Popular Elevation Specifications

BEDROOMS   BATHROOMS   SQUARE FOOT   PRICE
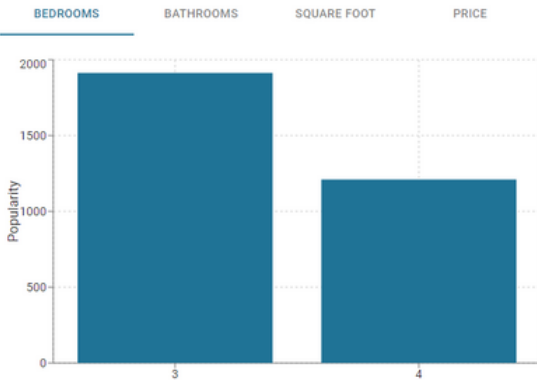
Popular Floor Plan Options

Floorplans		Name
	+ 1	Laundry
	+ 1	Screened Porch
	+ 1	Master Bath
	+ 1	Garage
	+ 2	Door

1-5 of 5 ‹ ›

ANALYTICS INSIGHTS

UNDERSTAND SHOPPER TRENDS

BUILDER TRENDS

Deeper than website analytics. Builders can see the popularity of plans, options, selections and more

ENGAGEMENT OVERVIEW

High level organizational health metrics like session duration, bounce rate, and acquisitions

GRAPHICAL

Analytics are represented graphically for quick and easy digestion

REPORTS

Automatically generated reports giving leadership snapshots of trends and movement

- **Marketing Teams** see which offerings should be the focal point of marketing campaigns and how marketing is impacting builder trends

- **Executive Teams** make data-driven business decisions based on actual customer behavior and shopping trends

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MORE INFO: ● **anewgosell.com**   ● **sales@anewgo.com**   ● **DEMO: CLICK HERE**

ANALYTICS INSIGHTS

PLAN POPULARITY

View most and least popular plans across collections or narrow it down to specific locations

FP OPTION POPULARITY

See which floor plan options are most popular across all plans or for a specific elevation

LOT POPULARITY

View most and least popular lots across all communities or narrow it down to specific locations

SCHEME POPULARITY

See which color schemes have been engaged with the most. Drill down and see trends per elevation

INTERIOR SELECTIONS

See which interior design options are the most popular

ANALYTICS BY PLAN

View in-depth engagement trends for a single elevation or compare multiple elevations

ANALYTICS BY LOCATION

Drill down and understand builder trends in a single location or compare multiple locations

ANALYICS BY SALES CENTER

See the entire customer journey by tracking customer activities when they are inside a sales center

INTERIOR SELECTIONS

See which interior design options are the most popular

ENGAGEMENT FUNNEL

See exactly where shoppers are exiting the sales funnel by seeing where engagement stops

VISITOR LOCATIONS

Use the heat map to see which markets your app visitors are engaging from

VIEW TRENDS OVER TIME

View analytics against time to understand overall trends and changes