

Matrix Hit Counters allows listing agents to track the activity their listings receive through Matrix’s Email and Client Portal.

When a listing is sent via Client Portal, either by Direct Email or by an Auto Email, a Hit Count is available to the listing agent. Statistics such as the number of times the agent’s listings has been included in an Auto Email to any client, or added Favorites and Possibilities are all made available.

Listings Hit Counters will go up or down depending on what the current activity level is for that listing. For example, when a client “de-Favorites” the listings, the count for Favorites will go down; when an agent deletes an Auto Email that pulled up that listing in a search, the Auto Email count could go down.

This feature helps agents who have Active Listings in our system see a snapshot of the current market interest within Matrix on those listings.

Note: For listings that are no longer A, C status, view **My Historical Hit Counters (30 days)** which will show the counts for the last 30 days.

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

To view “My Hit Counters” follow the steps below:

1. Click on **My Matrix**
2. Select **My Listings**
3. Change the drop down menu to **My Hit Counters** or **My Historical Hit Counters (30 days)**.
4. To send to your client, select the listing, then **Print** and then Email **PDF** to send to your client.

Hit Counters Column Definitions

Client Portals	Client Views	Client Favorites	Client Possibilities	Auto Emails	Prev 14 Day Views	Agent Published	Agent Rejected	Agent IDX	Agent Views
73	41	1	1	71	13	1	1	0	98
190	36	0	0	193	20	4	3	0	97
43	20	0	1	44	8	1	0	0	86
87	57	0	2	83	9	0	1	0	86
14	12	0	1	14	0	3	2	0	43
104	52	0	0	99	18	0	1	0	113
198	207	4	3	192	39	6	1	0	174
87	48	1	0	87	10	3	1	0	47

Hit Counters Column Definitions, continued...

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 as a "Client Full" report. 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 total number of Agent Views in the last 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.

Agent IDX: This is the total number of occurrences where it's been viewed through a Matrix IDX search.

Agent Views: This is the total number of occurrences where an agent has opened and viewed in full display.