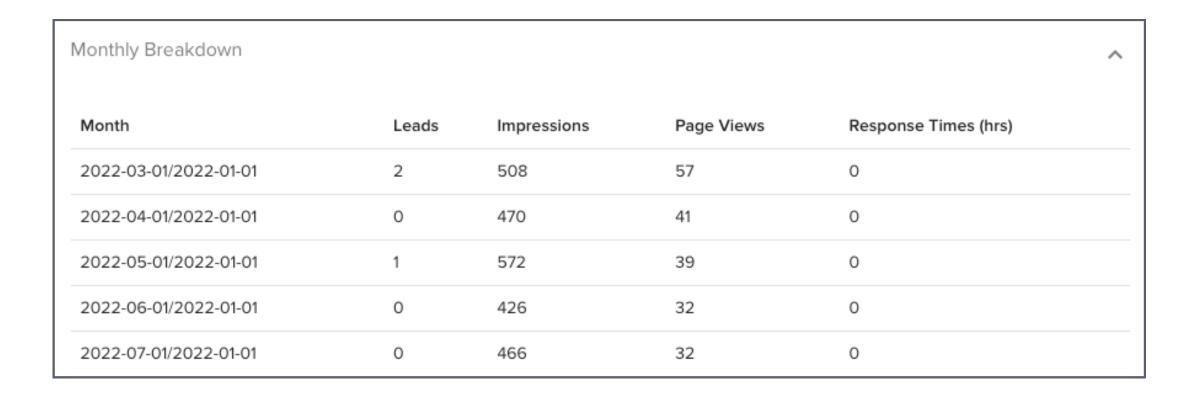# How to Check a Listing's Performance

Every venue owner or admin that has a listing on EventUp.com has the ability to check its overall listing performance within their account. If you have multiple venues listed, you can view performances per listing as well as an aggregate.

1. View overall statistics in EventUp portal.

- Log in to the EventUp Portal > My Account > My Listings.
- To the right of your listing page, there is a total breakdown of the EventUp statistics that gauge a healthy performance. If you have multiple listings, they will each show their own data set with the following information:

Leads	59
Impressions	9,093
Impressions (Last 30 Days)	387
Page Views	862
Avg. Response Time (Last 30 Days)	No responses sent
Monthly Breakdown	˅

- Selecting "Monthly Breakdown" will expand to show a 12-month overview of the same statistics.

Monthly Breakdown ⌃

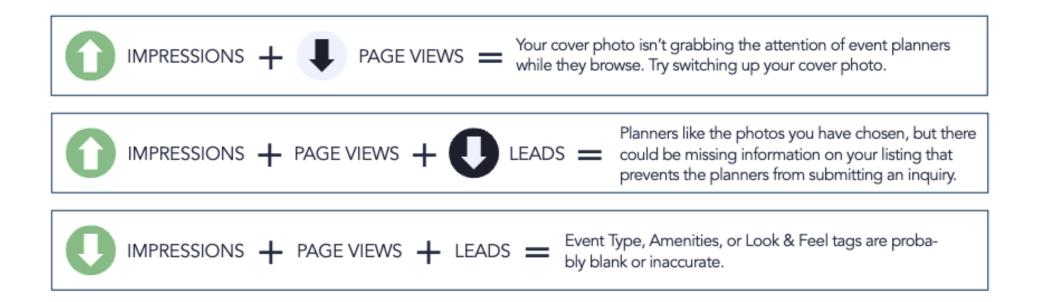| Month	Leads	Impressions	Page Views	Response Times (hrs)
2022-03-01/2022-01-01	2	508	57	0
2022-04-01/2022-01-01	0	470	41	0
2022-05-01/2022-01-01	1	572	39	0
2022-06-01/2022-01-01	0	426	32	0
2022-07-01/2022-01-01	0	466	32	0

Reporting Definitions

- Leads: An event inquiry your listing receives from an event planner.
- Impressions: When your listing appears and is seen by an event planner in search results among other venue listings.
- Page Views: when your dedicated listing page is viewed by an event planner.
- Average Response Time: How quickly a venue responds to leads in the EventUp portal calculated in hours.

2. Use data to improve listing optimization.

- It's important to know the process of how leads or quote requests relate to impressions and page views.
  - Impressions come first - this is when your listing appears with other venues in search results.
  - Page Views generally come next - your actual listing page is now being viewed by an event planner.
  - Leads come through as completed quote requests through the EventUp form on your listing page.
- Noticing discrepancies in the numbers of these three analytics over the course of time and understanding how they are related can provide insight on how to improve your listing's performance.
- We broke down three possible ways to read into the EventUp impressions and created some action steps to take to help improve these statistics:

- These are just three potential ways to interpret the data - to learn more about EventUp analytics, you can watch our video or read this blog post!

Still have further questions or need some assistance?
Please reach out to support@eventup.com to speak with one of our helpful EventUp experts!