

General Web Site Traffic Full Year		Affiliate Data Snapshot on Sothebysrealty.com	
Average Monthly Visits <sup>1</sup>	4,108,483	Total exclusive properties on sothebysrealty.com	38,458
Average Monthly Unique Visitors <sup>2</sup>	2,455,210	Total listings on sothebysrealty.com	651,383
Average Monthly Page Views <sup>3</sup>	45,899,217	Total Agents on sothebysrealty.com	24,916
Percent of visitors from outside the U.S.	53%	Total Property Video Plays	18,998,716
Total Visits from Outside the U.S	6,574,218	Total Property Detail Views Q2 2023 <sup>4</sup>	10,285,076
Percent of mobile visitors	64%		

### Key Growth Trends

Sothebysrealty.com continued to be impacted by the overall industry wide downward trend in search volume from Q1 into April and May of Q2 2023. But for June 2023 the site had a 5% increase in visits year over year including a 16% increase in organic traffic. Another notable improvement was with the quality of traffic measured by the bounce rate (measurement of no interaction with a page) dropping by 16% which indicates the visitors are more engaged with our content. The most viewed property for Q2 was [Frank Lloyd Wright's Westhope](#) in Tulsa Oklahoma

**Top 10 Searches:** London GBR, New York NY USA, Dubai UAE, Los Angeles CA, Private Island (Lifestyle), Paris France, Lake Como Italy, The Hamptons NY, 3D/Virtual Reality, Miami FL

	Q2 2022	Q2 2023	% Increase	April 2023	May 2023	June 2023
<sup>1</sup> Visits	13,548,105	12,325,449	-9%	3,745,972	4,092,616	4,486,861
<sup>2</sup> Visitors	8,480,983	7,365,631	-13%	2,289,817	2,621,265	2,700,455
<sup>3</sup> Pageviews	115,191,005	137,697,651	20%	46,380,414	45,136,373	46,180,864

### Source of Visits

Top 10 Countries:	Demographics:	Source of Visits	Top Referring Sites:
1. United States	<b>Age</b>	1. Organic Search 42%	(excludes search engines)
2. India	18-24 19%	2. Display Advertising 22%	1. facebook.com
3. Canada	25-34 25%	3. Paid Search 15%	2. realtor.com
4. Belgium	35-44 20%	4. Direct 13%	3. instagram.com
5. United Kingdom	45-54 15%	5. Referral Sites 3%	4. cnn.com
6. Australia	55-64 12%	6. Social Media 3%	5. youtube.com
7. Germany	65+ 8%	7. Email Marketing 2%	6. luxuryrealestate.com
8. France			7. yahoo.com
9. Brazil			8. linkedin.com
10. Italy			9. mansionglobal.com
			10. msn.com

Definitions/Notes: *Please note- Statistics reported do not count internal/corporate traffic.*

<sup>1</sup>**Visits** - Number of visits to the site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit (normally 20-30 minutes).

<sup>2</sup>**(Unique) Visitors** - Number of individuals who visited the site during the report interval. For this monthly report, if someone visits more than once, that person is counted only the first time he or she visits.

<sup>3</sup>**Page View** - A hit to any collection of files making up a single page. This number reports the total number of pages viewed by all users within a given time frame.

<sup>4</sup>**Property View** - The number of times property details pages were viewed in a given time period.