

# Internet Tracking



**SPEAKER**



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# »» An Epic Search for Fields Begins...



# RESO Stakeholders Identified





# »» Solutions Discovered

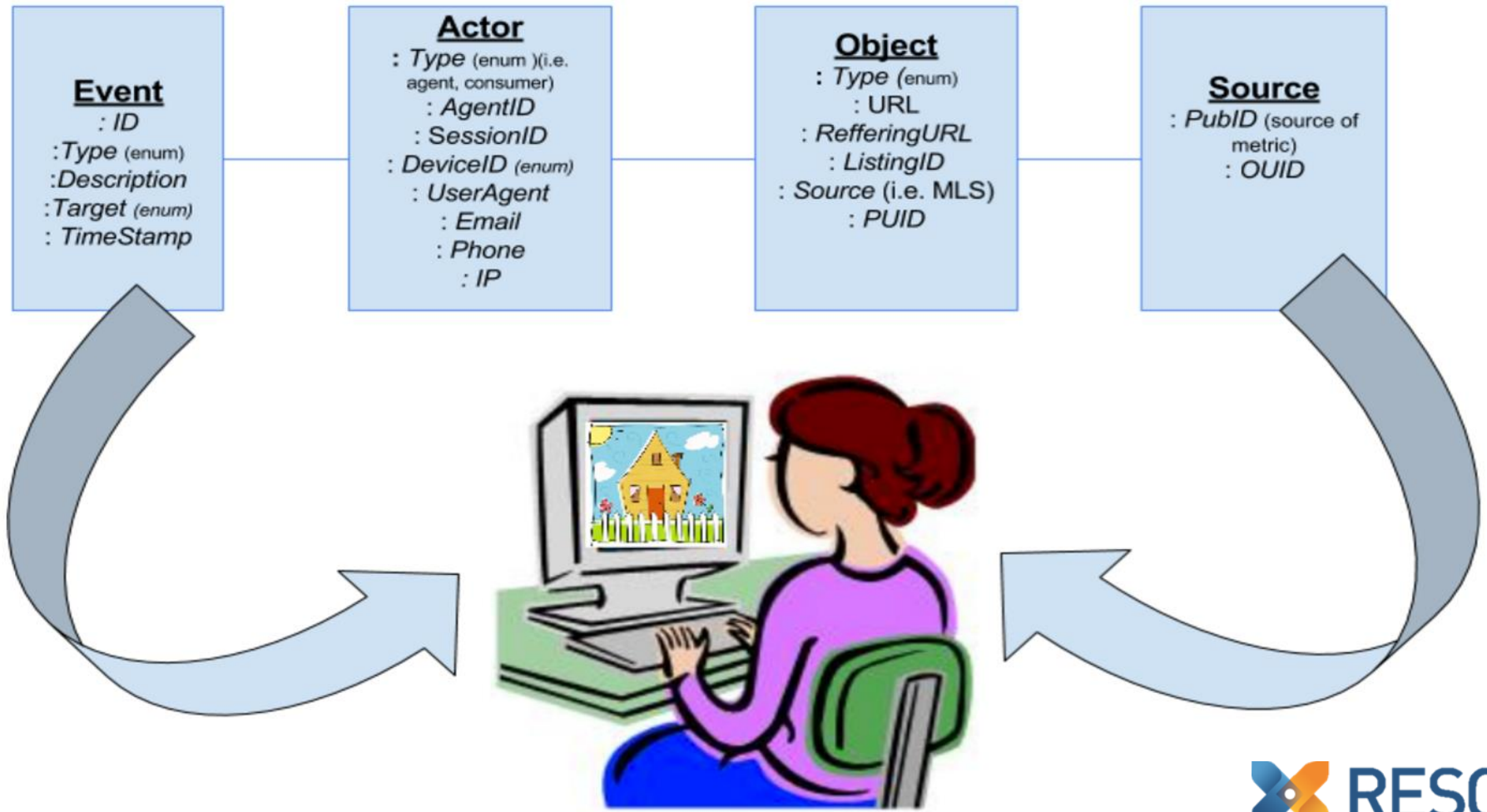
More with  
less???



Object-Oriented Design

# An Object Like No Other

## RETS Event Tracking



# JSON Example

```
{
  "event" : [
    {
      "id" : "0923930293092",
      "type" : "view",
      "description" : "listing viewed",
      "eventStamp" : "2016-04-05T13:15:30Z",
    }
  ],
  "actor" : [
    {
      "type" : "consumer",
      "sessionID" : "h4222-332",
      "deviceID" : "mobile",
      "userAgent" : "Mozilla/5.0 (Linux; U; Android 4.0.3; ko-kr; LG-L160L
Build/IML74K) AppleWebKit/534.30 (KHTML, like Gecko) Version/4.0 Mobile Safari/534.30",
      "email" : "johndoe@yahoo.com",
      "phone" : "555-555-5555"
    }
  ],
  "object": [
    {
      "objectType" : "listing",
      "url" : "http://listings.re/?id=1234539"
      "listingID" : "1234539",
    }
  ],
  "source": [ { "pubID" : "1060" } ]
}
```



# XML Example

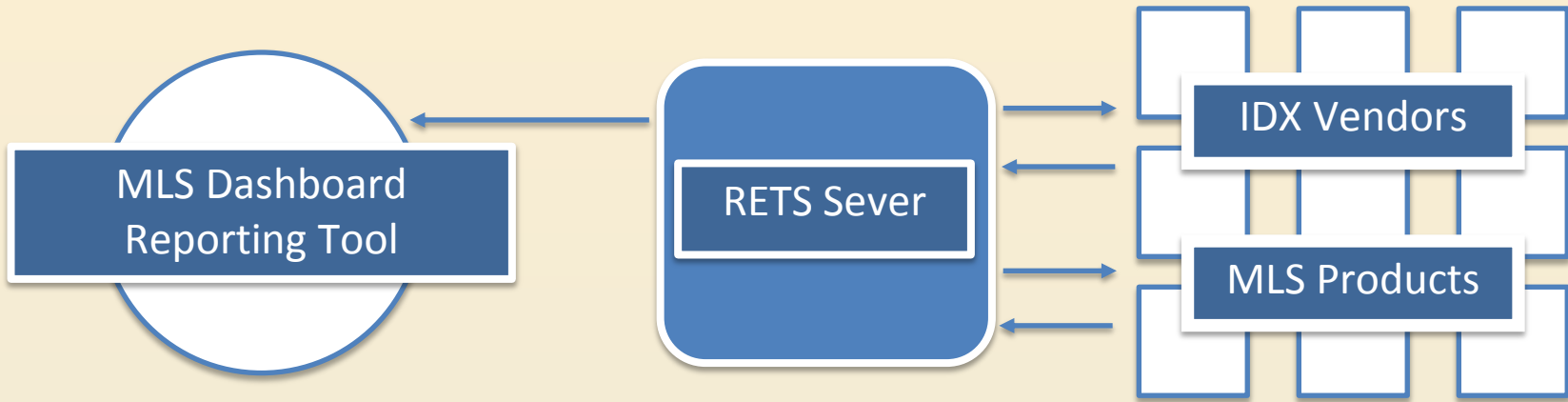
```
<event>
  <id>0923930293092</id> <type>view</type> <description>listing viewed</description>
  <eventStamp>2016-04-05T13:15:30Z</eventStamp>
</event>

<actor>
  <type>consumer</type> <sessionID>h4222-332</sessionID> <deviceID>mobile</deviceID>
  <userAgent>Mozilla/5.0 (Linux; U; Android 4.0.3; ko-kr; LG-L160L Build/IML74K)
  AppleWebKit/534.30 (KHTML, like Gecko) Version/4.0 Mobile Safari/534.30</userAgent>
  <email>johndoe@yahoo.com</email> <phone>555-555-5555</phone>
</actor>

<object>
  <type>listing</type> <url>http://listings.re/?id=1234539</url>
  <listingID>1234539</listingID>
</object>

<source><pubID>1060</pubID></source>
```

# Industry Use: Transport



# »» Data Capture: Pixel v API



- I am your king.  
- I didn't vote for you.

Thank You from the Internet Tracking Workgroup!

