

Reading the Tour Statistic Report

TOTAL VIEWS

Hits Description:

- The Total # of Images (highlighted in orange) are the # of images viewed by those looking at the published tour on line

Unique Visitors Description:

- The Total # of Visitors (highlighted in blue) that have viewed the published tour on line

Example for Above Hits & Unique Visitors - Description:

- If Person #1 views 10 Images from 123 Oak Street and Person #2 views 3 Images from 123 Oak Street then you will see a total # of HITS of 13 and the total # of UNIQUE VISITORS would be 2. It will also calculate the percentage.

HITS PER REFERER

- A *Referrer* is the publishing portal that the individual person (visitor) came through or visited to see your published listing for example:
 - Realtor.com
 - Google
 - Trulia
 - Oodle
 - Edgio
 - MLS
 - Etc.
 - "Other Sites" – Refers to anything other than the above such as a link that was emailed to a client and the client opened that link through their Internet Explorer – since this is not a direct Publishing Portal like the Realtor.com, etc. then it goes to a generic category called "Other Sites"

VISITORS PER SCENE (A Scene reflects a Still Image or a Panorama within the Tour)



Hits (highlighted in orange) are the # of times a Scene is viewed
 Unique Visitors (highlighted in blue) is the # of individuals that looked at that particular scene.
 (This list only contains the Top Ten Scenes)

LAST THREE MONTHS

- The Darker Color part of the Graph Bar is the # of Hits and the Lighter Color Bar reflects the # of Unique Visitors