



## NORTH STAR *Property Management*

### Virtual Tour Statistics: 2112 NW 16<sup>th</sup> Avenue

#### Summary Information

- Total number of unique tour views: 40

A "Unique View" is a view of a tour in a short period of time. If someone views the tour many times in a few hours, it only counts once. If they view it once a day for 7 days, it counts 7 times.

- Total number of unique tour visitors: 28

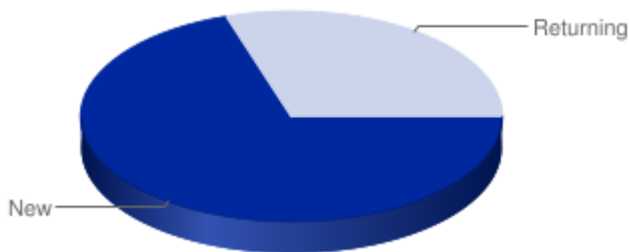
A "Unique Visitor" is a tour viewer that can be uniquely identified (a particular browser on a particular computer). NOTE: If your tour was published prior to 7/28/2008, this number will be smaller than expected since we only started tracking unique visitors on that date.

- Average number of images viewed per visitor: 28.60

The average number of images viewed by visitors. The higher this number, the more visitors are interested in the tour.

- New vs. Returning Visitors: 70.00% new, 30.00% returning

The percentage of visitors that are seeing the tour for the first time, versus returning to look at it again. The higher the percentage of returning visitors, the more people you have that come back often to look at the tour.



## Last 7 Days

Shows the total views of the tour for each of the last 7 days.

Date	# Unique Views
2011-08-05	1
2011-08-04	1
2011-08-03	1
2011-08-02	1
2011-08-01	2
2011-07-31	1
2011-07-30	1

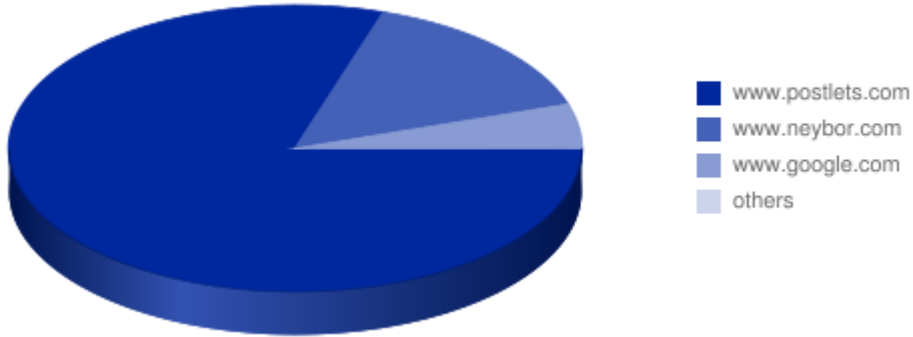
## Last 8 Weeks

Shows the total views of the tour for each of the last 8 weeks.

Week Of	# Unique Views
2011-08-01 - 2011-08-07 (this week)	6
2011-07-25 - 2011-07-31	12
2011-07-18 - 2011-07-24	6
2011-07-11 - 2011-07-17	4
2011-07-04 - 2011-07-10	6
2011-06-27 - 2011-07-03	6
2011-06-20 - 2011-06-26	0
2011-06-13 - 2011-06-19	0

## Referring Sites





Shows the top 30 web pages that link to your tour, along with how many visitors each one sent to your tour.



Site	# Referrals
www.postlets.com ( <a href="#">details</a> )	16
www.neybor.com ( <a href="#">details</a> )	3
www.google.com ( <a href="#">details</a> )	1

## Image Popularity Report

Shows the number of views per image since the tour was published. It gives you an idea of which images visitors are most interested in.

Media	Type	# Views
 Front of Unit	Photo	35
 Entryway	Photo	31
 Living Room	Photo	31
 Living Room	Photo	30

	Patio View	Photo	28
	Kitchen	Photo	27
	Living Room	Photo	27
	Kitchen	Photo	25
	Powder Room	Photo	24
	Master Bedroom	Photo	24
	Dining Area	Photo	23
	Master Bedroom	Photo	23
	Master Balcony	Photo	23
	Master Bath	Photo	23
	Master Bath	Photo	23

	Master Bath	Photo	21
	Master Bath	Photo	20
	Bedroom 3 - Office	Photo	20
	Bedroom 2	Photo	20
	Jack-n-Jill Bath	Photo	20
	Complex View	Photo	19
	Esplanade	Photo	19
	Laundry Room	Photo	18
	Deck View	Photo	18