

How is your property performing?

Why should I check my reports?

The property performance report is designed to help you get the most out of your advertising. Regularly checking this will give you a good insight as to how your property is performing on Rightmove. It will also help you judge whether changes on your advert are needed.

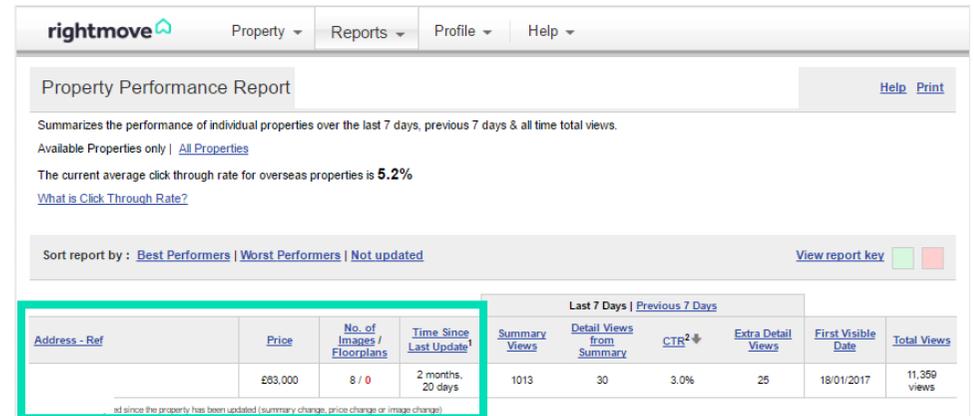
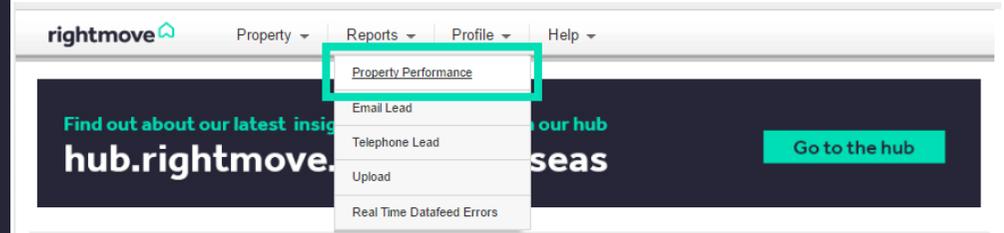
Where can I find this report?

- Log in your Rightmove Admin account
- At the top of the page click "reports"
- Select "Property performance"

What does this mean?

This page will provide you with all your helpful marketing statistics!

Within the green highlighted box on the right-hand side of this page you can see some of the property details.



A screenshot of the 'Property Performance Report' page. The page title is 'Property Performance Report' with 'Help' and 'Print' links. Below the title, there is a summary of performance over the last 7 days, previous 7 days, and all time total views. The current average click through rate for overseas properties is 5.2%. The report is sorted by 'Best Performers'. A table of property details is shown, with one row highlighted in green. The table has columns for 'Address - Ref', 'Price', 'No. of Images / Floorplans', 'Time Since Last Update', 'Summary Views', 'Detail Views from Summary', 'CTR', 'Extra Detail Views', 'First Visible Date', and 'Total Views'.

Address - Ref	Price	No. of Images / Floorplans	Time Since Last Update ¹	Last 7 Days Previous 7 Days		CTR ² ↕	Extra Detail Views	First Visible Date	Total Views
				Summary Views	Detail Views from Summary				
	£83,000	8 / 0	2 months, 20 days	1013	30	3.0%	25	18/01/2017	11,359 views

ed since the property has been updated (summary change, price change or image change)

What do the other headings mean?

Summary Views

This is the number of times your property has been shown on a search results page.

****TIP**** Ensure your property is priced competitively so it appears in as many potential buyers search results!

Detail Views From Summary

This is how many times a user has clicked on your property for the full details after seeing it within their search result page.

****TIP**** Change the main image and summary description at least once a month! If it is not as eye catching or appealing as your competitors adverts, then users will not click on yours.

CTR

CTR stands for Click Through Rate, this is the percentage of clicks on your property from a search results page.

****TIP**** The average CTR on site is currently 5.2%. If you find that your property has a higher than average CTR but you do not receive enquiries, you will need to review the information which is within your FULL DESCRIPTION. If the CTR is lower than 5.2% you need to review your SUMMARY DESCRIPTION.

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Property Performance Report for A Bdaiwi at 7AM, Thursday, 06 Apr, 2017 [Help](#) [Print](#)

Summarizes the performance of individual properties over the last 7 days, previous 7 days & all time total views.
Available Properties only | [All Properties](#)
The current average click through rate for overseas properties is **5.2%**
[What is Click Through Rate?](#)

Sort report by: [Best Performers](#) | [Worst Performers](#) | [Not updated](#) [View report key](#)

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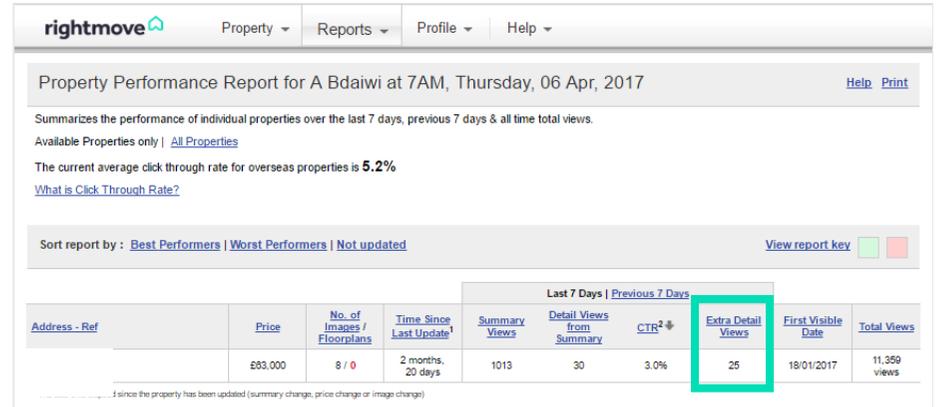
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Extra Detail Views

This is the total number of times your property has been viewed from outside the summary search. This could include; direct links, bookmarks, property alerts, search engines, social media or allocated products.

****TIP**** If you have a social media account you can promote your property further with no extra cost! Simply find your listing on our website and click the Facebook icon half way down the property details page to add it to your Facebook newsfeed. Tweet about your property—as above but click on the Twitter icon. Ask your friends and contacts to the same.



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We hope you have found this guide helpful, however, if you have any suggestions on how we can improve it or have any queries about your account please contact us at:

private.seller@rightmove.co.uk