

TOTAL VISITS

235,845

UNIQUE VISITORS

169,182

Visitor Type	Percentage
New Visitors	60%
Returning Visitors	40%

AVERAGE VISIT LENGTH

03 min 59 sec

PROPERTY DETAIL VIEWS

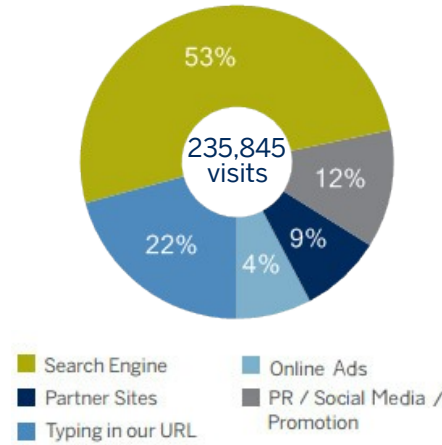
407,416

AGENT PROFILE VIEWS

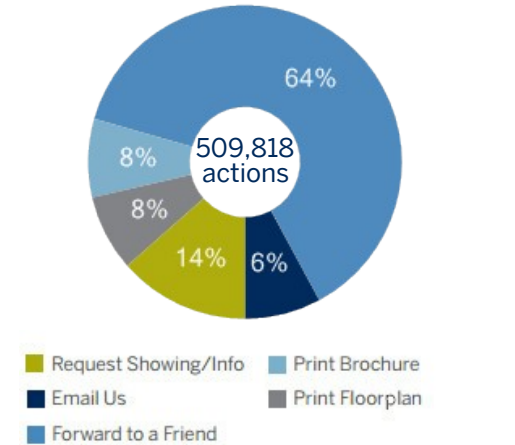
61,536

Sothebyshomes.com reaches a broad yet targeted audience, drawn by our high profile media placements and visibility in search engines like Google. While consistently attracting new visitors, the website maintains a high percentage of returning visitors and engages them with our distinctive content. The time they spend and the actions they take show that visitors have a meaningful online experience with both our listings and agents.

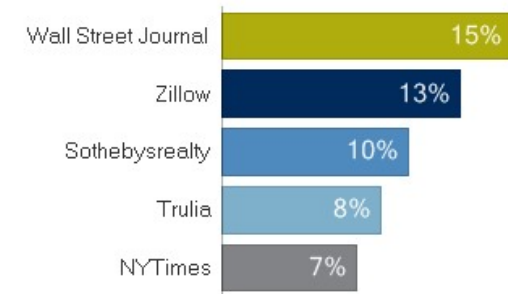
HOW VISITORS FIND US



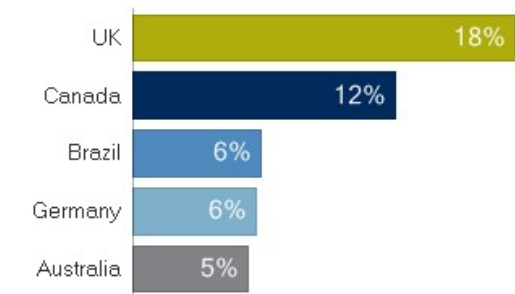
ACTIONS VISITORS TAKE



TOP REFERRING SITES



TOP INTERNATIONAL AUDIENCE



MOBILE ACTIVITY

Tablet users can explore our full site, while users on the go can access our smartphone-optimized site with GPS technology. As the shift toward mobile devices continues, we constantly evaluate and adapt our strategy to maximize exposure across all platforms.

TOTAL VISITS ON MOBILE DEVICES

Tablet

34,820

Smartphone

46,514

ACTIONS SMARTPHONE VISITORS TAKE

