

REALTOR.CA DDF®

ANALYTICS WEB SERVICE

TECHNICAL DOCUMENTATION - FRANCHISOR



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Version History

<u>Version</u>	<u>Published Date</u>	<u>Description</u>
1.0	May 24rd, 2013	Initial Release
1.1	Jan 11, 2016	Updated event names
1.2	June 27, 2016	Request Arguments added. Event types table updated
1.3	April 8, 2018	Updated event names.
2.0	November 2. 2020	Added tracking for Click events and support for Individual Franchisor as destinations
2.1	May 5, 2021	Removed Click event tracking

Analytics and Reporting Overview

REALTOR.ca DDF® provides data to several of its own websites and mobile applications (iPhone, iPad, Android, etc.), as well as distributing listing content using DDF® to member websites, brokerage owner sites, franchisors and real estate advertising websites.

With a single listing potentially being viewed on dozens of different websites and applications, agents and brokerage owners want to track where their listing content is being viewed. To accomplish this, REALTOR.ca DDF® has developed a data warehousing solution that allows for the collection of all listing activity, broken down by several facets, including site/application, listing agent, firm, brokerage owner and franchisor.

Analytics Web Service

Description

The analytics web service is used to capture listing statistics from mobile and third party hosted applications. Whenever a listing event occurs (e.g. a listing is viewed), the website or application should make a request to the Analytics Web Service to record the event. No response handling is required, so these requests may be made asynchronously.

End Point

<http://analytics.crea.ca/LogEvents.svc/LogEvents>

Example

Template	http://analytics.crea.ca/LogEvents.svc/LogEvents?ListingID={ListingID}&DestinationID={DestinationID}&EventType={EventType}&UUID={UUID}&IP={IP}
Example	http://analytics.crea.ca/LogEvents.svc/LogEvents?ListingID=12830763&DestinationID=2&EventType=view&UUID=6b106320-b422-11e2-9e96-0800200c9a66-355&IP=192.168.1.1

Request Arguments

Argument	Type	Description	Required	Supported Values
ListingID	Integer	ID of the Listing	True	
DestinationID	Integer	ID of the Destination	True	Send your Destination ID
EventType	String	Event tracked by analytics	True	See Event Types section
UUID	String	Unique Identifier of the user/device. This ID should be the same for all requests from a single user/device.	True	GUID or device identifier with the Destination ID appended. This is used to identify unique people viewing a listing. For websites, the UUID will need to be stored client side in a cookie to track the user's activity. Note: UUID's are tracked in 5 minute windows. If the same UUID creates the identical event within 5 minutes the event is ignored.
IP	IP Address	If available, IP address of the client or device		Note: this parameter is used to resolve geographic data. If it is not supplied this information will not be resolved.
LanguageID	Integer	Language being used by user when event is triggered		1 = English (default) 2 = French
ActiveOpenHouse	Integer	Indicates if listing has open house details present when 'view' event is triggered		1= Yes 2 = No (default)

Event Types

Event	Description
view	Used for tracking listing views

