

GUIDE TO USING LUXEANALYTICS

An enhanced reporting tool designed to provide insights on your luxuryportfolio.com listings.

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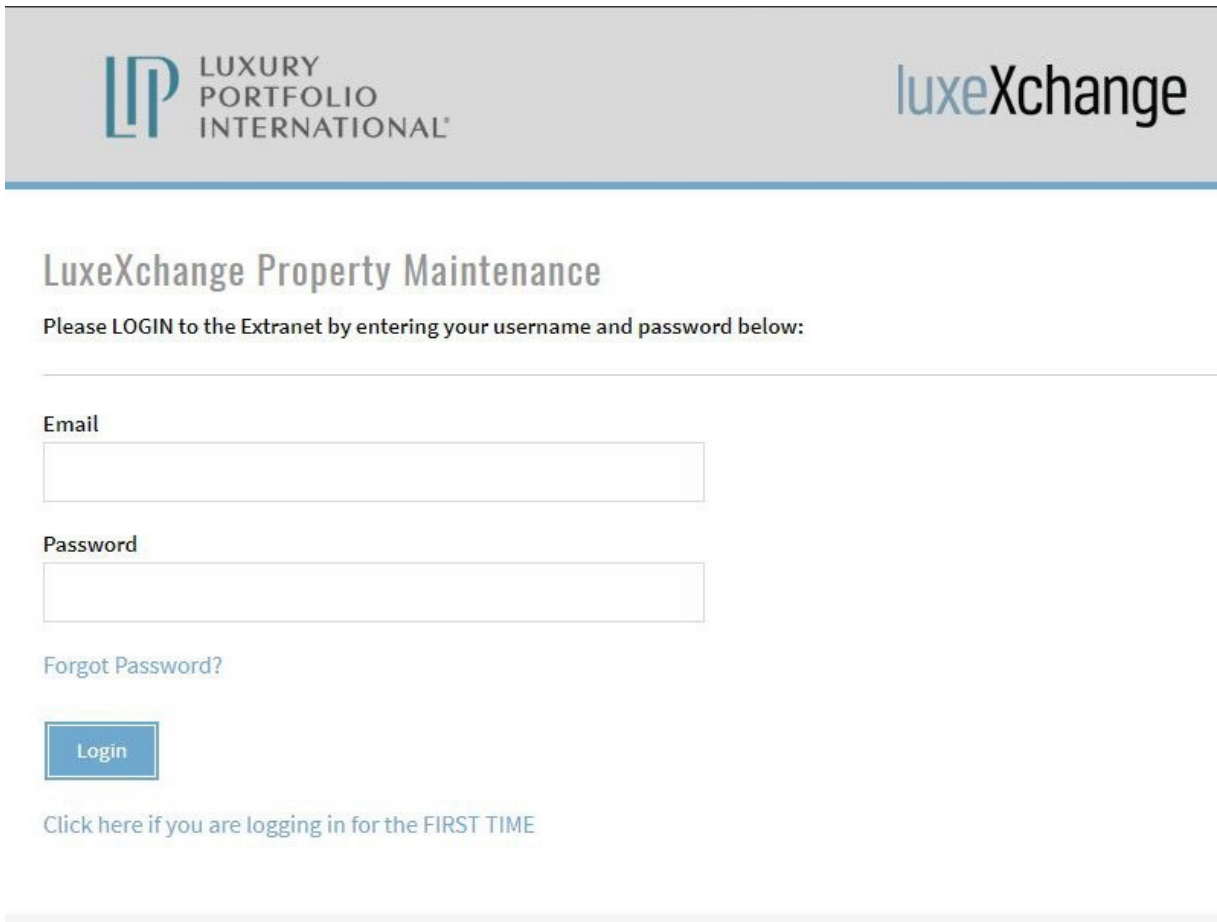
NAVIGATE TO LUXEANALYTICS

Start in LuxeXchange at xchange.luxuryportfolio.com



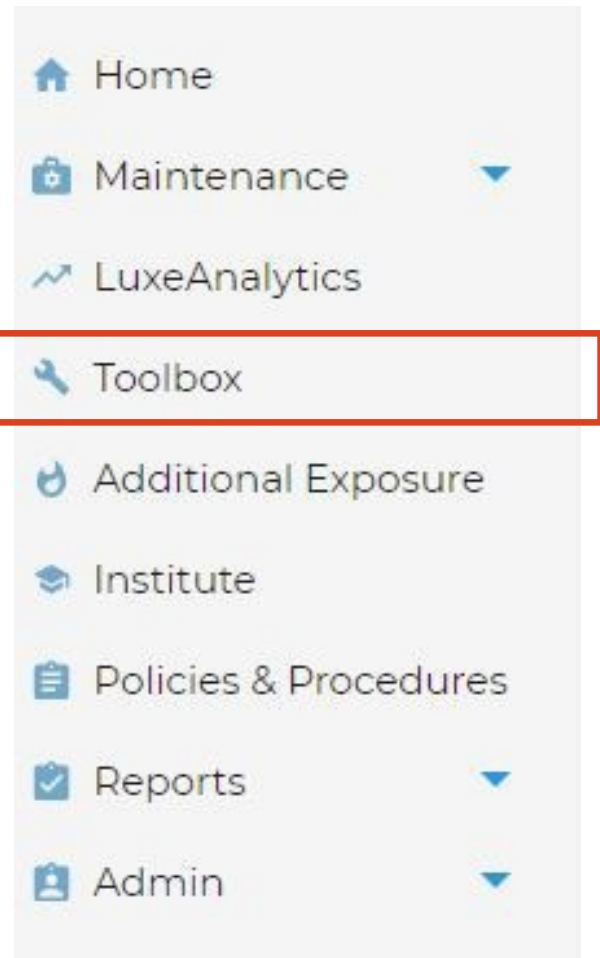
STEP 1:

Log into LuxeXchange to begin pulling and scheduling your reports.



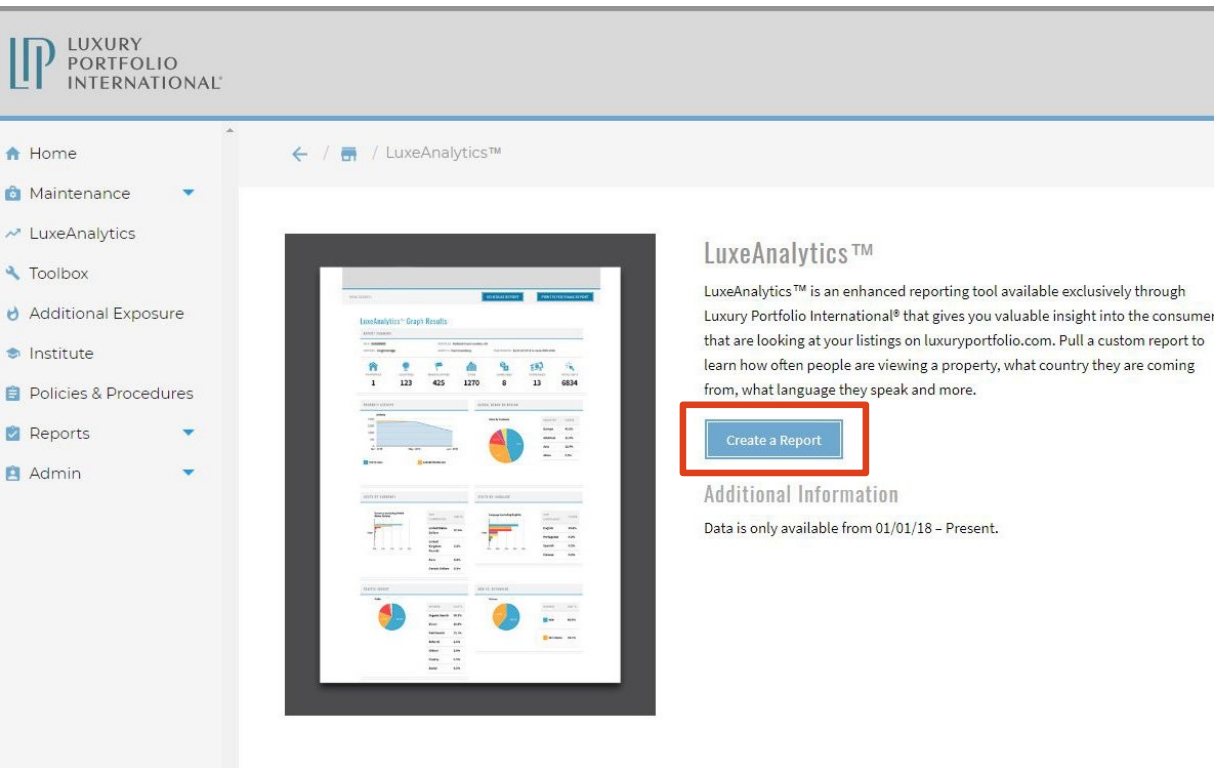
STEP 2:

Once in LuxeXchange, click “Toolbox” on the left- side menu. Scroll down and click “LuxeAnalytics™.”



STEP 3:

From the landing page click “Create a Report.”



GENERATE A QUICK SEARCH REPORT

Get started by using the quick search function



STEP 1: DETERMINE TIMEFRAME

Pull a report based on a specific date range or view year to date.

View by Date Range

View by Date Range

View by Year to Date

STEP 2: SELECT GRAPH TYPE

Choose if you would like the data displayed by year, month or day.

Graph by Day

Graph by Year

Graph by Month

Graph by Day

STEP 3: PICK THE PROPERTY

To specify the property, input the MLS# or Web ID on luxuryportfolio.com.

MLS Number

MLS Number

Web ID

QUICK SEARCH

AGENT/OFFICE SEARCH

ADVANCED SEARCH

1

View by Date Range

1/01/2018

1/31/2018

2

Graph by Day

3

MLS Number

GENERATE GRAPHS

Once you have completed all fields, click on the “Generate Graphs” button. You should see a brief loading screen while your report is being created.

GENERATE AN ADVANCED SEARCH REPORT

Create a single report for multiple properties

STEP 1: DETERMINE TIMEFRAME

Pull a report based on a specific date range or view year to date.

View by Date Range

View by Date Range

View by Year to Date

STEP 2: SELECT GRAPH TYPE

Choose if you would like the data displayed by year, month or day.

Graph by Day

Graph by Year

Graph by Month

Graph by Day

STEP 3: PICK THE PROPERTIES

Use the check box to select the properties you would like included in the report.

QUICK SEARCH

AGENT/OFFICE SEARCH

ADVANCED SEARCH

1

View by Date Range

01/01/2018

01/31/2018

2

Graph by Day

All Offices

All Associates

States

All Cities

GENERATE GRAPHS

REFRESH PROPERTY LIST

3

☐

Select/Unselect All

Address	City	State	MLS#	Web Id
5500 S. Seaside Island Lane	Jupiter	FL	RS-00000275	LIBB
5500 Valencia	Jupiter	FL	RS-00000277	PNAT
5500 San Michele Way	Palm Beach Gardens	FL	RS-00000275	FEWU

Once you have completed all fields, click on the "Generate Graphs" button. You should see a brief loading screen while your report is being created.

SCHEDULE A REPORT

Send a report to yourself or to your seller



STEP 1: SELECT THE OPTION

At the top of your report summary, click the “Schedule Report” button to begin.

NEW SEARCH

SCHEDULE REPORT

PRINT FLYER/ EMAIL REPORT

LuxeAnalytics™ Graph Results

REPORT SUMMARY ⓘ

MLS : AB-123456

ADDRESS : 7689 South St., Anytown, USA 09876

OFFICES : Your Company Name Here

AGENTS : Jane Smith

RIOD : January 1, 2018 - January 31, 2018

PROPERTIES

1

COUNTRIES

11

REGIONS/STATES

31

CITIES

67

LANGUAGES

1

CURRENCIES

3

TOTAL VISITS

761

PROPERTY ACTIVITY ⓘ

Activity

GLOBAL REACH BY REGION ⓘ

CONTINENT

Visits By Continent

STEP 2: SELECT RECIPIENTS

Search for a specific person or select from a list of your contacts. Once choosen, click “Submit Selected” to proceed.

First Name

SEARCH

SUBMIT SELECTED

	First Name	Last Name	Email
<input checked="" type="checkbox"/>	Bruce	Wayne	batman@yahooz.co

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SCHEDULE A REPORT

(continued)



STEP 3: CONFIRM DETAILS & PREVIEW

Review the details for the seller’s report:

- Create a “Report Name”
- Choose your frequency (weekly or monthly)
- Preview the report to continue

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PREVIEW

Sellers Report

From Email

support@luxuryportfoli

To Email

batman@yahooz.com

Seller's Name

Bruce

CC

Report Name

Report Frequency

Weekly Report

Message

Attached please find the latest activity report for

STEP 4: SEND EMAIL OR DOWNLOAD PDF

After reviewing the report, you can either send the email or save the PDF for printing purposes. If you elect to send the email, you will see a confirmation page indicating it has sent.

SEND EMAIL

DOWNLOAD PDF

LUXURY PORTFOLIO INTERNATIONAL

Dear Jane,

Attached please find the latest activity report for your property at 159 E. Walton Place on LuxuryPortfolio.com. This is our partner website specifically for marketing our best listings. The site has incredible international reach (over 200 countries visiting each month) and is giving your property great exposure.

Report Summary

MANAGE SCHEDULED REPORTS

Update your scheduled reports at any time



STEP 1: SELECT THE OPTION

At the top of the primary search page, click the “Manage Scheduled Reports” button to begin.

LuxeAnalytics

LuxeAnalytics™ is an enhanced reporting tool that gives you valuable insight into the luxury consumers that are looking at your listings on LuxuryPortfolio.com. Through LuxeAnalytics™ you can learn how often consumers are viewing a property, what country they are coming from, what language they speak and more.

Instructions

You can quick search statistics for a specific property, view activity for a particular broker or create an advanced report with multiple properties. Choose your time period, select your graph and generate your report. Data is currently available from 1/1/18 - present.

QUICK SEARCH

AGENT/OFFICE SEARCH

ADVANCED SEARCH

View by Date Range

1/01/2018

1/31/2018

Graph by Day

MLS Number

GENERATE GRAPHS

MANAGE SCHEDULED REPORTS

STEP 2: SELECT CUSTOMER TO EDIT

Search for a specific person or select from a list of your contacts. Once found, click on their name to begin updating their settings.

Customers

To manage a scheduled report, start by selecting the customer that is receiving the report. You can sea

First Name

Search

SEARCH

Select Agent

All Types

Name	Type	Analytics
Wayne, Bruce	Prospect	Yes

MANAGE SCHEDULED REPORTS


(continued)

STEP 3: EDIT OR DELETE

You can choose to update a scheduled report by editing its settings or deleting it entirely.



View Contact

Bruce Wayne's Profile

LuxeAnalytics 

Register your sellers with listings on LuxuryPortfolio.com to receive weekly or monthly reports with their property's website statistics. **Manage active subscriptions below** or get started by generating a [LuxeAnalytics report](#) choosing your parameters and select a customer.

Signed Up? YES ☒


Report Name	Report Type	Frequency	Email	
No Report Name	Multiple Property Report		batman@yahooz.com	<div> Edit</div> <div> Delete</div>


Editing a subscription

If you choose to edit the report, you can:

- Update the email address of the primary recipient
- Modify the email addresses that are being CCd
- Change the report name
- Change the frequency of the report

Once you have made your updates, click the “Save Changes” button at the top.

 Return to Details



Edit Subscription


To

batman@yahooz.com

CC

Report Name

Frequency

Not Scheduled 

REPORT SECTIONS & DEFINITIONS

Definitions are in alphabetical order

Additional Coverage: A list of the syndication partner websites where Luxury Portfolio listings appear.

Average Photos Per Listing: Average number of photos on the listing detail pages of active listings on luxuryportfolio.com.

Average Time Per Page: The average length of time visitors spent on the listing detail page.

Direct Links: These are the internet properties that have inbound links to your listing detail page. Links can help influence page ranking in search results. Please note, we are not responsible for any content outside of luxuryportfolio.com.

Global Reach (Map): A heatmap of visitor locations. Intensity of color corresponds to the number of visitors.

Global Reach by Region: The visits to the listing detail page broken down by geographic location.

Global Traffic: The most recent language and currency views of the listing detail page.

LuxeNetwork: The additional exposure from luxuryportfolio.com (formerly impressions) and/or traffic on other affiliated syndication partner sites.

Marketing Time Statistics: Number of days the listing has been available on luxuryportfolio.com compared to other Luxury Portfolio listings.

New vs. Returning: The visits broken down into new visits vs. visitors who have previously viewed the property.

Pricing Analysis (Avg. Prices): Price comparison of Luxury Portfolio listings in the same market, company/broker and across luxuryportfolio.com.

Property Activity: The visits to the listing detail page and the data from the LuxeNetwork.


Report Summary: The summary is a snapshot of the information contained in the report along with listing details.

Traffic Source: The origin of the traffic to the listing detail page.

Visits by Currency: The currencies in which the listing detail page was viewed.

Visits By Device Type: The percentage of visits broken down into three device types; desktop, mobile and tablet users.

Visits by Language: The languages in which the listing detail page was viewed.

 Find these definitions in LuxeAnalytics using a tool tip. Simply, hover your mouse over the icon for information about the report section.
