



# **RESO<sup>®</sup>**

## **Internet Tracking Summary Fields**

10.2020

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## Introduction

The RESO Internet Tracking resource has added **Summary Fields** (approved for Data Dictionary 1.8). These fields are one-to-one **tracking totals** and not the record-by-record tracking data published in Data Dictionary 1.6.

The summary fields are the **SUM** of specific tracking events over a period of time (listings viewed, shared, etc...). They act as a basic template that “**should**” be provided from real estate data applications and services.

Quick peek of the **Summary fields** in action ⇨

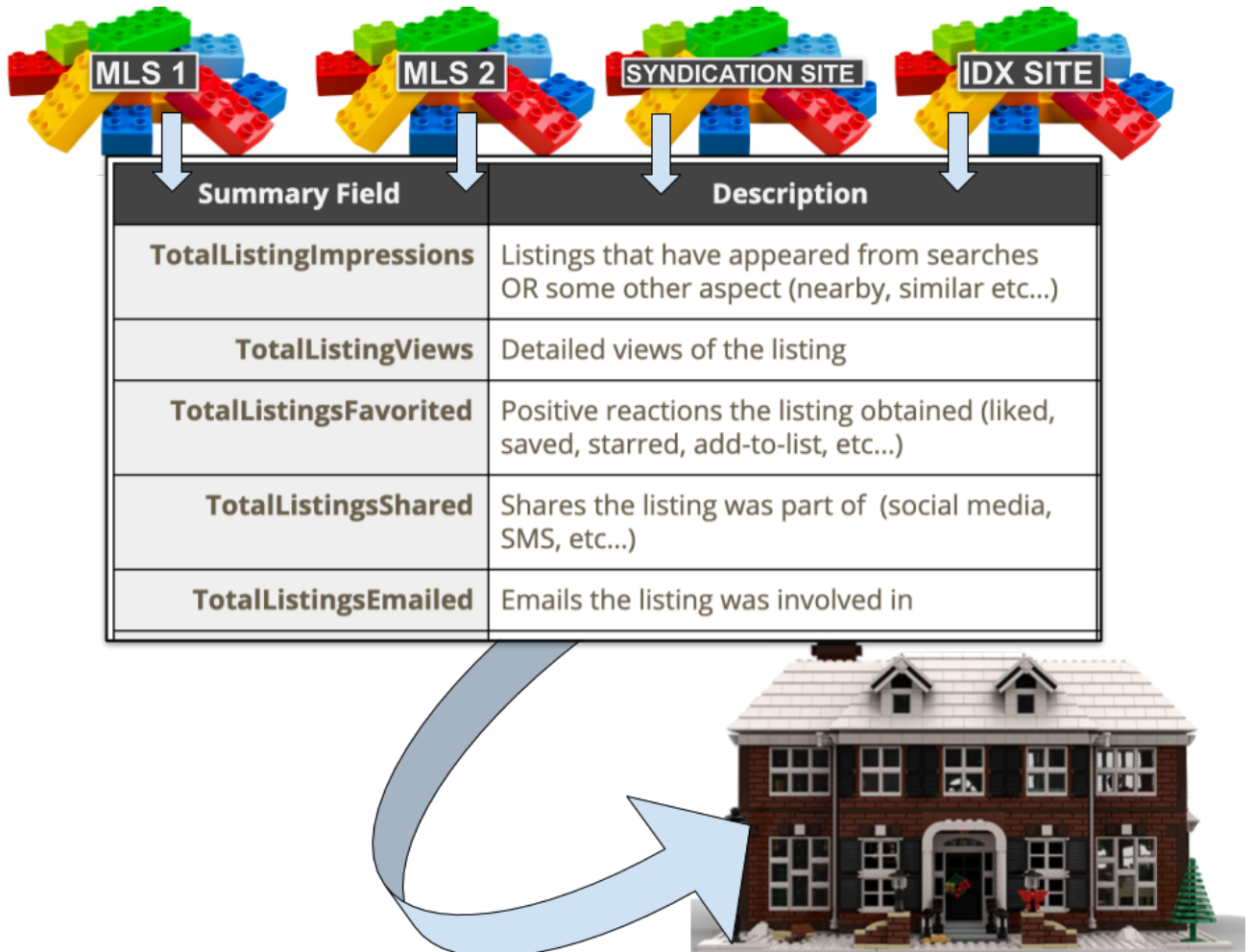
MyFavoriteWebsite.com Tracking Report	
<b>TotalListingImpressions</b>	3,263
<b>TotalListingViews</b>	1,670
<b>TotalListingsShared</b>	102

A JSON payload example ⇨

```
{
  "StartDate": "2020-03-01",
  "EndDate": "2020-03-31",
  "TrackingType": "ListingId",
  "TrackingValues": ["08334890123"],
  "Summary": [{
    "TrackingDate" : "2020-03-01",
    "TotalListingImpressions" : 3263,
    "TotalListingViews" : 1670,
    "TotalListingsShared" : 102
  },{
    "TrackingDate" : "2020-03-02",
    "TotalListingImpressions" : 2262,
    "TotalListingViews" : 1172,
    "TotalListingsShared" : 82
  }...
  ]
}
```

## Meet the Internet Tracking Summary Fields

The summary fields streamline tracking data analysis from multiple real estate products. This only works if the **product vendors** provide the information in the **same field names**.



➤Refer to **A** in the **Examples** section of this document for a full list of Internet Tracking Summary Fields approved for Data Dictionary 1.8.

## Rules of the Road

↪ **Summary fields** are not designed to change the way a data provider conducts tracking – just a format to be made available. This can be supplemental to whatever tracking data already provided.

↪ **Summary fields** can be provided via API or another agreed-upon source, including static files (i.e., PDF, XLS, DOC, etc.).

↪ **Data providers** and their **clients** are to determine which fields are included in their tracking reports. If the data provider simply does not calculate/track the summary field needed, they **may** leave it blank or **omit** it from the report altogether.

↪ **Data providers** must not add summary fields that conflict with approved RESO Internet Tracking summary fields. That will break the spirit of a “**data standard.**”

↪ **Data providers** that offer summary fields that are NOT included in the RESO standard are strongly encouraged to participate in the **RESO Internet Tracking Workgroup** to suggest their inclusion.

↪ **Internet Tracking event-based mapping fields** (published in Data Dictionary 1.6) are different. They focus on each, actual end-user interaction with big data like payloads. More information on these fields can be found on the Internet Tracking workgroup page (<https://www.reso.org/internet-tracking-workgroup/>) and on the Data Dictionary resource page (<https://ddwiki.reso.org/>).

↪ **Participate** in the Internet Tracking workgroup to voice your opinions / suggestions / concerns.



## Use of Data

Participants who consume tracking data in real estate products (MLS, real estate firms, etc.) perform various types of data analysis with tracking information.

This includes ⇨

- Evaluation of digital outreach (**where** is my data going and **when** is it viewed?)
- Performance comparisons (**which** product generates **more** activity on my data?)
- Product usage (how **many** of my members are **using** this tool?)
- Agents/brokers specifically, can use tracking data to **show their value** to prospective customers and communities.

Having this data in a common format (RESO Internet Tracking) profoundly accelerates **ALL** data analysis efforts and pays it forward to a wise decision-making process.

## Search Related Fields

When an API or other searchable source is provided, querying summary field data may differ from vendor to vendor. The standard does include **search-related** fields to help.

**Date fields** are defined ⇨

<b>TrackingDate</b>	<p>The actual date of the tracking event on the listing(s)</p> <p>Specific Date Example <b>TrackingDate Eq '2020-03-01'</b></p> <p>Month of March Example <b>TrackingDate Gt '2020-03-01' AND TrackingDate Lt '2020-03-31'</b></p>
<b>SummaryStartDate</b>	<p>Indicates the start date the summary fields pertain to</p> <p>A report with a date greater than Jan 1 2020 <b>SummaryStartDate Gt '2020-01-01'</b></p>
<b>SummaryEndDate</b>	<p>Indicates the end date the summary fields pertain to</p> <p>A report with a date range <b>SummaryStartDate Eq '2020-01-01' and SummaryEndDate Eq '2020-06-30'</b></p>

⇨ Three (3) different **date fields** are provided. ALL or NONE may be recognized by a data provider. In the spirit of the **Data Dictionary**, any date fields used for this purpose should match the name and use provided in the spec.

⇨ **Suggested practice** – If no date fields are provided, the summary field data should be presented as cumulative, since the listings first appeared on the real estate product (total history).

## Focus on Tracking Types

The **TrackingType** enumerations indicate the **focus** of the tracking data. Data Dictionary field names (**ListinId**, **ListAgentMlsId**, **ListOfficeMlsId**, etc.) define the data found in the **TrackingValue** field.

<b>TrackingType</b>	<p>An enumerated field that defines the scope of the tracking data presented in the summary fields.</p> <p>Helps the following use cases:</p> <ul style="list-style-type: none"> <li>• Summary tracking data on one (1) listing or many</li> <li>• Summary tracking data on one (1) office or many</li> <li>• Summary tracking data on the entire MLS or Firm</li> </ul> <p>[Example]</p> <p><b>TrackingType Eq 'ListinId' AND TrackingValues Eq '081233222'</b></p>
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<b>TrackingType Enumerations (Data Dictionary 1.8)</b>	<p><b>ListinId</b> – tracking data on one or many listings by ID</p> <p><b>ListAgentMlsId</b> – tracking data on one or many MLS agent ID's</p> <p><b>ListOfficeMlsId</b> – tracking data on one or many listing office IDs</p> <p><b>OID</b> - tracking data on all listings from the RESO assigned OID number (i.e., an MLS, etc.)</p>
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<b>TrackingValues</b>	<p>Comma-delimited values that store the value tied to the TrackingType field.</p> <p>Example for a single listing <b>TrackingType Eq 'ListinId' and TrackingValues Eq '082232245'</b></p> <p>Example for an entire MLS (Metro MLS) <b>TrackingType Eq 'OID' and TrackingValues Eq 'M00000662'</b></p>
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→ **TrackingType** is an **OPEN ENUMERATION** field so the data provider can have other types not defined by RESO.

→ Some **data providers** may not provide TrackingTypes at all. In that case, the data you will receive is predefined by the source (based by access).

→ **Access** rules and roles are to be determined by the data provider and their clients.

→ **TrackingType** and **TrackingValue** are approved for Data Dictionary 1.8.

## Conclusion

The **RESO Internet Tracking Summary Fields** provide the working professional with a streamlined approach to review important analytic information on the real estate data they provide to multiple products.

Imagine the **industry impact** in a world where participants can gain usage information from multiple products, in sync, all at once. The growth of this information redefines the depth of deliverables.

The summary fields build on the Internet Tracking resource specification first published in the **RESO Data Dictionary 1.6**.

As with any live standards documentation, it should be viewed as **ongoing**. Suggestions / motions / changes are commonplace, expected and come from within the RESO workgroup participants.

Participate in the **RESO Internet Tracking Workgroup** to help shape and mold this important initiative!

 **RESO**<sup>®</sup> Internet Tracking Workgroup

## Glossary

**RESO** (Real Estate Standards Organization) – a governing document organization that defines national standards for real estate related data.

<https://www.reso.org>

**RESO Data Dictionary** – a standard published by RESO that serves as a defined dataset and field structure for all real estate related products.

<https://www.reso.org/data-dictionary/>

**RESO Web API** – a RESO-defined standard on the transfer of data in the real estate industry. <https://www.reso.org/reso-web-api/>

**RESO Internet Tracking** – a workgroup within the RESO Data Dictionary with a focus on creating a standard dataset of tracking information within real estate-related products.

**Analytics** – the analysis of data. In the case of the RESO Internet Tracking resource, it relates to the tracking of software end-user activity.

**Metrics** – standards of measurement by which efficiency or performance can be assessed. Metrics are commonly referred to as the data points inside the analytic report.

**Transport** – in regards to data delivery, the ways and means that data is moved from one place to another.

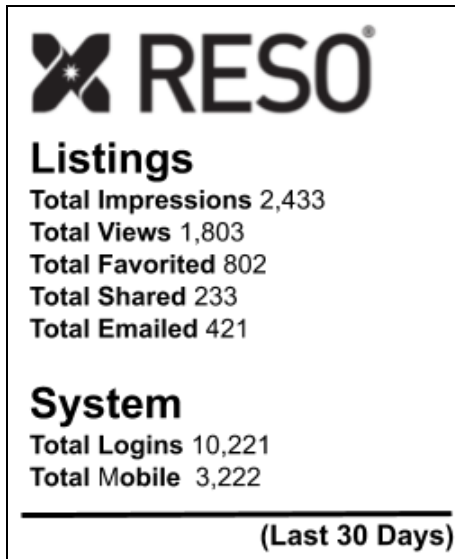


## Examples

Summary Fields *(full list; approved for Data Dictionary 1.8)*

Field Name	Description
<b>TotalListingImpressions</b>	Impressions the listing obtained from searches OR some other viewer aspect (listings nearby, similar, etc.)
<b>TotalListingViews</b>	Detailed views of the listing
<b>TotalListingsFavorited</b>	Positive reactions the listing obtained (liked, starred, add-to-list, etc.)
<b>TotalListingsShared</b>	Shares the listing was part of (social media, text, etc.)
<b>TotalListingsEmailed</b>	Emails the listing was involved in
<b>TotalCmaReportsCreated</b>	CMA reports created
<b>TotalCmaReportsRan</b>	CMA reports ran
<b>TotalCmaReportsShared</b>	CMA reports shared (social media, SMS, etc.)
<b>TotalCmaReportsEmailed</b>	CMA's emailed
<b>TotalShowingsRequested</b>	Showings requested
<b>TotalShowingsCompleted</b>	Showings completed
<b>TotalLogins</b>	Logins on the product
<b>UniqueLogins</b>	Logins on the product that are unique
<b>MobileLogins</b>	Logins on the product from a mobile device
<b>SummaryStartDate</b>	Indicates the start date the summary fields pertain to
<b>SummaryEndDate</b>	Indicates the end date the summary fields pertain to
<b>TrackingDate</b>	The actual date the summary data pertains to
<b>TrackingType</b>	Enumeration Field that defines the type of tracking data presented a single listing itself OR the entire dataset  Current Enumerations: ListOfficeMlId, ListAgentMlId, MainOfficeMlId, OUID
<b>TrackingValues</b>	Comma-delimited values that relate to the TrackingType in the search

## Static Reports



## API JSON Payload

```
{
  "StartDate": "2020-03-01",
  "EndDate": "2020-03-31",
  "TrackingType": "ListingId",
  "TrackingValues": ["08334890123"],
  "Summary": [{
    "TrackingDate" : "2020-03-01",
    "TotalListingImpressions" : 3263,
    "TotalListingViews" : 1670,
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  },{
    "TrackingDate" : "2020-03-02",
    "TotalListingImpressions" : 2262,
    "TotalListingViews" : 1172,
    "TotalListingsShared" : 82
  }...
  ]
}
```

## RESO Web API \$filter Examples

### Entire year of 2020

✎ [https://reso.org/RESO/odata/InternetTracking?\\$filter=TrackingDate Gt '2020-01-01'](https://reso.org/RESO/odata/InternetTracking?$filter=TrackingDate Gt '2020-01-01')

### Month of March, 2020

✎ [https://reso.org/RESO/odata/InternetTracking?\\$filter=SummaryStartDate Eq '2020-03-01' and SummaryEndDate Eq '2020-03-31'&TrackingType=UUID&TrackingValues=M00000662](https://reso.org/RESO/odata/InternetTracking?$filter=SummaryStartDate Eq '2020-03-01' and SummaryEndDate Eq '2020-03-31'&TrackingType=UUID&TrackingValues=M00000662)

### Use with OData \$expand

✎ [https://reso.org/RESO/odata/Property/?\\$filter=ListingKey Eq '20200213195005123904000000'&\\$expand=Media,InternetTracking](https://reso.org/RESO/odata/Property/?$filter=ListingKey Eq '20200213195005123904000000'&$expand=Media,InternetTracking)

## Additional Resources

RESO - [www.reso.org](http://www.reso.org)

Internet Tracking Resource 101 - <https://www.reso.org/download/internet-tracking-101/>

Internet Tracking Workgroup - <https://www.reso.org/internet-tracking-workgroup/>

Internet Tracking Live Proof of Concept - <http://tracking.metromls.com/>

## Authors

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