

The logo consists of the letters 'EG' in a bold, white, sans-serif font. The letter 'G' has a small cluster of white dots to its upper right, suggesting a digital or data-related theme. A vertical white line is positioned to the right of the 'EG' text.

EG

**propertylink**

Reporting Adverts on Propertylink

## Reporting Adverts

### Overview

- ✓ How to view and export detailed performance reports for an individual property, or group of adverts
- ✓ Definitions: understanding report terms
- ✓ Where to find your business-level performance summary
- ✓ Reports in graph format
- ✓ Viewing your enquiries

To access your Dashboard, you need to be logged in on the main site (<http://propertylink.estatesgazette.com>). Click on 'Dashboard' and you will be redirected.

The UK's commercial property listings site, brought to you by Estates Gazette

Find an agent Tenant advice About us Privacy & cookies Marketing options **Dashboard**


Search for a property

Search by location e.g. county, town or postcode

For rent  
 For sale

Once you have been redirected to the Dashboard login page, select 'I am a business user' and re-enter your Propertylink username and password.

Choose a system to log into

 I am a business user

 I am an administrator

View and export detailed 'Performance reports'

HOME

- Dashboard

ADVERTS

- Your adverts**

ANALYTICS

- Performance
- Enquiries

SETTINGS

- Business profile
- Account

When on your Dashboard, select 'Your adverts' in the left-hand navigation.

FILTER YOUR RESULTS

STATE

- Live 1868
- Drafts 786

DATE CREATED

- Today 0
- Less than 24 hours 0
- Less than 3 days 0
- Less than 1 week 0
- Less than 1 month 2654
- Less than 6 months 2654
- Less than 1 year 2654

collapse ▲

PROPERTY TYPES

- Office 1264
- Offices 1161
- General industrial 750

show all 10 ▼

To run a report on two or more adverts at once, use the filtering options on the left-hand side of the page.

This is only a snapshot of the filtering options you'll see on the left-hand side of the page. You'll be able to filter your adverts by:

- advert status (i.e. live, draft, archive)
- date created
- property type
- price/rental price
- size
- tenure
- contact agent

Each filter can be expanded to show the full list of options, by clicking on the "show all ▼" links at the bottom of each.

To select multiple filters, click on each and they will appear highlighted once selected:

**FILTER YOUR RESULTS**

STATE

Live	5
------	---

DATE CREATED

Today	0
Less than 24 hours	0
Less than 3 days	0
show all 7 ▾	

PROPERTY TYPES

Warehouse	5
Offices	5
Industrial	5
Business park	5
General industrial	4

**TIP** Your selected criteria will appear at the top of the page. Remove filters by clicking the cross next to each, or if you wish to clear your selections to start again, click 'Clear all!'

If you are looking to run a report on an individual advert, the quickest and easiest way to do so is use the search box to locate it. We recommend searching by advert title, address or postcode.

**TIP** You have two viewing options for your adverts, 'Detailed' and 'Simple'.

The list will default to 'Detailed'. This offers shortcuts on the right-hand side to unpublish/publish, edit or duplicate your advert, plus includes a top-level overview of the advert's performance.

You may prefer to switch to 'Simple' view for an easier way to see top-level performance figures at a glance.

DATE ADDED	TITLE	SEARCH HITS	IMPRESSIONS	CLICKS
25/10/2013	Sample ad 1	23	2	0
25/10/2013	Sample ad 2	70	1	1
25/10/2013	Sample ad 3	69	2	2

### Running and exporting reports

Once you are happy with your advert selection, click 'Performance report' at the top right of the page.

Select the date range which you wish to report on

Set date range

From:  To:

Below this you will see a selection of tick-boxes, these are the metrics which you are able to report on for your advert/s.

### Impressions

- Featured impressions
- Details impressions
- Homepage impressions
- Search impressions

### Clicks

- Featured clicks
- Homepage clicks
- Search clicks

### Enquiries

- E-mail enquiries
- Show phone number

### Additional

- Tab views
- Documents downloaded
- Website clicks
- Print details
- Email to a colleague

## DEFINITIONS

### Impressions:

- **Featured impressions:** *Relating only to Featured Properties (previously Premier Presentations).*  
The number of times a Featured Property has appeared at the top of search results page.
- **Homepage impressions:** *Relating only to Featured Properties (previously Premier Presentations).*  
The number of times a Featured Property has appeared on the Propertylink homepage.
- **Search impressions:** The number of visits to your advert/s from a search engine.
- **Details impressions:** The number of times your advert/s has appeared in the main search results on Propertylink.

### Clicks:

- **Featured clicks:** *Relating only to Featured Properties (previously Premier Presentations).*  
The number of times A Featured Property has been clicked on from the top of the search results.
- **Homepage clicks:** *Relating only to Featured Properties (previously Premier Presentations).*  
The number of times a Featured Property has been clicked on from the homepage.
- **Search clicks:** The number of times your advert/s have been viewed.

### Enquiries:

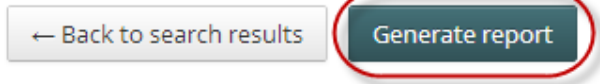
- **Email enquiries:** The number of enquiries which have been submitted via the Propertylink form.
- **Show phone number:** The number of times a user has clicked to reveal your phone number on the advert page.

### Additional:

- **Tab views:** *Relating only to Featured Properties (previously Premier Presentations).*  
The total number of times the tabs within your Featured Properties have been clicked on.
- **Documents downloaded:** The total number of times the documents within your advert have been downloaded.
- **Website clicks:** The number of times a visitor has clicked on your company website link.
- **Print details:** The number of times your advert has been printed by a user.
- **Email to a colleague:** The number of times a user has forwarded your advert to somebody else.

By default the boxes are all ticked. Simply un-tick them if you wish to exclude any of the metrics. Once you have selected the metrics you wish to export, click 'Generate report'.

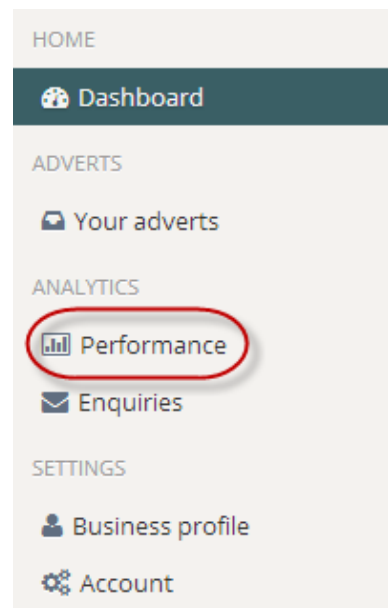
Your report will automatically generate as an Excel CSV file.



### Business-level 'Performance Summary'

**IMPORTANT:** This section shows total metrics across the entire office which your account is associated with. You will not be able to customise reports in this section or select individual adverts. To do so please see instructions above.

From your Dashboard homepage, select 'Performance' from the options on the left.



Your 'Performance Summary' will display impressions, clicks, enquiries and additional metrics in the following format:

For definitions on each metric, please see above (page 6).

Impressions

	ALL TIME	LAST WEEK	LAST MONTH	LAST QUARTER
Featured impressions	525	26	486	0
Homepage impressions	672	69	571	0
Search impressions	883	137	700	0
Details impressions	56	2	54	0
<b>Total</b>	<b>2,136</b>	<b>234</b>	<b>1,811</b>	<b>0</b>

PERFORMANCE

Summary

**Advert Ranking**

**TIP**

Within the Performance Summary section you will see 'Advert Ranking' in the menu on the left.

You can use this to quickly and easily view your best and worst performing adverts.

**Top performing**

Worst performing

NUMBER	DATE ADDED	ADVERT TITLE	SEARCH IMPRESSIONS	DETAILS IMPRESSIONS	CLICKS	ENQUIRIES
1	16/10/2013	Sample ad 1	1197	27	17	9
2	22/10/2013	Sample ad 2	108	8	1	7
3	22/10/2013	Sample ad 3	164	5	1	1

The above shows the 'Top performing' view. Please note that the shaded tab is the ranking selected, i.e. 'Worst performing' will be displayed as:

Top performing

**Worst performing**

NUMBER	DATE ADDED	ADVERT TITLE	SEARCH IMPRESSIONS	DETAILS IMPRESSIONS	CLICKS	ENQUIRIES
1	17/10/2013	Sample ad	1	0	0	0



You can select the time period at the top right of the page which you would like to view advert performance by:

**PERIOD**

All time

Last week

Last month

Last quarter

- All time: From the day the advert was published, to the current date
- Last week: The last complete week (Monday - Sunday)
- Last month: The last complete month (1<sup>st</sup> - 28<sup>th</sup> / 29<sup>th</sup> / 30<sup>th</sup> / 31<sup>st</sup>)
- Last quarter: Last complete quarter (Jan - Mar / Apr – Jun / Jul – Sep / Oct – Dec)

If you would like to edit any of your adverts, click on the advert title and you will be redirected.

Top performing
  Worst performing

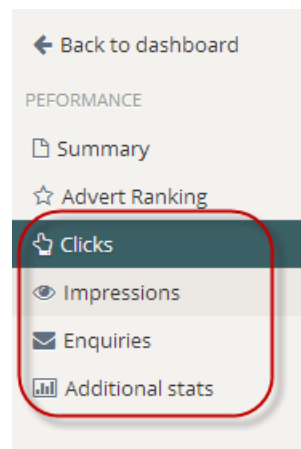
NUMBER	DATE ADDED	ADVERT TITLE	SEARCH IMPRESSIONS	DETAILS IMPRESSIONS	CLICKS	ENQUIRIES
1	17/10/2013	Sample ad	1	0	0	0



### Reports in graph format

If you wish to view performance metrics in graph format, you can do so by selecting 'Clicks', 'Impressions', 'Enquiries' or 'Additional stats' once you have navigated to 'Performance' from the Dashboard homepage.

**IMPORTANT:** The graph reports will show metrics across the entire office which your account is associated with, you will not be able to select individual adverts.



### Example: Impressions

You can change the view of your graph both by

**TIP**

- **Time range:** this is the period of time you are reporting on, i.e. All time: From the day the advert was published, to the current date
  - Last week: The last complete week (Monday - Sunday)
  - Last month: The last complete month (1st - 28th / 29th / 30th / 31st)
  - Last quarter: Last complete quarter (Jan - Mar / Apr - Jun / Jul - Sep / Oct - Dec)
- **Day, week or month view:** this determines the scale of time in which the graph is displaying



Graph reports will automatically default to 'Month' and 'All time' views, and will display all of the metrics which you see to the right of the graph, in this case:

The buttons to the right are clickable, enabling you to show/hide the correlating statistics in the graph.

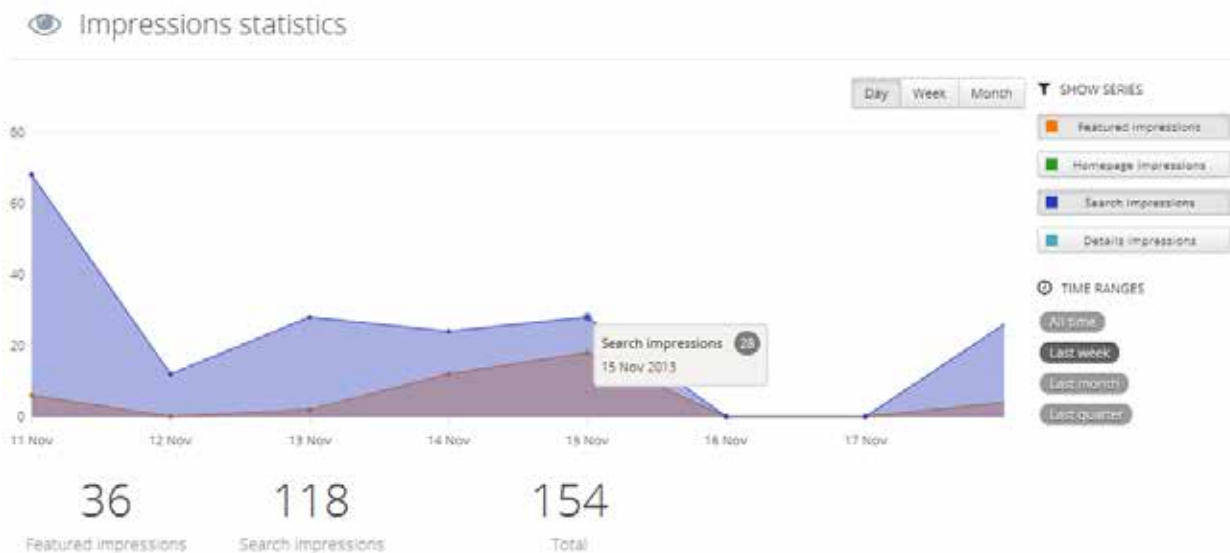
For example, if you needed to run a report on:

- The last (complete) week; how many Search impressions and Featured impressions were generated
- What was the performance breakdown on a day-by-day basis

Featured impressions  
 Homepage impressions  
 Search impressions  
 Details impressions

To show this graph, you would click on 'Homepage impressions' and 'Details impressions' to deselect them, hiding them from the graph. Click on 'Last week' under Time ranges, and 'Day' at the top to specify that you wish to view the metrics on a day-by-day basis.

You will notice that because you deselected 'Homepage impressions' and 'Details impressions', they have also been hidden from the summary below the graph. Simply click on any hidden metrics, to add them back into the graph.

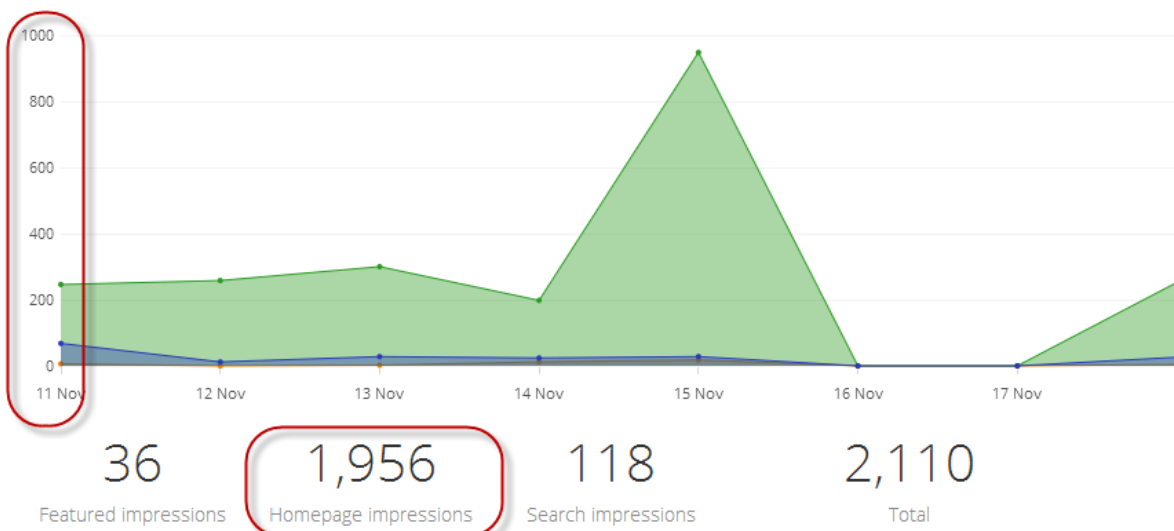


**TIP**

Hover over the points on the graph to see the exact metric, in this case, how many Search impressions were generated on 15 November is shown in the example above.

Note that the left axis will alter depending on the metrics you are viewing. For example, if you added 'Homepage impressions' into the above graph, the axis would change to accommodate this data, and 'Featured impressions' and 'Search impressions' will move to the correct position according to the updated axis scale.

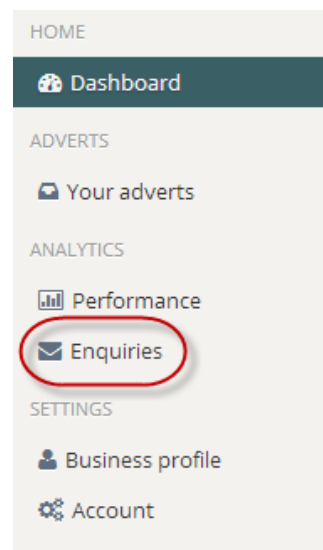
Remember, you can view line graphs for Clicks, Enquiries and Additional statistics by selecting them in the left-hand navigation.



**Viewing your enquiries**

You will receive an automated email when an enquiry is submitted on one of your properties, and all enquiries will be stored for you to access and manage as needed.

From your Dashboard homepage, go to 'Enquiries.'



From here you will be able to:

- Search for a particular property via the search box at the top. We recommend searching by the advert name, address or postcode
- Filter the time range on the left-hand side of the page, to view enquiries which you have received over a particular period of time
- View the full details of the enquiry (by clicking on any field apart from 'Advert title')
- Mark the enquiry as 'contacted' for your own records
- Click on the 'Advert title' shortcut to edit your advert

## ✉ Enquiries

Search

DATE	NAME	TYPE	MESSAGE	ADVERT TITLE	CONTACTED
15 Nov 12:05	Phil Collins	Item Enquiry	Hello, My name is Phil Collins and I am writing to you today to...	4th floor Procter House	Not contacted
15 Nov 12:04	John Smith	Item Enquiry	Hello, My name is John Smith and I am writing to you today to...	Quadrant House	Not contacted
06 Nov 14:26	R Archer	Item Enquiry	Hello, My name is R Archer and I am writing to you today to lear...	Unit 1a, business park	Not contacted
06 Nov 14:24	Alex Jones	Item Enquiry	Hi, please contact me via phone regarding the property on Prope...	High street shop	Not contacted

To mark an enquiry as 'Contacted', click through to the enquiry details page and select 'Mark as contacted.'

**IMPORTANT**, please note: you cannot undo this action.

## ✉ Enquiries / Business Enquiry #13

👤 Contact information

First name  
Phil  
Last name  
Collins

Mark as contacted

Your advert will then update to show 'Contacted'.

DATE	NAME	TYPE	MESSAGE	ADVERT TITLE	CONTACTED
15 Nov 12:05	Phil Collins	Item Enquiry	Hello, My name is Phil Collins and I am writing to you today to...	4th floor Procter House	Contacted

ENQUIRIES

View enquiries

Enquiry performance

**TIP**

For a shortcut to view enquiry statistics in graph form, click 'Enquiry performance' on the left.

**CONTACT US**

If you need any help managing your adverts, please contact the Customer Support Helpdesk on

**020 7911 1812**

**Monday to Friday, 9am to 5pm**

Alternatively, email

**support@egi.co.uk**