



**ENTERPRISE
EDITION**

Analyze the effectiveness of your online advertising programs.

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CLOSE DEALS WITH SITE STATISTICS THAT VALIDATE ADVERTISING ON YOUR WEBSITE

The core goal of the Adicio Real Estate platform is to help you generate revenue from advertising. One of the ways we do this is by providing qualified leads to your advertisers. Tracking those leads enables you to validate the success of advertising on your website.

Under the "Detail Reports" section, you can access special reports such as:

Response Report – Our Response Report provides detail and aggregated reporting on the number of impressions, clicks and qualified leads generated. With this report, it is possible to analyze such valuable statistics as the number of: Detail views, Brochures printed, Neighborhood Information views and Ad impressions, as well as many other important details. This report may be exported to a CSV (or XML) file for hardcopy or electronic distribution. If you are supporting or hosting child sites, you can see results side by side or use our charting option.

Search Analysis Report – The Search Analysis Report shows statistics by market on the number of visitor searches, as well as which search criteria users search for the most. Use the results to gain insight into your users' behavior and interests, and to boost advertising revenue by adjusting ad pricing based on market demand and maximize your SEM efforts.

In addition to our "Detail Reports" section, you can access valuable statistics and information by using our "At-A-Glance" Reports and Stat Reports.

Our "At-A-Glance" reports section enables you to quickly review the number of Active Ads and Property Searches over the past business day, as well as the past week and month.

Our Stat Reports enable you to compare stats or run single stats by switching views. You can drill down under Accounts, Ad Response Activity, Database Tools, Property Posting Activity, Property Seller Account Activity, Search Activity and Traffic Statistics.

Use our reports to analyze all of the activity on your site including site usage, traffic, performance, product sales and advertiser, agent and broker responses. These reports have been designed to help you manage and analyze your data efficiently and effectively so you can demonstrate the value of advertising on your website to help close sales.

Site Summary

