

MARIS

Hit Counter Definitions

Client Portals: This column gives the total number of Client Portals the listing has reached through Auto or Direct Email. This counts every time that the listing was viewed through a Client Portal.

Client Views: This counts the total number of times a listing was viewed by a Client in the "Customer Detail" display. Whenever a non-Agent opens up a listing, this records 1 count.

Client Favorites: This counts the total number of times that a Client has marked the listing as a Favorite. If the Client removes the listing as a Favorite, then the count will also be removed.

Client Possibilities: This counts the total number of times that a Client has marked the listing as a Possibility. If the Client removes the listing as a Possibility, then the count will also be removed.

Auto Emails: This is the total number of current Auto Emails that found the listing as a result. Every time an Auto Email is created, and the listing comes up as a result, it will record 1 count. If an Auto Email has been discontinued for any reason (deleted, changed search criteria, etc.), then the count is removed.

Prev 14 Day Views: This is the number of unique client views from the previous 14 days.

Agent Published: This is the total number of Auto Emails that found the listing as a result, and the Agent has **approved** through Concierge Mode. Out of all the Auto Emails that found the listing, this counts only when another Agent has approved the listing through Concierge Mode. If the Auto Email has been changed so that the listing is no longer a result or somehow the listing gets rejected, then the count is removed.

Agent Rejected: This is the total number of Auto Emails that found the listing as a result, and the Agent has **rejected** through Concierge Mode. Out of all the Auto Emails that found the listing, this counts only when another Agent has rejected the listing through Concierge Mode. If the Auto Email has been changed so that the listing is no longer a result or somehow the listing gets approved, then this count is removed.

Note: The Hit Counters are **not** set up to count syndicated listing views (Point 2/Realtor.com/etc), saved searches, or views on public sites. Hit Counters will only count Email and Client Portal activity that occurs within Matrix. Calculations are done nightly, not instantaneously.