

1985 Topaz 29 Sportfish



REPORT TITLE: Week #4
 STOCK #: 150732
 HULL NUMBER: TPP90197G485
 DATE PUBLISHED: May 4
 TOTAL LIFETIME VIEWS: 460
 # OF PHOTOS: 35
 CURRENT PRICE: \$33,600

REPORT DATE: Thu, May 31 2018
 LOCATION: Lewes Beach, DE
 DISPOSITION: Building Advertisement
 DATE AD COMPLETED: TBD
 REGISTERED BUYERS: 15
 HAS VIDEO: No
 LAST PRICE REDUCTION: May 24

DETAILED METRICS FOR YOUR VESSEL

WEEKLY VIEWERS: 53 unique buyers
 ▲ INCREASED BY 10%

ENGAGEMENT INDEX: 28.2%
 ▲ INCREASED BY 12%

MEDIAN CLICK RATIO: 22.5%
 ▲ INCREASED BY 35%

BOUNCE RATE: 17.2%
 ▲ INCREASED BY 10%

MEDIAN TIME ON PAGE: 9.5 secs
 ▲ INCREASED BY 950%

MEDIAN SCROLL DEPTH: 7.5%
 ▲ INCREASED BY 750%

ALL SPORTFISH/CONVERTIBLES (323)

AVERAGE: 24 unique buyers

AVERAGE: 28.2%

AVERAGE: 16.6%

AVERAGE: 21.1%

AVERAGE: 31.3 secs

AVERAGE: 15.9%

ALL BOATS (5,007)

AVERAGE: 20.1 unique buyers

AVERAGE: 27.9%

AVERAGE: 17%

AVERAGE: 20.6%

AVERAGE: 27.7 secs

AVERAGE: 13.4%

REGISTERED BUYERS (14 actively being worked, 1 pending, 0 inactive)

Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden, Hidden

VIEWERS THIS WEEK (54 unique buyers, 81 total views)

NAME & LOCATION	TOTAL VIEWS	TIME ON PAGE	PAGE ACTIVITY	LAST VIEW
Hidden (Florida)	1 view	113 secs	41 clicks	MAY 30
Hidden (Rhode Island)	3 views	67 secs	32 clicks	MAY 30
Hidden (Trinidad And Tobago)	1 view	37 secs	1 click	MAY 30
Hidden (Pennsylvania)	1 view	43 secs	1 click	MAY 29
Hidden (Florida)	1 view	81 secs	41 clicks	MAY 29
Hidden (San Jose, CA)	3 views	28 secs	0 clicks	MAY 29
Hidden (Pennsylvania)	2 views	27 secs	0 clicks	MAY 29
Hidden (Mexico)	2 views	287 secs	141 clicks	MAY 29
Hidden (Pennsylvania)	1 view	95 secs	36 clicks	MAY 29
Hidden (New York)	1 view	121 secs	38 clicks	MAY 28
Hidden (Florida)	1 view	0 secs	0 clicks	MAY 28
Hidden (Puerto Rico)	1 view	438 secs	121 clicks	MAY 28
Hidden (Stevensville, MD)	6 views	628 secs	129 clicks	MAY 28

Hidden (Rhode Island)	1 view	65 secs	23 clicks	MAY 28
Hidden (New Jersey)	1 view	95 secs	41 clicks	MAY 28
Hidden (New Jersey)	1 view	125 secs	41 clicks	MAY 27
Hidden (Mexico)	2 views	18 secs	0 clicks	MAY 27
Hidden (Port Saint Lucie, FL)	4 views	233 secs	79 clicks	MAY 27
Hidden (USA)	2 views	173 secs	79 clicks	MAY 27
Hidden (California)	1 view	90 secs	37 clicks	MAY 27
Hidden(Michigan)	1 view	141 secs	58 clicks	MAY 27
Hidden (Florida)	1 view	89 secs	12 clicks	MAY 27
Hidden (Wilmington, NC)	1 view	7 secs	0 clicks	MAY 26
Hidden (Alabama)	2 views	196 secs	75 clicks	MAY 26
Hidden (Florida)	1 view	0 secs	0 clicks	MAY 26
Hidden (Connecticut)	1 view	97 secs	40 clicks	MAY 26
Hidden (Australia)	1 view	52 secs	17 clicks	MAY 26
Hidden (Minnesota)	1 view	118 secs	52 clicks	MAY 26
Hidden (California)	1 view	125 secs	38 clicks	MAY 26
Hidden (Michigan)	2 views	20 secs	9 clicks	MAY 26
Hidden (Washington)	3 views	200 secs	49 clicks	MAY 26
Hidden (Arizona)	1 view	9 secs	0 clicks	MAY 26
Hidden (California)	1 view	109 secs	40 clicks	MAY 25
Hidden (New Jersey)	1 view	177 secs	35 clicks	MAY 25
Hidden (Florida)	1 view	3 secs	0 clicks	MAY 25
Hidden (Honduras)	2 views	67 secs	3 clicks	MAY 25
Hidden (Michigan)	3 views	7 secs	0 clicks	MAY 25
Hidden (Florida)	1 view	60 secs	0 clicks	MAY 25
Hidden (USA)	1 view	18 secs	0 clicks	MAY 25
Hidden (Ireland)	1 view	92 secs	31 clicks	MAY 24
Hidden (California)	1 view	3 secs	0 clicks	MAY 24
Hidden (Mexico)	2 views	122 secs	37 clicks	MAY 24
Hidden (Australia)	1 view	175 secs	6 clicks	MAY 24
Hidden (Oregon)	1 view	19 secs	0 clicks	MAY 24
Hidden (Queensland)	2 views	67 secs	2 clicks	MAY 24
Hidden (Kensington, NY)	1 view	22 secs	0 clicks	MAY 24
Hidden (New Jersey)	1 view	0 secs	0 clicks	MAY 24
Hidden (Texas)	1 view	8 secs	0 clicks	MAY 24
Hidden (Florida)	1 view	63 secs	18 clicks	MAY 24
Hidden (Trevett, ME)	2 views	38 secs	4 clicks	MAY 24
Hidden (New York)	1 view	64 secs	16 clicks	MAY 24
Hidden (Danbury, CT)	1 view	47 secs	6 clicks	MAY 24
Hidden (Canada)	1 view	10 secs	0 clicks	MAY 24
Hidden (Virginia)	2 views	241 secs	62 clicks	MAY 24

PROTECTED BUYERS (0)

None provided

Protected Buyers are those buyer names provided by you, which we will regard as protected. If you are contacted by a buyer not listed on your reports and not provided in a Registered Buyer email, please provide POP with the buyer name so we can add buyer to this list.

NOTE: Engagement data, on-page tracking, and viewer data is available only from our website (www.popyachts.com). Although our listing advertisements are exported to 160+ websites, it isn't currently possible to track visitors and engagement data on these external websites.

PREPARED FOR: Jeffrey Hoepfl; PREPARED BY: Frank Castro on 5/31/2018 9:31 AM