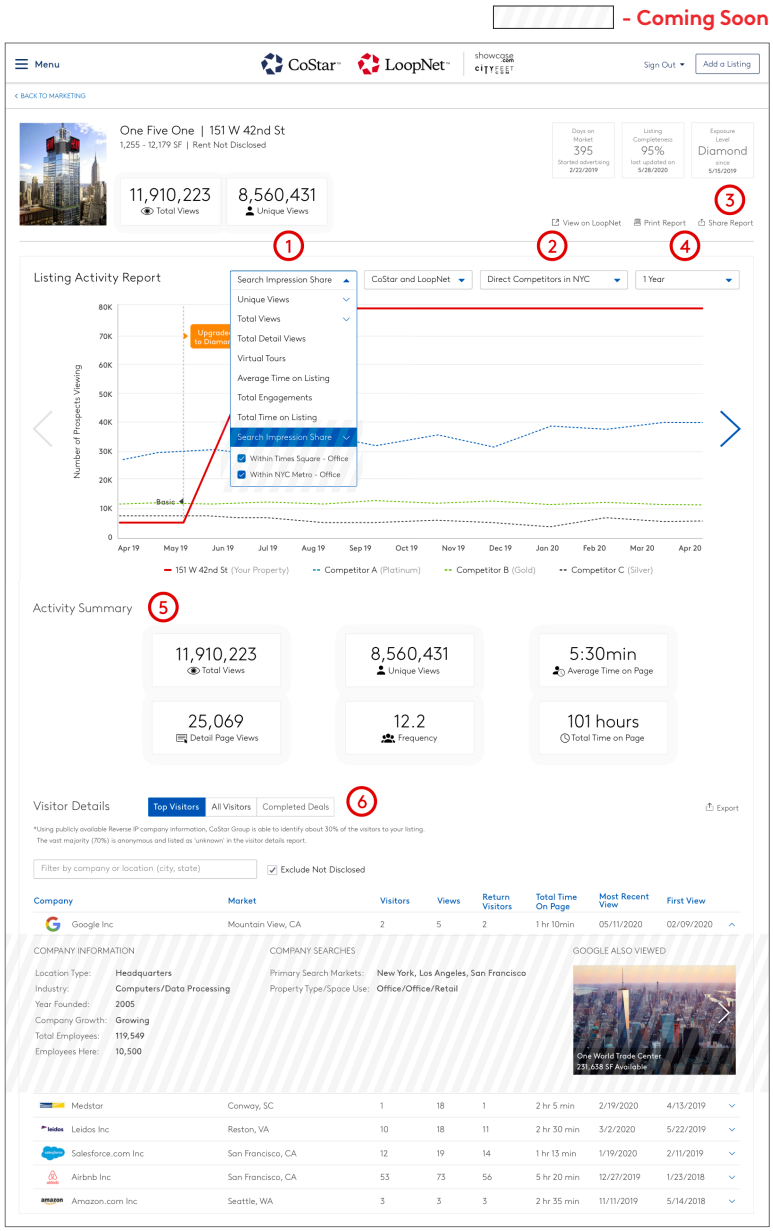
Understand your marketing performance with the Listing Performance Report



LoopNet's **Listing Performance Report** provides you with an in-depth look at your property's exposure, traffic and audience in real time. Understand your listing's performance at a glance.



1. **Listing KPIs**
   Gain insight into key performance indicators for your listing - everything from views to engagement to what share of impressions you are receiving in your market.

2. **Competitor Comparison**
   Measure you listing's performance and compare with others in your market at various ad levels.

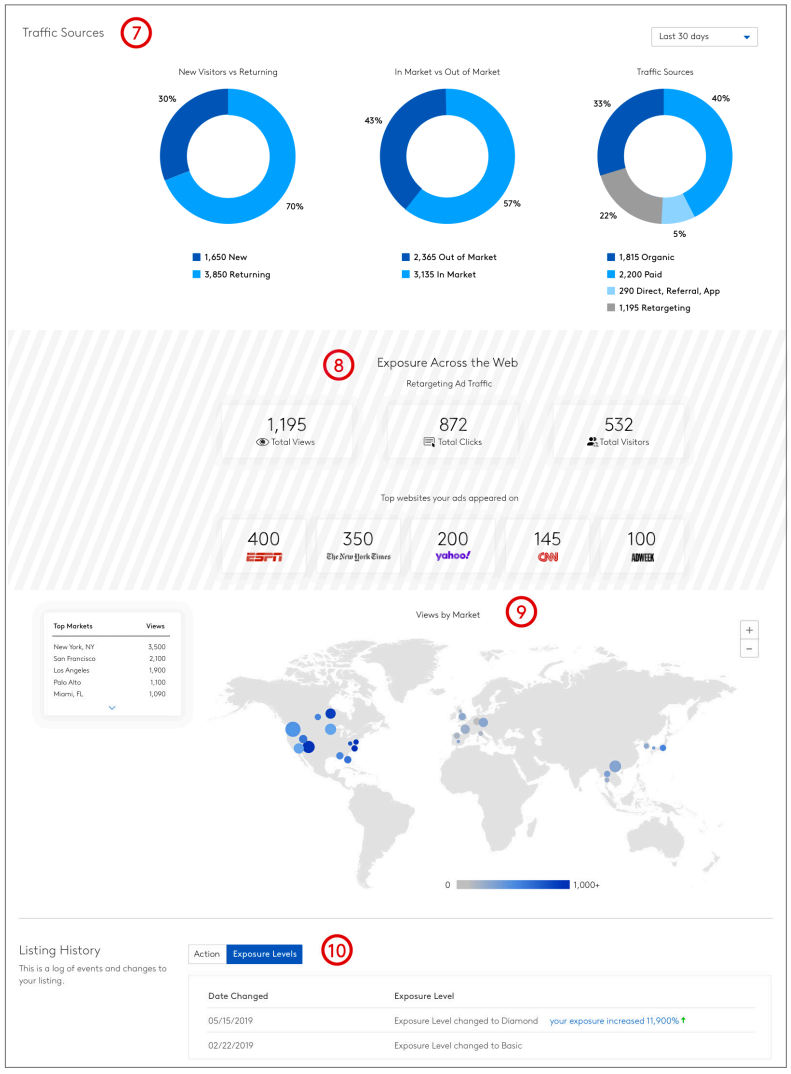
3. **Share Reporting**
   Easily download and share your results with stakeholders in a clearly presented format.

4. **Customizable Report Timeframe**
   Use multiple timeframe windows to understand precisely how increased exposure will impact your performance.

5. **Activity Summary**
   View a clear, comprehensive summary of your listing's key performance indicators in real time.

6. **Detailed Prospect Engagement**
   Receive detailed prospect information to identitfy who has engaged with your listing and discover other properties they have viewed.

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7. Traffic Sources

Gain insights about the prospects who visit your listing. See a cross-channel report featuring frequency, geographical and other details.

8. Exposure Across the Web

LoopNet retargets your prospects across the web. Our ads reach potential clients on over two million websites, reconnecting with them no matter where they are online and bringing them back to your listing for another look, increasing frequency of views.

9. Geographical Distribution

Your next tenant may be viewing your listing from outside your market. Our interactive map allows you to identify where people are viewing your listing geographically.

10. Listing History

Take a look back with a log of past updates and see how exposure level changes may have amplified the visibility of your listing.

Are you ready to gain a competitive edge?

With advertising packages for every investment level, LoopNet takes your marketing further.

Start advertising with LoopNet today.

LoopNet™

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Contact us: 800-613-1303