



MARKETING OBSERVATIONS

Prepared By:

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COLLIERS
INTERNATIONAL

REPORT ON MARKETING | JUNE 2009
LAS VEGAS NEVADA USA

MARKETING OBSERVATIONS

MARKETING & WEB OBSERVATIONS | JUNE 2009



COLLATERAL TRENDS

PRINT



ONLINE



THIRD PARTY



MISSION

The mission of this report is to provide an overview on the marketing trends currently being used within the Las Vegas Colliers Office as well as to take a look at what works best for the individual teams and provide a suggestion on what could be a beneficial course for the office's focus moving forward.

MARKETING OVERVIEW

This year our marketing goal was to completely overhaul the way we do advertising and marketing for our office. We needed a new approach on a reduced budget that would still get us results with lead generation and staying in the public eye.

In the past we had done many overpriced one off campaigns and for the most part ignored any type of promotion of our website, regardless of its updated features. Therefore, this year we decided to focus on multiple phase marketing strategy which included extended length web advertisements to promote our featured property websites, SEO (Search Engine Optimization), a consistent branding campaign to show the people behind Colliers and a recruitment campaign to bring in more brokers to our office. We also created guides for the creation and use of listings on Craigslist and Social Media sites, simply put this year we pulled out all the stops.

While our PR firm MassMedia handled much of the price negotiations and the actual buys, the campaign placement, concepts, designs and photos were all done in-house (with exception to the Las Vegas Strip Aerial and Corporate Stock Art).

AD CAMPAIGNS

In October of 2008 the planning began for a new ad campaign for 2009. We looked at a few of the ads we had done that conveyed messages or ideas we wanted to promote and incorporated these ideals into our campaigns, but with a unique and fresh look.

While the Las Vegas office has always had a strong relationship with many of the local publications, including In Business, Nevada Business Journal, Review Journal, Red Report, Western Regional and the Business Press.

Due to significant budget restraints this year we decided to pick Greenspun Media as our main outlet for print advertising. Greenspun Media Group is currently the owner and distributor of most publications within Southern Nevada. They currently produce In Business, Las Vegas Weekly, Las Vegas Home & Design, Las Vegas Magazine (LVM), and many others.

In addition to their print publications they also own and operate many of the local business news websites and niche media outlets in Southern Nevada including RecruitingNevada.com, 702.TV, LasVegasSun.com and more.



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BROKER QUOTES

“For marketing it’s important to have results, you could have all the exposure in the world, but if it doesn’t generate a lead that ends with a transaction, then what is the point?”

While Greenspun Media was where we placed the bulk of our budget, we still included placements in other print publications such as the North Las Vegas, Las Vegas and Henderson Chamber of Commerce publications. For our online ads we chose the Las Vegas Sun website and PropertyLine.

During the year, as always, brokers and their clients were free to pay out of pocket for any specific publication ads. Those included, the Wall Street Journal, the New York Times, Nevada Business Journal and others.

The primary message we wanted to get across in our branding campaign was that we were not simply a business offering services, but rather people servicing our clients. The concept of the ads was to show the “faces behind the divisions”. The distribution for this was In Business Magazine, one of the most popular business magazines in Southern Nevada. We had six Island Ads, with an ad popping up every other month. A couple times throughout the year we managed to be upgraded to a full-page ad at no additional cost.

We chose the North Las Vegas, Las Vegas and Henderson Chamber of Commerce publications to target a very set demographic. We tailored each of the ads to their specific areas, Speedway & Aliante (North), Downtown and Strip (Vegas) and Green Valley Ranch & Horizon Ridge (Henderson)

The Las Vegas Sun was the news site we chose to advertise our website on. All ad banners were created in either flash or animated gif formats and also appeared in the e-newsletters (e-bizclick) sent out monthly. The links directed viewers to our featured property page.

For our recruitment campaign we were able to negotiate for three consecutive pages of ad space. This allowed us to place consecutive ads showing growth and work as a teaser within the publication. We again chose In Business to place our ads in. The online version of the ad linked to our recruitment page and was included in the PropertyLine e-newsletters.

SEO STRATEGY, SOCIAL MEDIA & CRAIGSLIST

While we received an immediate increase in direct traffic to our featured property sites due to our online ads, we still needed to increase the overall organic (search engine) traffic to our website. We did this by incorporating a three-step process. We began by reviewing and writing into our featured property sites appropriate and individualized Meta Tags; the key words and descriptions that some search engines use to index websites. The next step involved the massive re-submission of our sites and main Colliers sites to multiple search engines. We used available free services from Addme.com and Submititexpress.com. The final steps involved creating a web presence among sites that already had high organic rankings and could direct visitors to our Colliers site. This was done by the creation of a CPI Wikipedia page and Aboutus.org page. After one month we began to see a slight increase in organic traffic.



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Our next online endeavor was to educate those within our office who were members of social sites on how to include their listings on their social pages, such as Twitter, Facebook and LinkedIn. This had two immediate affects, the first was that the brokers now had another reason to give to potential clients on why they should list them based on the amount of exposure their property would receive, as well as this resulted in increasing our organic traffic. Similar results occurred with the implementation of Criaigslist postings as well.

While we were able to generate more traffic to our Las Vegas pages, our overall partnership site(s) had started to decline in the beginning of the year. Our office is currently the only one actively promoting our website.

PUBLIC RELATIONS & EXPOSURE

In the past we had lost some of our offices connections with the local media, so this year we made it a point to correct this. We began with the internal promotion of all public transactions to generate buzz within the office and get our brokers and staff thinking about our media exposure. A calendar of events was created, one internally for CRE events and one by MassMedia that included many local events that would be worthwhile for our brokers and staff to attend. We next worked with MassMedia on consistently generating stories within local publications and sharing them with others within the office. To coincide with this we had MassMedia create a bi-monthly e-newsletter for our office sent out to over 12,000 people. An official media policy was developed for our office, as well as a reporter source book of contacts within our office the media could rely upon for accurate and timely information.

We also included more focus to our research this year, with John Matt Stater and Michael Campbell organizing an industry round table for the quarter ends as well as a magazine style all inclusive report known as the VQR (Vegas Quarterly Report), later renamed to LVQ (Las Vegas Quarterly). Being the first CRE brokerage in Southern Nevada to release their market report each quarter allowed us to play up our media publicity each quarter.

ALL EYES ON US

Among the Graphics departments within our partnership we typically all share "best practices" with each other. While many of the other offices in the past have used a few of our ideas, this was the first year that the majority of marketing strategies created in our office were pushed out to the other offices. The Event Calendar, our Craigslist guide, our Viral Marketing guide, our SEO strategies, our Reporter Source Book, and our Recruitment Page are all being considered for implementation at many of the other offices based on the work done within our Las Vegas office.



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BROKER MARKETING FEEDBACK

While our overall office strategy effectively increased visitors to our website, lead generation that results in a transaction has and will most likely always come from the brokers own networking and marketing strategies. The following is based on the feedback received from our offices Brokers and their Marketing Specialists.

PRINT ADS

Of the brokers who responded to the questionnaire all of them were no longer running print ads, post cards or any printed marketing for that matter. The reasoning across the board was that it was simply too expensive for the current marketing budgets. While they did mention that in the past leads had been generated from print ads and post cards it was too low to justify the cost involved.

EMAIL MARKETING CAMPAIGNS

This was the number one used marketing resource of all brokers, primarily because it allows them to reach large amounts of people quickly and with little cost involvement. The additional tracking information seemed to be under used, though an added bonus for those who follow it. While some brokers indicated that they would receive up to five responses per every 100 emails, others mentioned that many of the smaller brokerage firms as well as agents who also work in residential were typically the first to respond. In either case, almost all of those who responded indicated that if email campaigns lead to a transaction it was usually due to an outside broker who received the email. This was also the exact result from brokers who were regularly using services such as PropertyLine and other third party sites.

SIGNS

Signs were and still are the primary lead generating tool, based on the feedback we received from the questionnaire. The majority of deals that did not involve an outside broker seemed to come from people driving by the property and calling the number on the sign. Simply put, property signs will always be a necessity.

EVENTS, PRESS RELEASES & WEBSITE

The various use of the companies website, press releases and participation in local events was very diverse overall. Where one broker mentioned that events such as NAIOP's breakfast or an open house had lead to a deal, several other brokers had comments in direct contrast about the usefulness of participation in any event. Similar was the response about the companies website, such as the use of team sites and featured property sites. While some indicated that they had never received a call from someone who visited the website, others

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stated that they received calls on a regular basis from people who found them via their site, though none had lead to a transaction being done, so far. Press releases and news coverage seemed another item that some brokers felt strongly about being involved in, but others did not see the need. While some brokers saw media coverage as added exposure, even without leading to a transaction, others admitted it was useful for gaining public awareness, but since it wouldn't lead to a transaction it wasn't something they wanted to focus on.

NEW MEDIA, VIRAL & SOCIAL MARKETING

With the release of emerging social media and viral marketing there have only been a handful of people across our partnership that have actively been involved in marketing their listings this way, many with limited success, though at least two with significant results. Our take, is that as this technology becomes more familiar with more people and the learning curve is passed, it may begin to have similar results as email campaigns and PropertyLine.

BROKER SUGGESTIONS

The broker suggestions this year were varied, but had a consistent theme. More tools and flexibility were desired. The top requests were, more flexibility with the company website as far as what information could be put up and how we are allowed to market them. A desire for broker edit able marketing templates was expressed, such as for brochures, proposals, offering memorandum, etc. The sharing of all email lists among all of the brokers within Colliers was also mentioned, as well as the sharing of more marketing collateral.

RECOMMENDED ACTION ITEMS AT A GLANCE:

FREE - No Cost Items:

- Direct more brokers and assistants to the Graphics Department Sample Binder for those who wish to use templates for their collateral

Advertising Items:

- It would be worth considering text messaging advertisements on signs. Currently **Adam Malan** has been working with a third party company to get his property information into the hands of potential clients instantly. Text **HIGHLAND** to **88500** for an example.

FEEDBACK SOURCES

The information compiled within this report was primarily based on the ebb and flow of projects and production within the Las Vegas Colliers Graphics Department. In addition, the following brokers and marketing specialists gave feedback on the marketing questionnaire: *(In alphabetical Order)* Adam Malan, Alicia Luz, Brian Riffel, Delia Dominguez, Kimberlee Hamilton, Margery Schulz and Megan Hatala.



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ALEXA SEARCH ENGINE RESULTS

Alexa
The Web Information Company

Find sites about

Home Top Sites **Site Info** Hot Urls Toolbar For Site Owners

colliersparrish.com
Colliers International Partnership

Commercial real estate information for Silicon Valley.

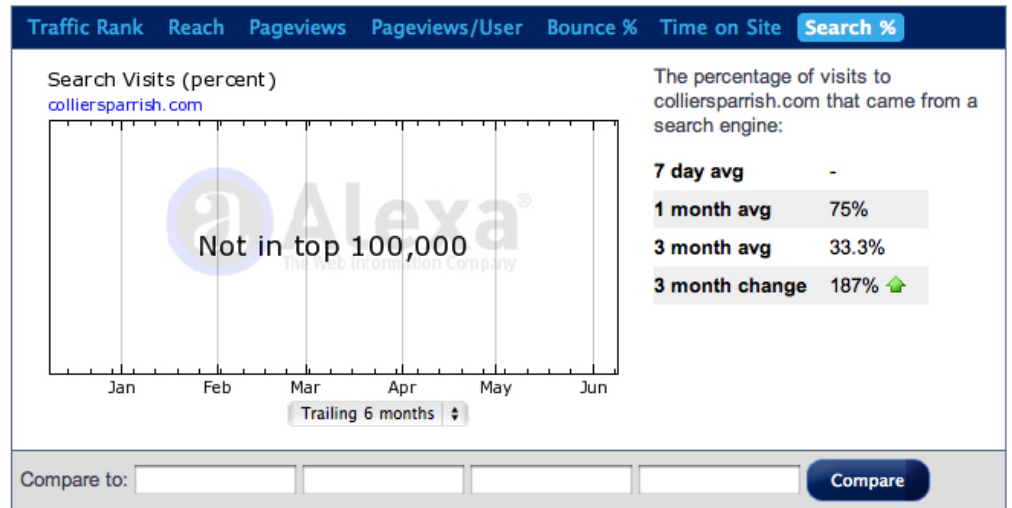
1,430,683 Traffic Rank

3.8 min/day Avg. Time on Site

43 Sites Linking In

21-Dec-1995 Online Since

- Traffic Stats
- Contact Info
- Related Links
- Keywords
- Clickstream
- Demographics



[Learn more about Alexa Traffic Stats.](#)

WEB TRAFFIC OBSERVATION

It's worth mentioning that while the following stats will show our Colliers Las Vegas site as receiving a significant growth in traffic over the last few months and especially compared to last year, our partnerships overall site traffic has been declining. However, we are currently the only office out of eleven that has focused on improving our web traffic this year.



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FEATURED PROPERTIES PAST 30 DAYS (1 OF 3)

Analytics Settings - Google Analytics

6/8/09 12:46 PM



mhurston@lvcolliers.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Click to select Website Profile | My Analytics Accounts: Colliers Nevada, LLC

Common Questions

How do I know that my tracking code is installed correctly?

Why am I not seeing any data in my reports?

I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Recommended for you

AdSense
AdSense delivers ads precisely targeted to your site, helping you earn revenue from your website.
[Learn more >](#)

- Resources**
- Help
 - Code Site
 - Features
 - Product Tour
 - Case Studies
 - Conversion University
 - Seminars for Success
 - Partner Services

Google Analytics Blog

Analytics Blog Now in Spanish

We're very happy to announce the recent launch of Central de ...
[Read More >](#)

Overview » Colliers Nevada, LLC (Edit account settings)

May 8, 2009 - Jun 7, 2009

Comparing to: Apr 7, 2009 - May 7, 2009

All Starred

Day Week Month Year

Website Profiles									
Name	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
+ Add new profile									
http://www.lvcolliers.com/elgenmanmalan/2011Pinto/Index.htm UA-4688988-2								+ Add new profile	
2011 Pinto	View report	✓	23	00:00:34	73.91%	0	↑ 43.75%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/elgenmanmalan/2900Horizon/ UA-4688988-13								+ Add new profile	
2900 Horizon	View report	✓	2	00:00:09	50.00%	0	↑ 100.00%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/elgenmanmalan/720Susanna/ UA-4688988-18								+ Add new profile	
720 Susanna	View report	✓	17	00:02:43	52.94%	0	↑ 54.55%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/elgenmanmalan/9080Post/Index.htm UA-4688988-3								+ Add new profile	
9080 Post	View report	✓	25	00:01:06	68.00%	0	↑ 108.33%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/Aldebaran UA-4688988-11								+ Add new profile	
Aldebaran	View report	✓	27	00:01:03	59.26%	0	↑ 17.39%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/DCII UA-4688988-12								+ Add new profile	
Decatur Crossing II	View report	✓	23	00:01:58	30.43%	0	↑ 9.52%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com UA-4688988-1								+ Add new profile	
Highland Plaza	View report	✓	12	00:01:00	50.00%	0	↑ 9.09%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/horizonridge/index.htm UA-4688988-8								+ Add new profile	
Horizon Ridge	View report	✓	20	00:01:09	50.00%	0	↑ 185.71%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/KeyLargo UA-4688988-9								+ Add new profile	
Key Largo	View report	✓	47	00:00:54	61.70%	0	↑ 14.63%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/LLV UA-4688988-10								+ Add new profile	
Lake Las Vegas	View report	✓	23	00:00:36	82.61%	0	↑ 27.78%	Edit	Delete

Note: Some sites are no longer active, though our tracking software remains installed on them.



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FEATURED PROPERTIES PAST 30 DAYS (2 OF 3)

Analytics Settings - Google Analytics

6/8/09 12:46 PM

http://www.highlandplazanv.com/ UA-4688988-7 + Add new profile									
Leo Gemin's Highland Plaza Site	View report	✓	20	00:00:04	75.00%	0	-13.04%	Edit	Delete
http://www.lvcolliers.com/logistiour/ UA-4688988-14 + Add new profile									
Logisti Court	View report	✓	21	00:01:54	33.33%	0	-12.50%	Edit	Delete
http://www.lvcolliers.com/MVIP/Index.asp UA-4688988-8 + Add new profile									
Mountain View Industrial Park	View report	✓	63	00:01:27	44.44%	0	+43.18%	Edit	Delete
http://www.lvcolliers.com/eigenmanmalan/Park/Palleader/ UA-4688988-4 + Add new profile									
Park Palleades	View report	✓	13	00:00:06	84.62%	0	+116.67%	Edit	Delete
http://www.lvcolliers.com/eigenmanmalan/RainbowTeco/Index.htm UA-4688988-6 + Add new profile									
Rainbow Teco	View report	⊘	0	00:00:00	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/SMGC/ UA-4688988-16 + Add new profile									
Stallion Mountain Golf Course	View report	✓	51	00:02:34	52.94%	0	-1.92%	Edit	Delete
http://www.lvcolliers.com/buffalo216 UA-4688988-28 + Add new profile									
www.lvcolliers.com/buffalo216	View report	⚠	0	00:00:00	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/coleman UA-4688988-27 + Add new profile									
www.lvcolliers.com/coleman	View report	⚠	0	00:00:00	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/Henderson UA-4688988-17 + Add new profile									
www.lvcolliers.com/Henderson	View report	✓	3	00:00:09	33.33%	0	-40.00%	Edit	Delete
http://www.lvcolliers.com/LV UA-4688988-19 + Add new profile									
www.lvcolliers.com/LV	View report	⚠	0	00:00:00	0.00%	0	-100.00%	Edit	Delete
http://www.lvcolliers.com/NLV UA-4688988-22 + Add new profile									
www.lvcolliers.com/NLV	View report	⚠	0	00:00:00	0.00%	0	-100.00%	Edit	Delete
http://www.lvcolliers.com/prologis UA-4688988-24 + Add new profile									
www.lvcolliers.com/prologis	View report	✓	3	00:00:22	0.00%	0	+50.00%	Edit	Delete
http://www.lvcolliers.com/prologis UA-4688988-26 + Add new profile									
www.lvcolliers.com/prologis	View report	✓	3	00:00:06	66.67%	0	N/A	Edit	Delete
http://www.lvcolliers.com/RTTC UA-4688988-28 + Add new profile									

https://www.google.com/analytics/settings?ui=en-US

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Note: Some sites are no longer active, though our tracking software remains installed on them.



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FEATURED PROPERTIES PAST 30 DAYS (3 OF 3)

Analytics Settings - Google Analytics

6/8/09 12:46 PM

www.lvcolliers.com/RTTC	View report		1	00:00:00	100.00%	0	N/A	Edit Delete
http://www.lvcolliers.com/8MMC UA-4688988-26								+ Add new profile
www.lvcolliers.com/8MMC	View report		10	00:01:58	80.00%	0	N/A	Edit Delete
Find profile:				Show rows: <input type="text" value="100"/>		1 of 1		

Add Website Profiles

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Managers

Number of Users: 1
Add or edit Users. [Learn more](#)

Filter Managers

Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

<https://www.google.com/analytics/settings?ui=reset&ui=es-US>

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Note: Some sites are no longer active, though our tracking software remains installed on them.



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FEATURED PROPERTIES PAST YEAR (1 OF 3)

Analytics Settings - Google Analytics

6/12/09 11:05 AM

Google Analytics mhurston@lvcolliers.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: [Click to select Website Profile](#) | My Analytics Accounts: [Colliers Nevada, LLC](#)

Overview » Colliers Nevada, LLC (Edit account settings) Jun 11, 2008 - Jun 11, 2009
Comparing to: Jun 11, 2007 - Jun 10, 2008

All **Starred** Day Week Month Year

Website Profiles									
Name	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
+ Add new profile									
http://www.lvcolliers.com/eigenmanmalan/2011Pinfo/Index.htm UA-4688988-2									
2011 Pinfo	View report	✔	155	00:01:01	68.39%	0	↑ 3,775.00%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/eigenmanmalan/2900Horizon/ UA-4688988-13									
2900 Horizon	View report	✔	20	00:00:28	65.00%	0	N/A	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/eigenmanmalan/720Susanna/ UA-4688988-18									
720 Susanna	View report	✔	42	00:01:39	61.90%	0	N/A	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/eigenmanmalan/9080Post/Index.htm UA-4688988-3									
9080 Post	View report	✔	144	00:00:41	70.83%	0	↑ 4,700.00%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/Aldebaran UA-4688988-11									
Aldebaran	View report	✔	186	00:01:06	52.65%	0	N/A	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/DCII UA-4688988-12									
Decatur Crossing II	View report	✔	168	00:01:43	32.74%	0	N/A	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com UA-4688988-1									
Highland Plaza	View report	✔	90	00:00:42	63.33%	0	↑ 2,900.00%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/horizonridge/index.htm UA-4688988-8									
Horizon Ridge	View report	✔	135	00:00:34	65.19%	0	↑ 2,600.00%	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/KeyLargo UA-4688988-9									
Key Largo	View report	✔	291	00:02:43	53.26%	0	N/A	Edit	Delete
+ Add new profile									
http://www.lvcolliers.com/LLV UA-4688988-10									
Lake Las Vegas	View report	✔	159	00:00:28	67.92%	0	N/A	Edit	Delete

https://www.google.com/analytics/settings?hl=en-us&cat=en-us

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Note: Some sites are no longer active, though our tracking software remains installed on them.



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FEATURED PROPERTIES PAST YEAR (2 OF 3)

Analytics Settings - Google Analytics

6/12/09 11:05 AM

http://www.highlandplazanv.com/ UA-4688988-7 + Add new profile									
Leo Gemin's Highland Plaza Site	View report		269	00:00:55	61.34%	0	2,141.67%	Edit	Delete
http://www.lvcolliers.com/logistiourlv/ UA-4688988-14 + Add new profile									
Logisti Court	View report		87	00:02:30	37.93%	0	N/A	Edit	Delete
http://www.lvcolliers.com/MVIP/Index.asp UA-4688988-8 + Add new profile									
Mountain View Industrial Park	View report		602	00:02:20	41.36%	0	N/A	Edit	Delete
http://www.lvcolliers.com/eigenmanmalan/ParkFallsades/ UA-4688988-4 + Add new profile									
Park Fallsades	View report		106	00:00:42	64.15%	0	3,433.33%	Edit	Delete
http://www.lvcolliers.com/eigenmanmalan/RainbowTeco/Index.htm UA-4688988-6 + Add new profile									
Rainbow Teco	View report		18	00:00:29	66.67%	0	N/A	Edit	Delete
http://www.lvcolliers.com/SMGC/ UA-4688988-16 + Add new profile									
Stallion Mountain Golf Course	View report		169	00:02:36	40.24%	0	N/A	Edit	Delete
http://www.lvcolliers.com/buffalo216 UA-4688988-28 + Add new profile									
www.lvcolliers.com/buffalo216	View report		3	00:00:56	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/ohrystler UA-4688988-31 + Add new profile									
www.lvcolliers.com/ohrystler	View report		0	00:00:00	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/coleman UA-4688988-27 + Add new profile									
www.lvcolliers.com/coleman	View report		1	00:00:36	0.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/Henderson UA-4688988-17 + Add new profile									
www.lvcolliers.com/Henderson	View report		12	00:01:49	25.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/LV UA-4688988-19 + Add new profile									
www.lvcolliers.com/LV	View report		11	00:01:03	72.73%	0	N/A	Edit	Delete
http://www.lvcolliers.com/NLV UA-4688988-22 + Add new profile									
www.lvcolliers.com/NLV	View report		1	00:00:00	100.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/prologis UA-4688988-24 + Add new profile									
www.lvcolliers.com/prologis	View report		5	00:00:15	20.00%	0	N/A	Edit	Delete
http://www.lvcolliers.com/prologis UA-4688988-26 + Add new profile									

https://www.google.com/analytics/settings?hl=en-us&cat=en-us

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Note: Some sites are no longer active, though our tracking software remains installed on them.



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FEATURED PROPERTIES PAST YEAR (3 OF 3)

Analytics Settings - Google Analytics

6/12/09 11:05 AM

www.lvcolliers.com/prologis	View report		4	00:00:51	50.00%	0	N/A	Edit Delete
http://www.lvcolliers.com/RTTC UA-4688898-28 + Add new profile								
www.lvcolliers.com/RTTC	View report		1	00:00:00	100.00%	0	N/A	Edit Delete
http://www.lvcolliers.com/seamless UA-4688898-30 + Add new profile								
www.lvcolliers.com/seamless	View report		2	00:00:00	100.00%	0	N/A	Edit Delete
http://www.lvcolliers.com/SMMC UA-4688898-25 + Add new profile								
www.lvcolliers.com/SMMC	View report		12	00:01:38	83.33%	0	N/A	Edit Delete
Find profile: <input type="text"/> Show rows: <input type="text" value="100"/> 1 of 1								

Add Website Profile

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Manager

Number of Users: 1
Add or edit Users. [Learn more](#)

Filter Manager

Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

https://www.google.com/analytics/settings?hl=en-US&cat=en-US

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Note: Some sites are no longer active, though our tracking software remains installed on them.



MARKETING OBSERVATIONS

MARKETING & WEB OBSERVATIONS | JUNE 2009

LASVEGASSUN.COM STATS

MAY STATS			
	IMPRESSIONS	CLICKS	CLICK RATE
Colliers 180X150	25,133	4	0.02%
Colliers 300X250	832	0	---
Colliers 300x250	24,281	8	0.03%
Colliers 728X90	775	0	---
Colliers 728x90	55,649	8	0.01%
Total	106,670	20	0.02%

The stats shown above were sent to us from LasVegasSun.com - during the month of April they were not able to track the click through rate of our ads, however, beginning in May we are now able to review the impressions verse click rate.