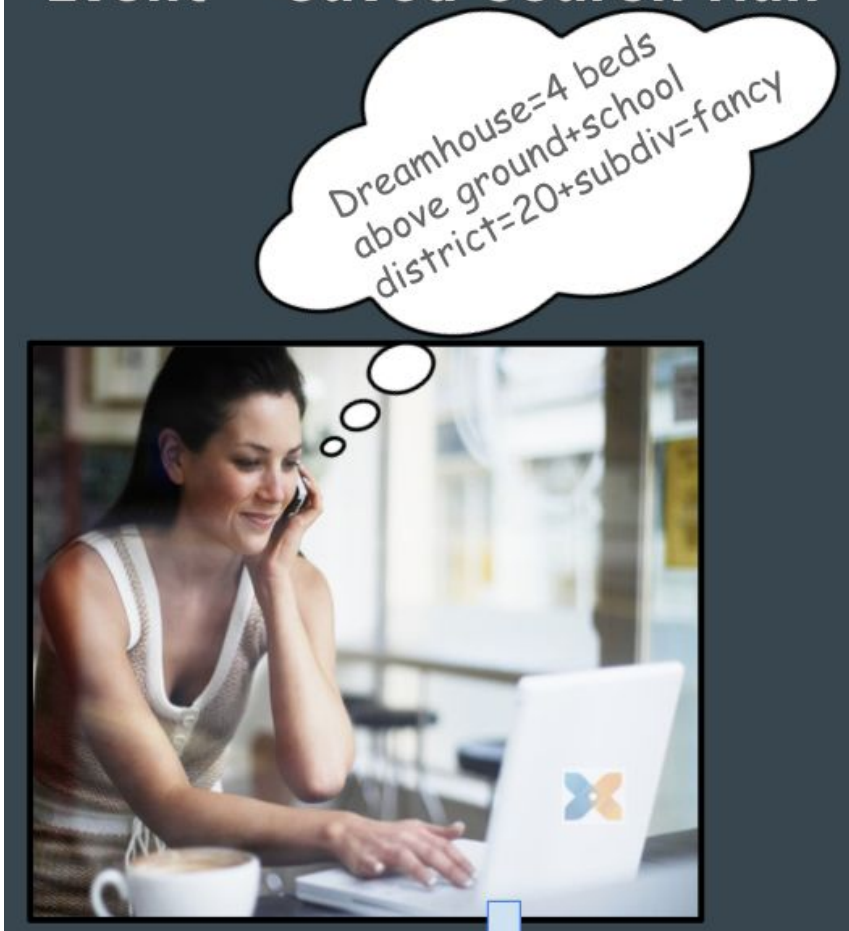


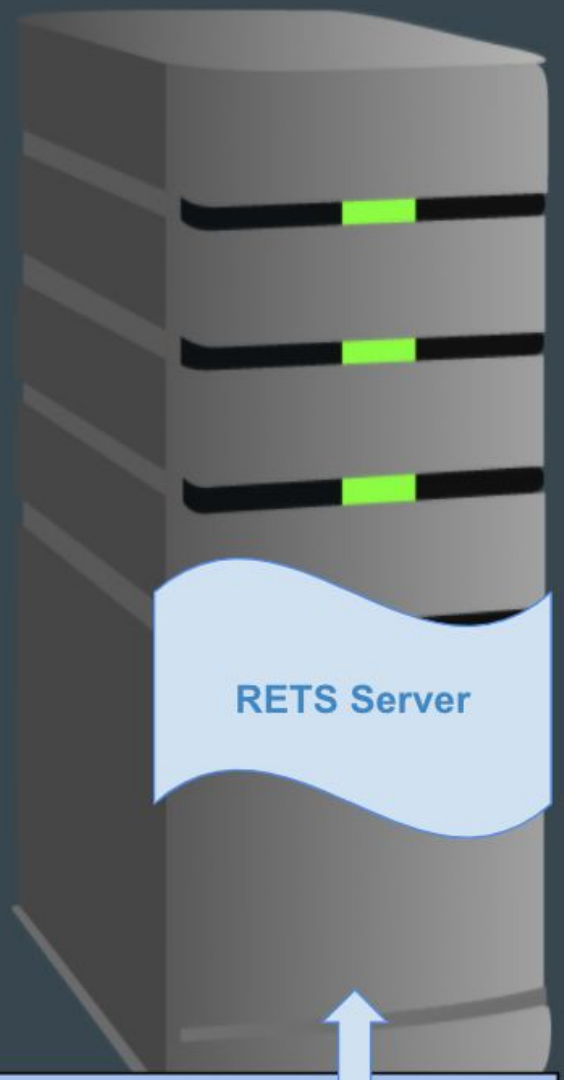



## Open House View Tracking Data

| EventTimestamp | EventType | ActorType | ObjectType | ObjectID | ObjectIDType |
|---|---|---|---|---|---|
| **2017-02-05T13:15:30Z** | **Detailed View** | **Consumer** | **Open House** | **67FH434FG 11GUID123** | **Open House ID** |

# Event = Saved Search Ran

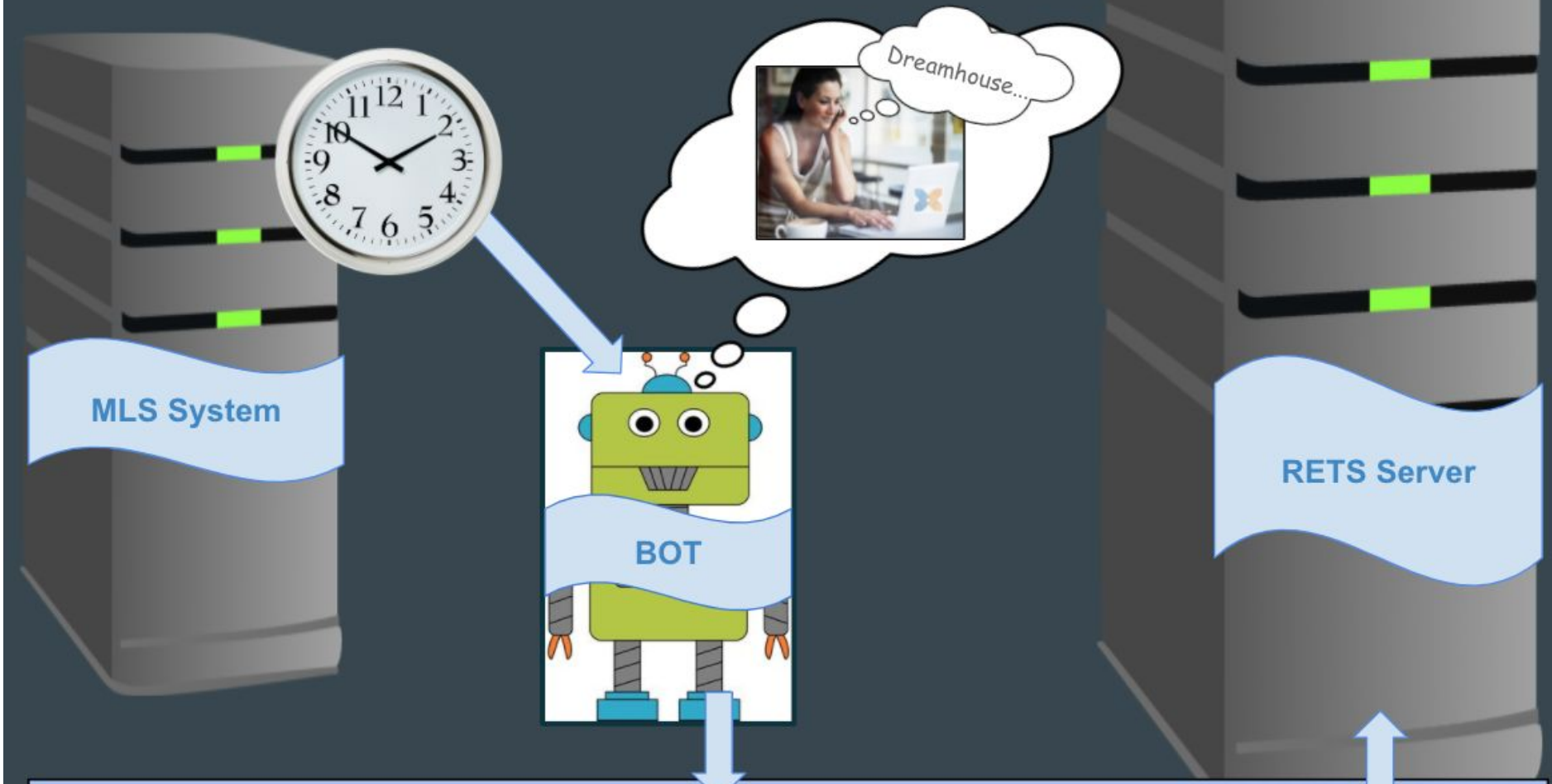



## Saved Search Ran Tracking Data

| EventTimestamp | EventType | ActorType | ObjectType | ObjectID | ObjectIDType |
|---|---|---|---|---|---|
| **2017-02-05T13:15:30Z** | **Object Ran** | **Consumer** | **Saved Search** | **89CD434FG 11GUID123** | **Saved Search Key** |

# Event = Saved Search Ran (BOT Remix)




## Saved Search Ran Tracking Data

| EventTimestamp | EventType | ActorType | ObjectType | ObjectID | ObjectIDType |
|---|---|---|---|---|---|
| **2017-02-06T04:15:30Z** | **Object Ran** | **BOT** | **Saved Search** | **89CD434FG 11GUID123** | **Saved Search Key** |

# RESO Internet Tracking

Actor.UserAgent + Actor.ScreenWidth + Actor.ScreenHeight

+

Actor.ColorDepth + Actor.TimezoneOffset + Actor.PluginList

=

# Challenges

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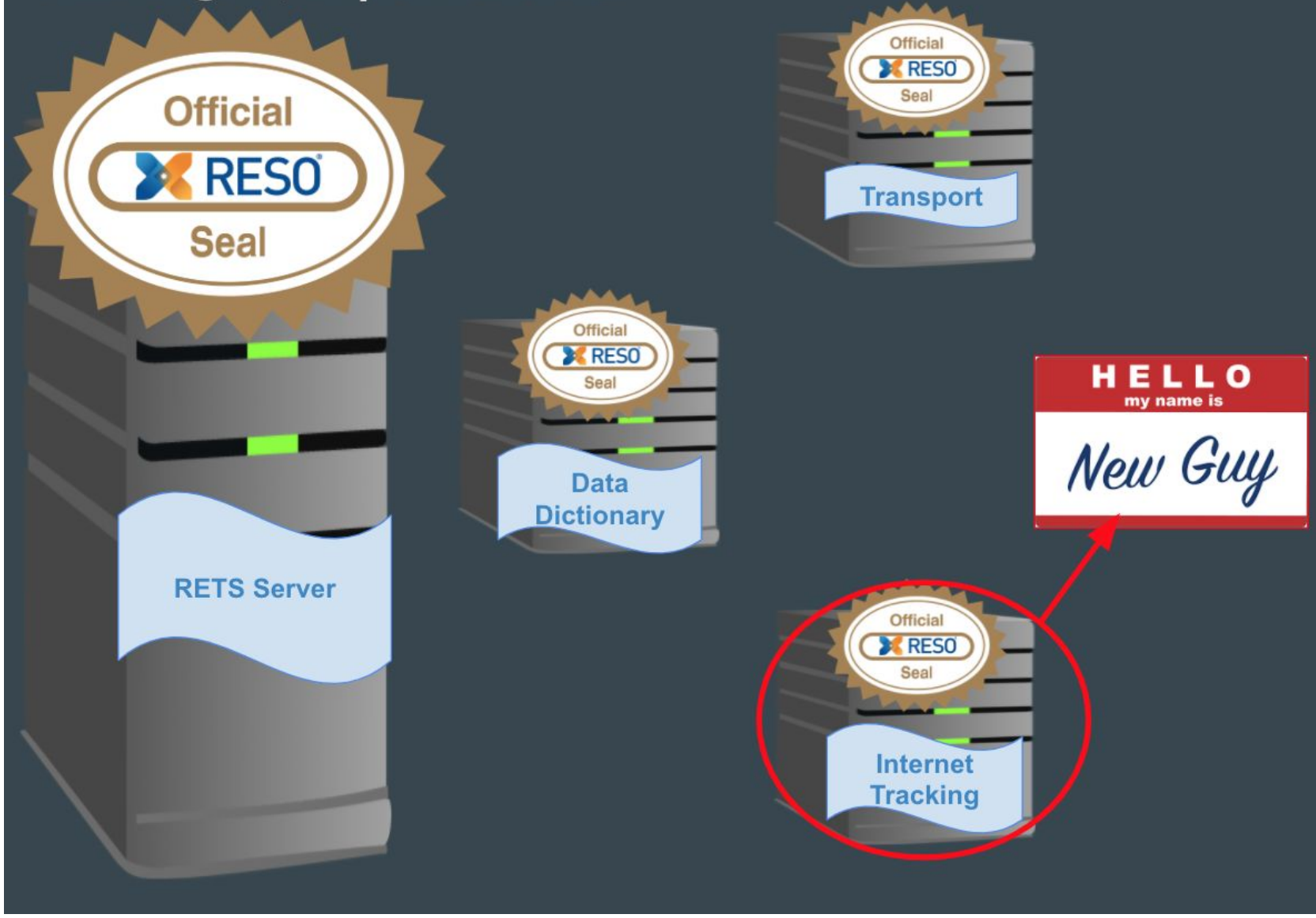
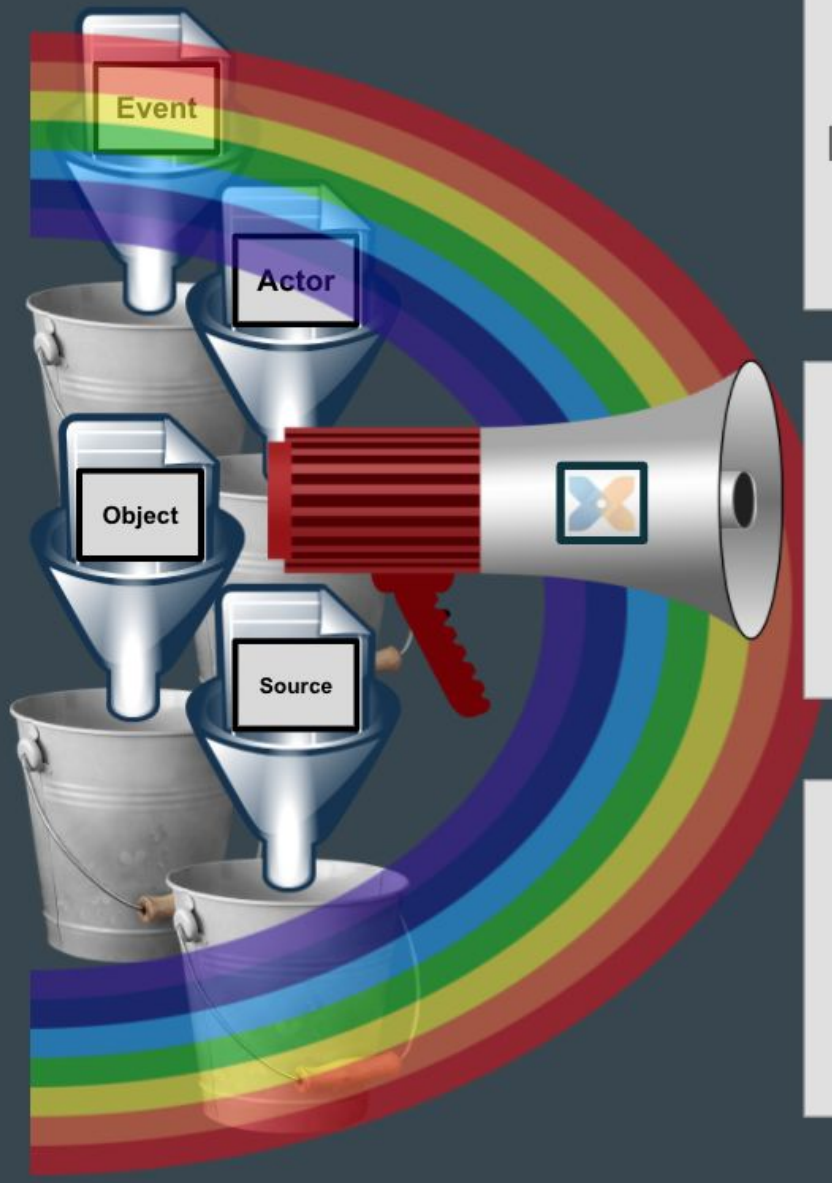
# Challenges | Transporting The Data

# Challenges | Informing RESO Community

# Challenges | Implementation



# Challenges | Explain The Use Case




Track Impressions

Track Shares

Track Leads Generated

Track Listings Favorited

Track Time Spent On Listing

Track Most Popular Photo

Track Listings Discarded

Track Regions Viewed From

Track Documents Viewed

# Use of Tracking Data