Sotheby's INTERNATIONAL REALTY

Sothebysrealty.com Monthly Web Performance - May 2025

General Web Site Traffic - Last Month (May 2025) and % Change

Sessions	3,858,941
	▲ 17.4% from previous month
Engaged Sessions	2,076,920
	▲ 9.4% from previous month
Active Users	2,677,756
	▲ 15.5% from previous month
Page Views	10,461,397
	▲ 9.5% from previous month
Sessions from outside the U.S.	65%
Sessions from mobile devices	56%

General Web Site Traffic - 2 Months Ago (April 2025)

Sessions	3,288,351
Engaged Sessions	1,899,178
Active Users	2,319,038
Page Views	9,556,404
Sessions from outside the U.S.	66%
Sessions from mobile devices	57%

Affiliate Data Snapshot on Sothebysrealty.com

Total exclusive properties on sothebysrealty.com	53,918
Total listings on sothebysrealty.com	884,364
Total Agents on sothebysrealty.com	25,084
Total Property Video Plays	3,279,647
Total Property Detail Page Views	4,382,368

Source of Visits:

Source of Visits:	Top 10 Countries:	Top Referring Sites:
1. Organic Search	1. United States	1. Adwerx
2. Direct	2. United Kingdom	2. www.facebook.com
3. Paid Search	3. Canada	3. live.activepipe.com
4. Cross-network	4. India	4. luxuryestate.com
5. Email	5. Germany	5. youtube.com
6. Organic Social	6. France	6. r.trendinghomenews.com
7. Paid Social	7. Australia	7. bit.ly
8. Referral	8. Italy	8. mansionglobal.com
9. Display	9. Mexico	9. msn.com
10. Paid Other	10. South Africa	10. linkedin.com

Most Viewed Properties:
1) Hannover, Lower Saxony, 30519 Germany
2) 3. line 1A, Jurmala, Rigas County, Latvia
3) Other Schleswig Holstein, Schleswig-Holstein, 23758 Germany
4) One Hyde Park, London, England, SW1X United Kingdom
5) Long Lake, New York, 12847 United States

Age by Active Users

25-34	21.2%
45-54	19.7%
35-44	18.4%
55-64	16.8%
18-24	14.1%
65+	9.8%

Notes:
Sothebysrealty.com migrated to Google Analytics 4, which has replaced Universal Analytics (UA) across the industry. GA4 uses an event-based data model, meaning it tracks each user interaction as an individual event. UA uses a session-based data model, grouping multiple user interactions within a given period. The different algorithm between the properties mean that we cannot directly compare year over year numbers from GA4 to those from Universal Analytics.

Key differences:
- User Metrics: In Universal Analytics, 'Total Users' is the primary metric, while GA4 focuses on 'Active Users', which is defined differently.
- Privacy Features: GA4 has enhanced privacy features and does not store IP addresses, which can affect the number of users being reported.
- Session Counting: GA4 and Universal Analytics count sessions differently. GA4 sessions are based on events, and a session can time out after a period of inactivity.
- A **session** initiates when a user either opens an app or views a page or screen and no session is currently active.
- An **engaged session** is a session that lasts longer than 10 seconds, has a key events, or has at least 2 pageviews

For more information on G4 analytics definitions, click here.