

City

ListingCategory

PricePerSqm\_TL

ListingActiveDays

ListingType

ListingSubCategory

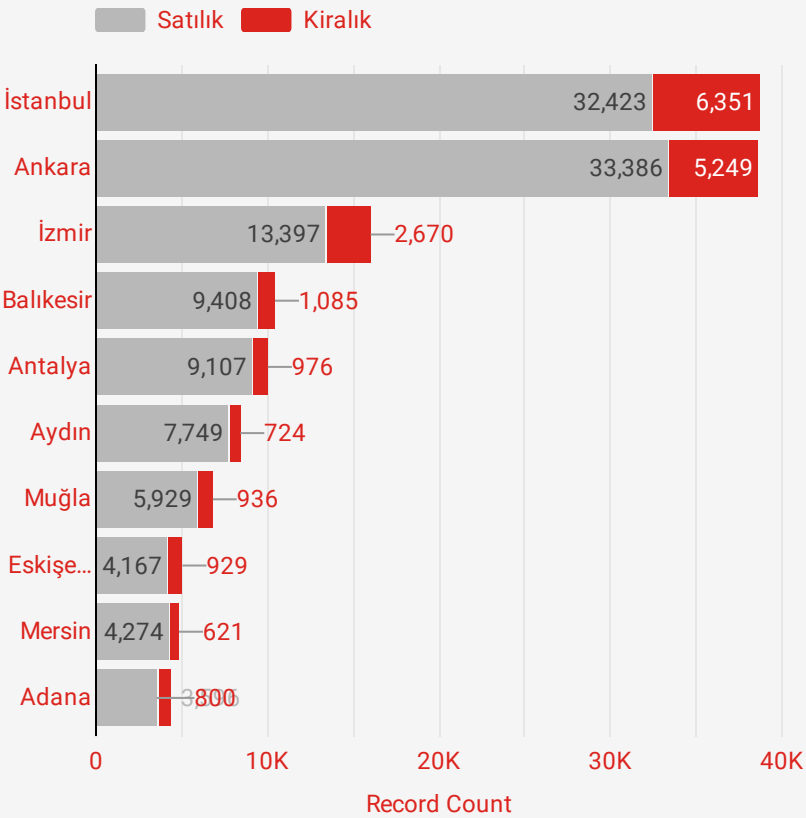
₺50.00

₺428,571.43

90

327

Top 10 Cities - Most Advertisements



Cleaned Listing Counts

200,537

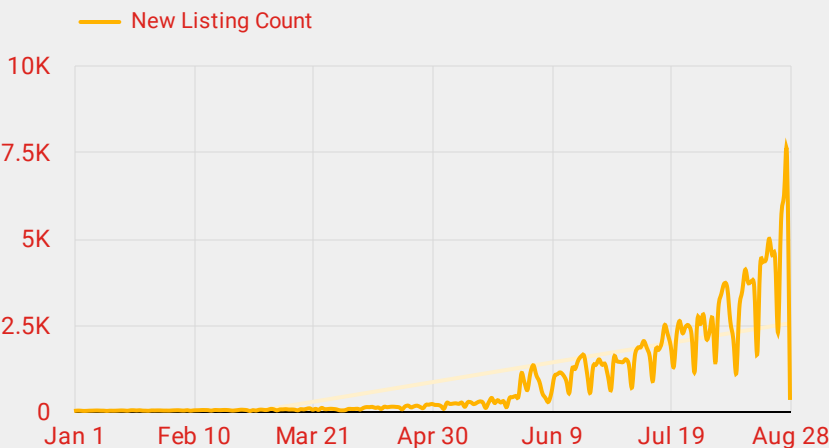
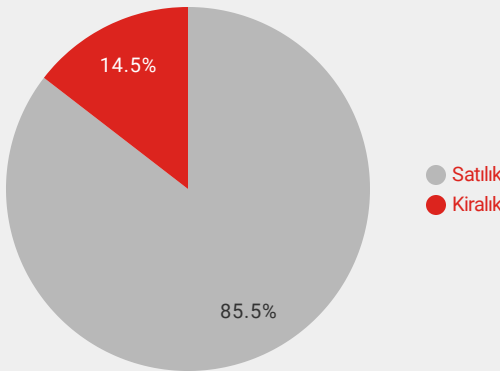
Sale Advert

171,385

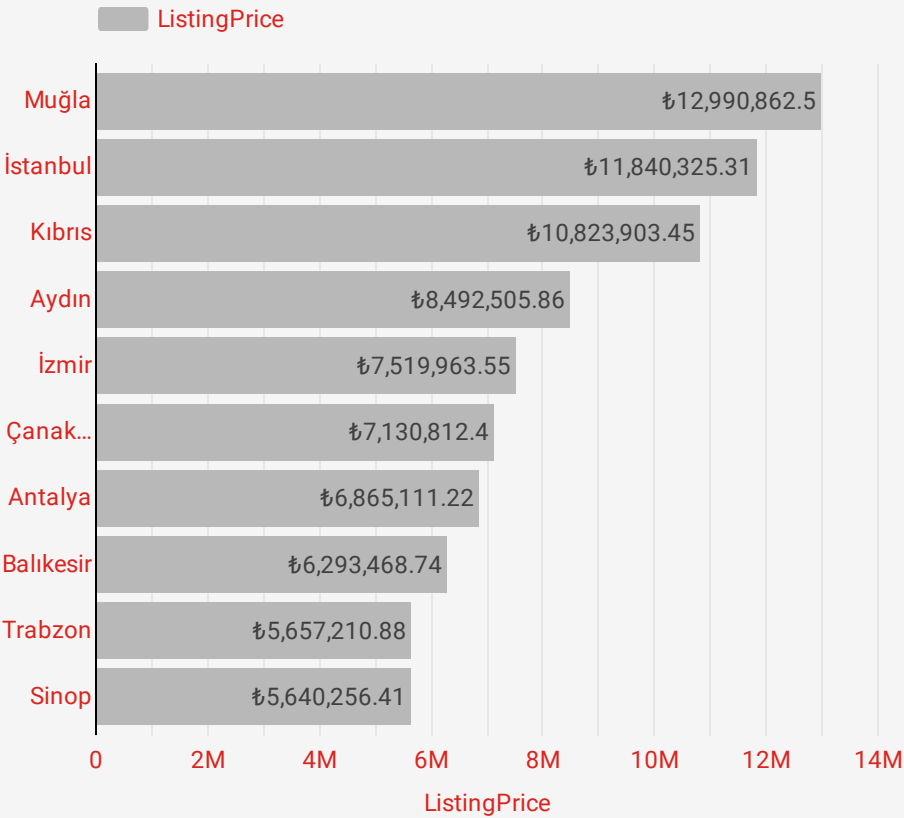
Rent Advert

29,152

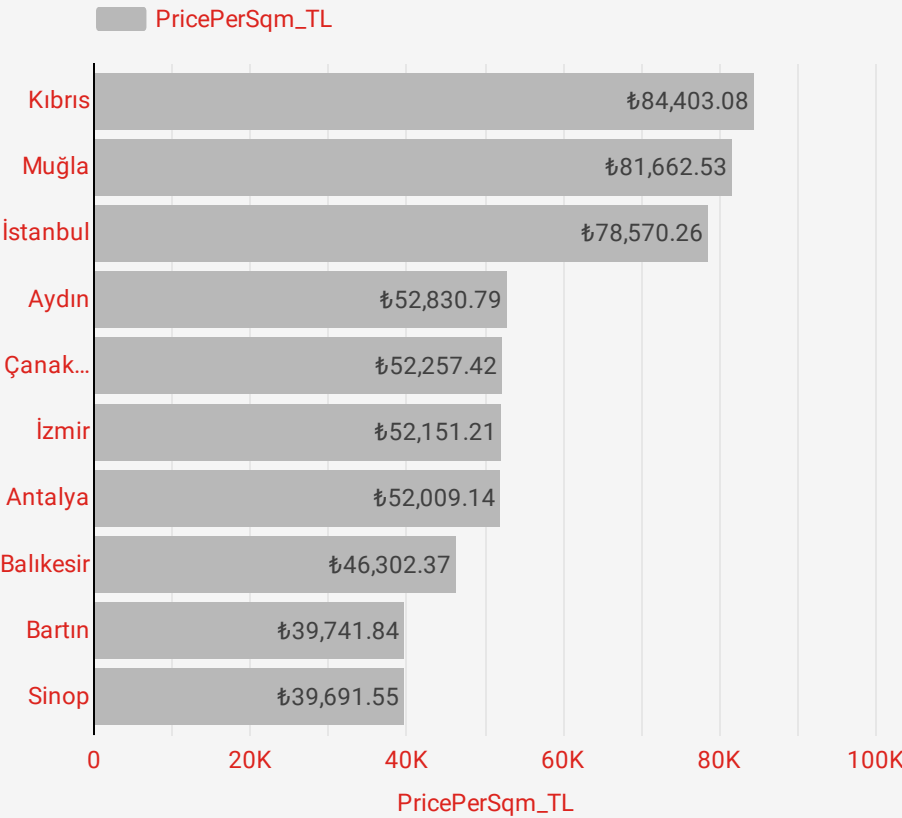
ListingCategory Breakdown



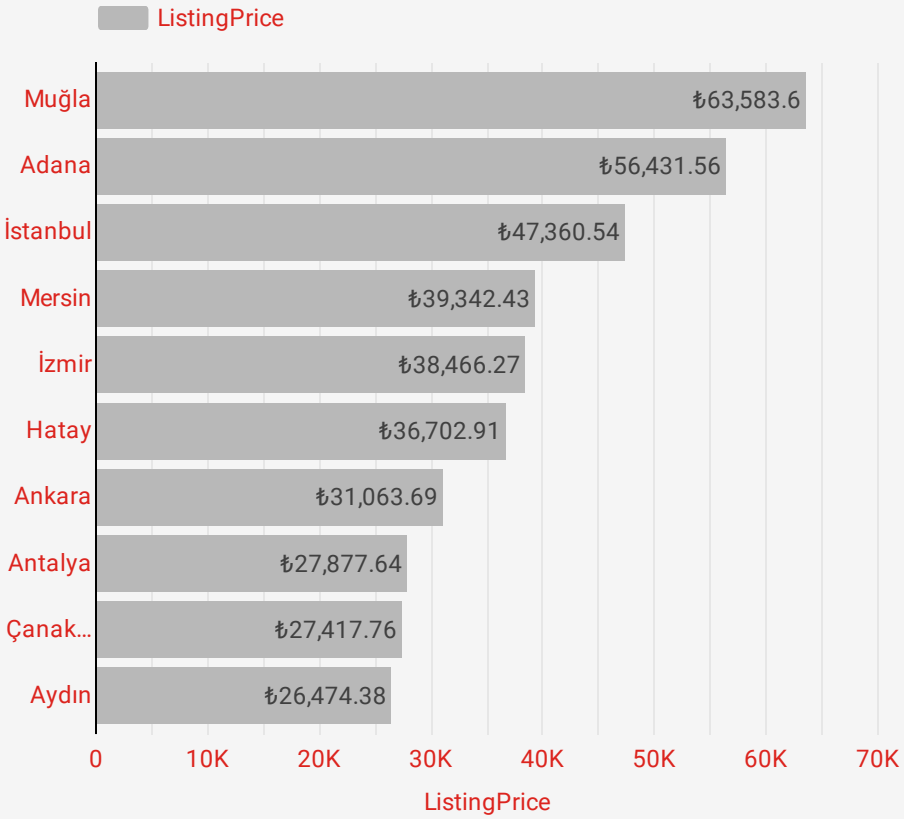
Top 10 Cities - Avg. Sale Price



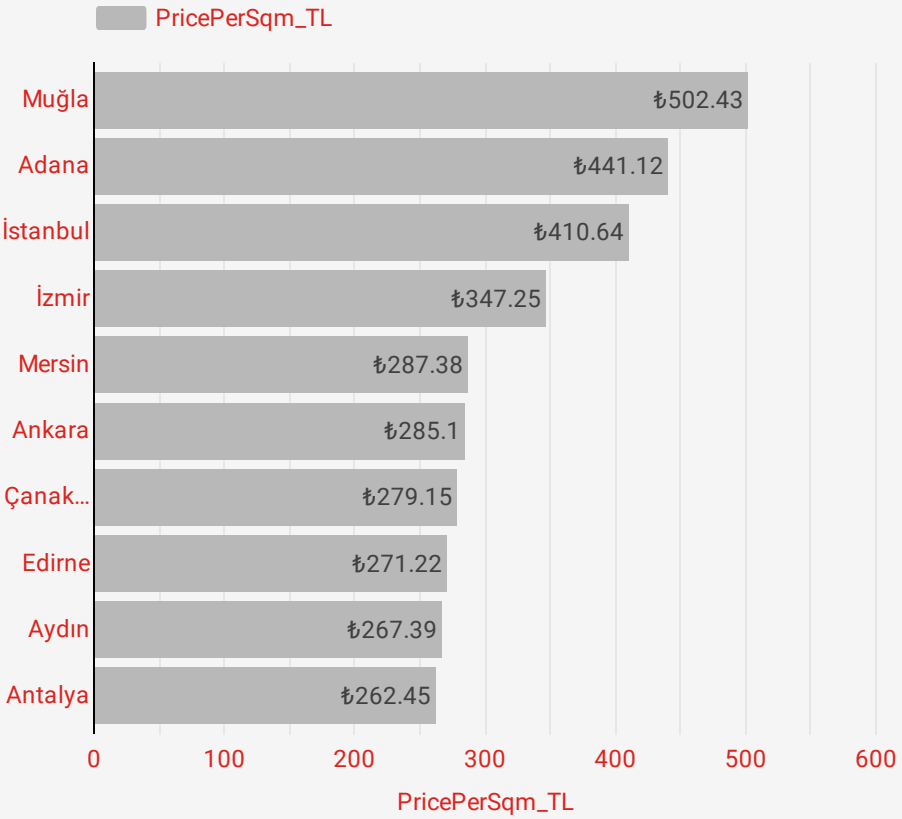
Top 10 Cities — Sale Price per m² (₺)



Top 10 Cities - Avg. Rent Price



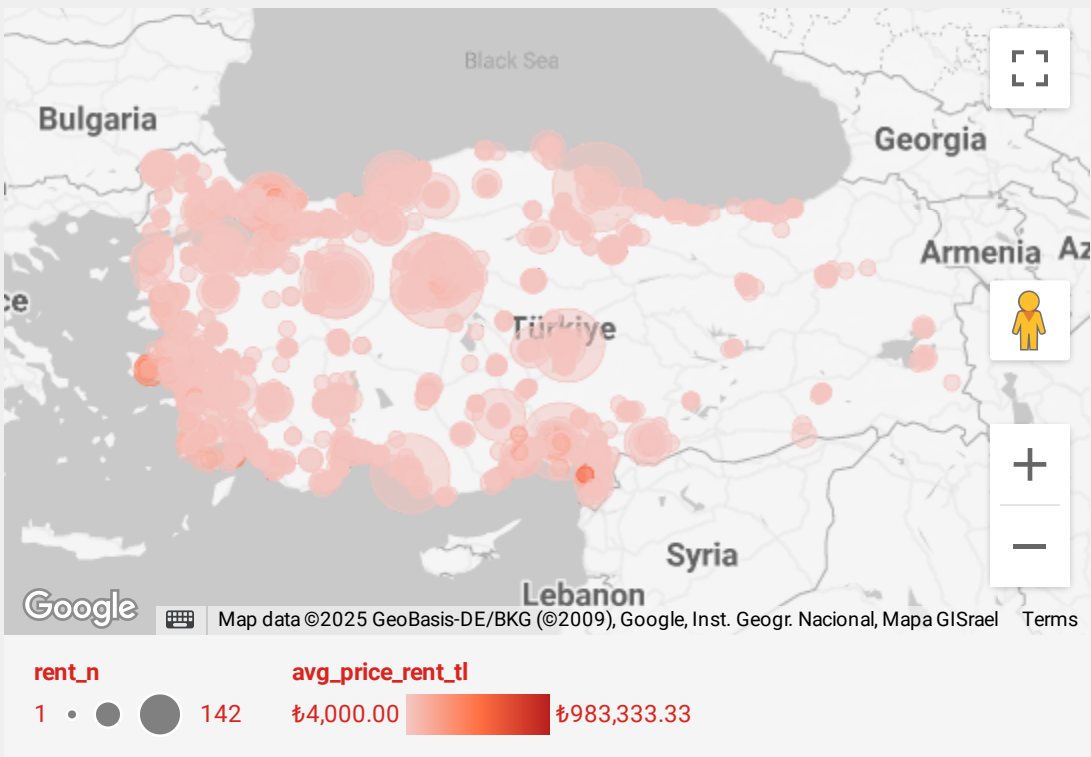
Top 10 Cities — Rent Price per m² (₺)



## Rent Listings Metrics by City

City	Record ...	Avg. Listing...	Avg. Listing...	Avg. PPSQ...	Avg. Listing...
İstanbul	6,351	₺47,360.54	113.4	417.63	90
Ankara	5,249	₺31,063.69	117.55	264.26	90
İzmir	2,670	₺38,466.27	108.81	353.51	90
Balıkesir	1,085	₺22,658.2	95.8	236.52	90
Antalya	976	₺27,877.64	115.11	242.19	90
Muğla	936	₺63,583.6	120.9	525.91	90
Eskişehir	929	₺17,198.92	90.13	190.82	90
Adana	800	₺56,431.56	116.47	484.5	90
Aydın	724	₺26,474.38	108.47	244.07	90
Mersin	621	₺39,342.43	127.78	307.88	90
Tekirdağ	574	₺23,266.99	102.41	227.18	90
1 - 61 / 61					

## Rent Listings Count — by Neighborhood



1 - 100 / 9157 < >

Sale Listings Metrics by City

County	Record ... ▾	Avg. Listing...	Avg. Listing...	Avg. PPSQ...	Avg. Listing...
Kadıköy	4,119	₺21,384,504.3	136.55	156,602.18	105.01
Maltepe	2,671	₺8,527,394.61	109.23	78,071.55	106.01
Küçükç...	1,514	₺5,565,862.41	116.75	47,672.94	102.75
Esenyurt	1,468	₺3,429,579	118.29	28,992.43	101.99
Beylikd...	1,252	₺6,612,817.34	159.91	41,353.44	103.42
Bahçeli...	1,250	₺7,269,480	121.42	59,868.17	106.5
Kağırtha...	1,248	₺6,240,062.18	103.41	60,343.25	101.56
Şişli	1,184	₺10,350,811.66	117.6	88,014.2	100.54
Üsküdar	1,166	₺15,938,587.91	148.71	107,179.52	109.67
Beşiktaş	970	₺29,466,003.09	171.4	171,915.74	102.18
Fatih	941	₺5,411,812.96	107.07	50,544.06	102.72

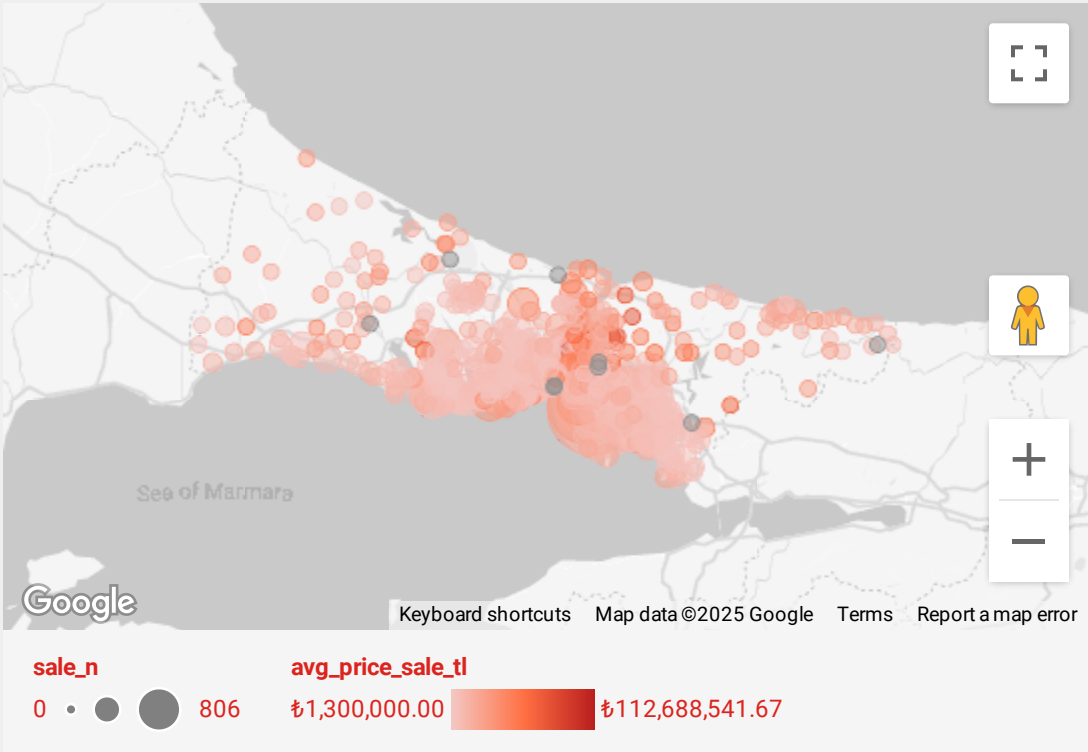
1 - 39 / 39<>

Rent Listings Metrics by City

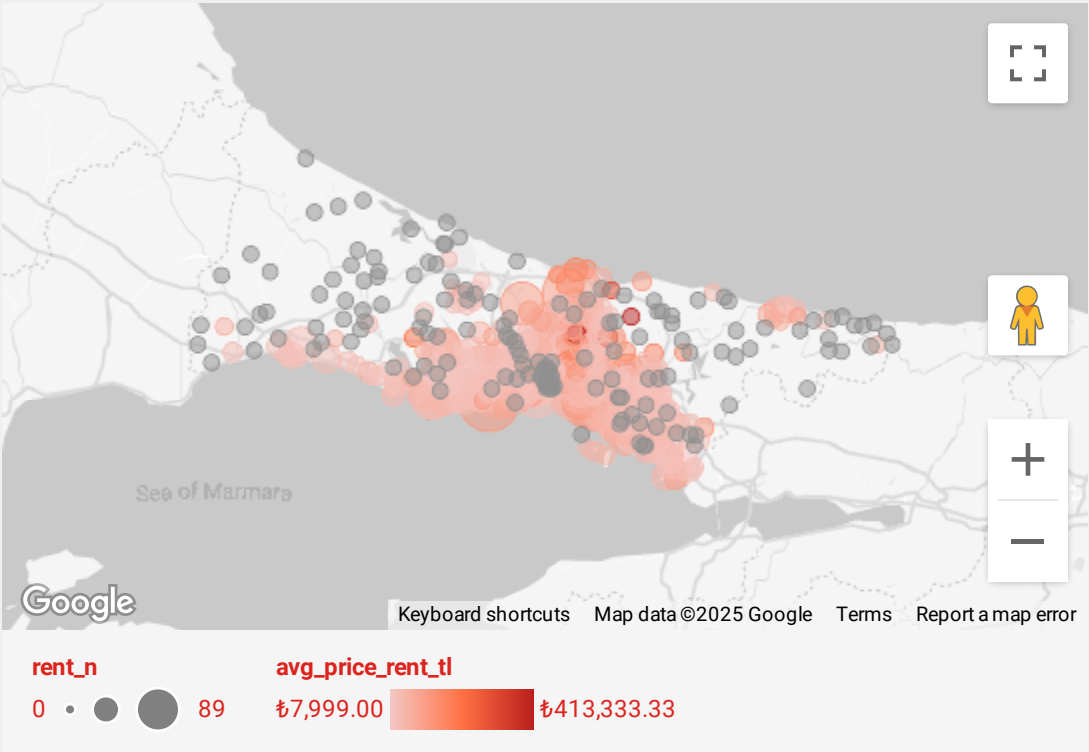
County	Record ... ▾	Avg. Listing...	Avg. Listing...	Avg. PPSQ...	Avg. Listing...
Şişli	631	₺43,000.78	97.5	441.02	90
Kağırtha...	598	₺32,512.45	87.06	373.47	90
Beşiktaş	423	₺78,586.41	125.4	626.66	90
Sarıyer	395	₺90,461.14	170.19	531.53	90
Kadıköy	387	₺67,907.07	113.48	598.42	90
Beyoğlu	320	₺45,654.84	83.5	546.76	90
Üsküdar	314	₺53,295.38	118.68	449.09	90
Esenyurt	294	₺19,654.25	101.18	194.25	90
Fatih	233	₺25,238.63	88.52	285.13	90
Küçükç...	209	₺31,385.17	101.18	310.2	90
Maltepe	202	₺42,802.48	104.24	410.62	90

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Sale Listings Count — by Neighborhood



Rent Listings Count — by Neighborhood



	geo_address_district	sale_n ▾	avg_price_sale_tl	avg_ppsqm_sale_tl	rent_n	avg_price_rent_tl	avg_ppsqm_rent_tl
1.	Suadiye, Kadıköy, İstanbul, Turkey	806	₺24,075,928	₺166,532	33	₺105,712	₺763
2.	Altintepe, Maltepe, İstanbul, Turkey	775	₺8,555,819	₺80,885	25	₺56,140	₺510
3.	Caddebostan, Kadıköy, İstanbul, Turkey	616	₺29,719,927	₺200,977	31	₺111,065	₺794
4.	Göztepe, Kadıköy, İstanbul, Turkey	540	₺20,010,639	₺151,369	25	₺83,460	₺657
5.	Erenköy, Kadıköy, İstanbul, Turkey	497	₺21,061,207	₺156,725	14	₺90,179	₺694
6.	Küçükyalı, Maltepe, İstanbul, Turkey	472	₺8,823,917	₺88,552	15	₺47,133	₺454
7.	İdealtepe, Maltepe, İstanbul, Turkey	390	₺9,501,051	₺90,038	13	₺58,500	₺513
8.	Çınar, Maltepe, İstanbul, Turkey	296	₺9,478,071	₺90,943	7	₺53,929	₺448
9.	Fenerbahçe, Kadıköy, İstanbul, Turkey	290	₺30,375,431	₺202,328	19	₺114,158	₺768
10.	Bostancı, Kadıköy, İstanbul, Turkey	281	₺17,535,943	₺126,909	21	₺69,705	₺618
11.	Adnan Kahveci, Beylikdüzü, İstanbul, ...	274	₺6,678,606	₺38,640	27	₺32,056	₺227

1 - 100 / 860<>

Overall Renewal Rate

59.64%

Cost per View (Annual)

₺0.52

Cost per Listing (Annual)

₺52.49

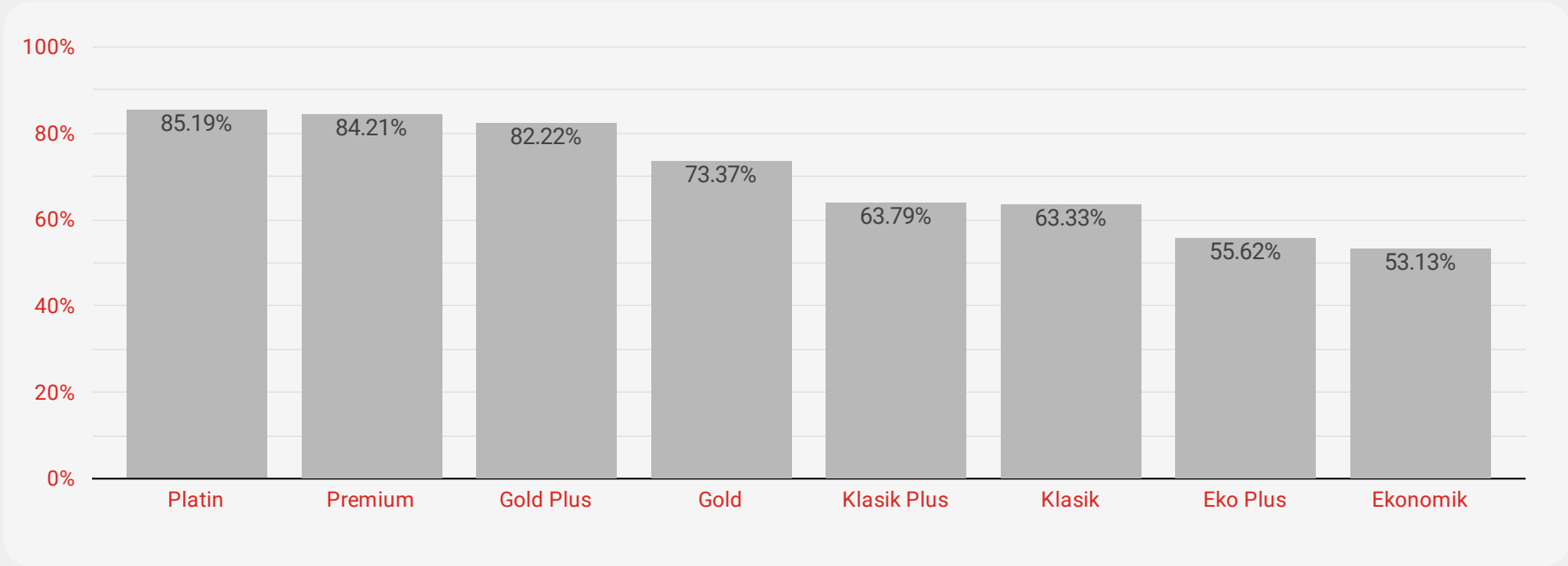
Cost per Conv. (Annual)

₺21.81

Conversion Rate (Annual)

2.40%

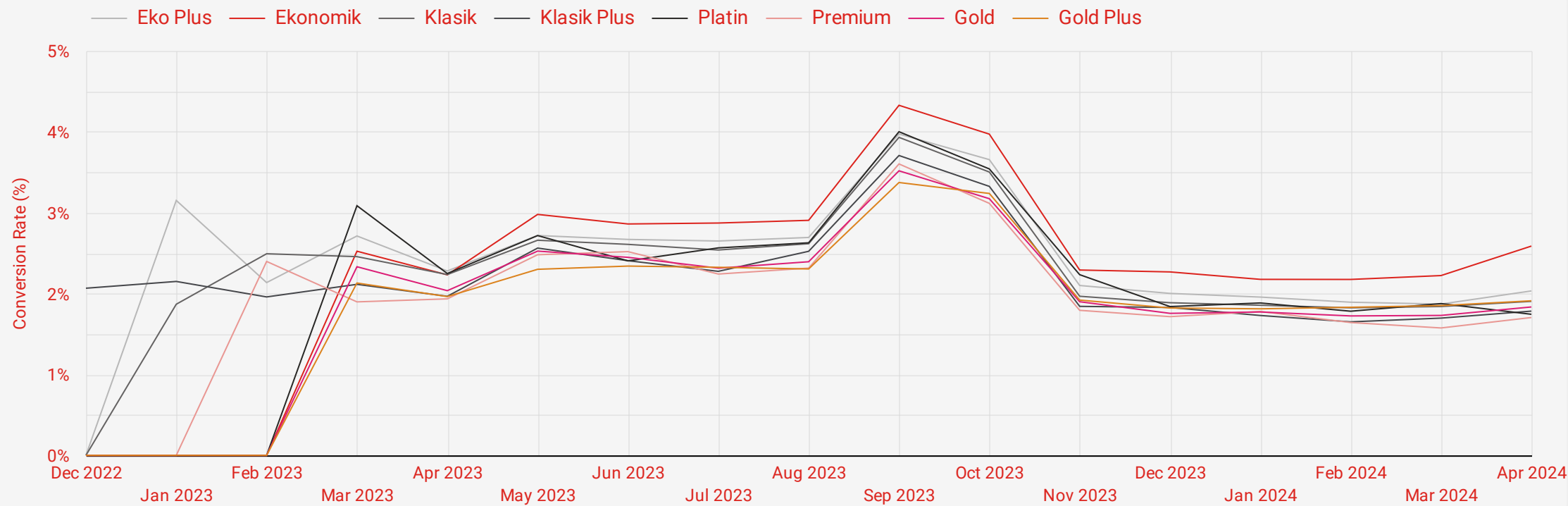
Renewal Rate by Package Type



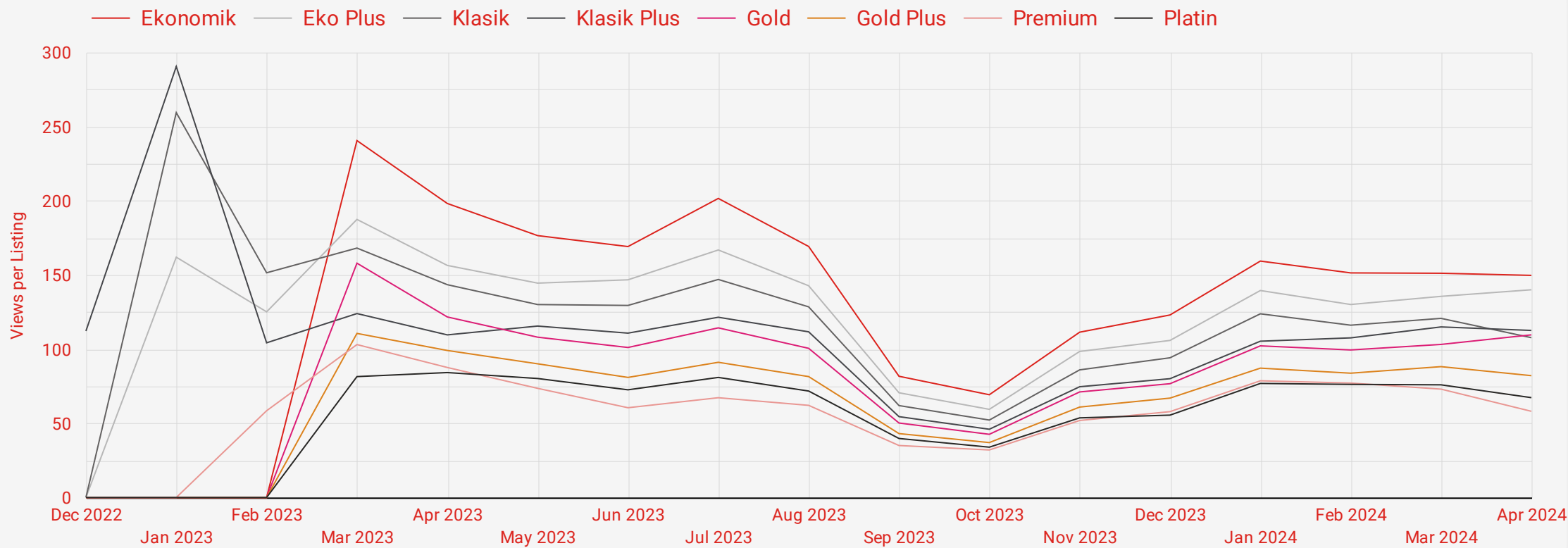
Annual Cost & Performance KPIs by Package

	PackageTypeMapping	Annual Cost per View ...	Annual Cost per Listi...	Annual Cost per Conv...	Annual Conversion R...	Annual Views per List...
1.	Platin	₺0.49	₺32.18	₺20.36	2.43%	65.15
2.	Premium	₺0.7	₺42.73	₺32.28	2.16%	61.22
3.	Gold Plus	₺0.44	₺32.65	₺19.99	2.19%	74.48
4.	Gold	₺0.46	₺41.22	₺20.54	2.23%	90.06
5.	Klasik Plus	₺0.41	₺39.21	₺18.5	2.23%	95.1
6.	Klasik	₺0.48	₺52.72	₺19.82	2.42%	110.05
7.	Eko Plus	₺0.56	₺69.49	₺22.34	2.51%	123.97
8.	Ekonomik	₺0.69	₺100.24	₺25.09	2.73%	146.09

Monthly Conversion Rate by Package Type



Monthly Views per Listing by Package Type



# Drill-Down Firm List

Select date range

FirmKey

PackageTypeMapping

label\_contract

FirmKey	FirmPackage...	PackageTy...	Start Date	End Date	Actual Re...	Annual Fee ...	Total Pageviews (...)	Total Listings (...)	Total Conversion
123612	246467	Premium	Apr 13, 2023	Apr 13, 2024	null	₺336,965	191,208	3,012	
6671	246673	Premium	Apr 18, 2023	Apr 18, 2024	null	₺256,401	288,128	4,248	
2890	243735	Premium	Feb 13, 2023	Feb 13, 2024	1	₺187,671.12	94,872	1,971	
105644	248337	Premium	May 31, 2023	May 31, 2024	null	₺179,455	110,133	4,309	
32441	246953	Gold	Apr 26, 2023	Apr 26, 2024	null	₺158,453.82	53,930	403	
130042	247004	Premium	Apr 27, 2023	Apr 27, 2024	null	₺145,255	227,309	1,786	
136778	246393	Premium	Apr 12, 2023	Apr 12, 2024	null	₺128,502	50,553	2,245	
65070	243759	Premium	Feb 14, 2023	Feb 14, 2024	1	₺125,740.65	318,484	5,488	
29279	244515	Premium	Mar 2, 2023	Mar 2, 2024	1	₺124,926	76,348	573	
131223	245632	Premium	Mar 28, 2023	Mar 28, 2024	1	₺121,980	189,382	1,634	
45886	243897	Premium	Feb 17, 2023	Feb 17, 2024	0	₺120,029	79,983	618	
17507	247979	Premium	May 22, 2023	May 22, 2024	null	₺117,086.4	236,379	3,323	
108846	245108	Platin	Mar 17, 2023	Mar 17, 2024	1	₺116,881.03	128,424	1,290	
998	246958	Premium	Apr 26, 2023	Apr 26, 2024	null	₺116,664.8	218,989	3,283	

Record Count

1,865

High Risk

303

Medium Risk

147

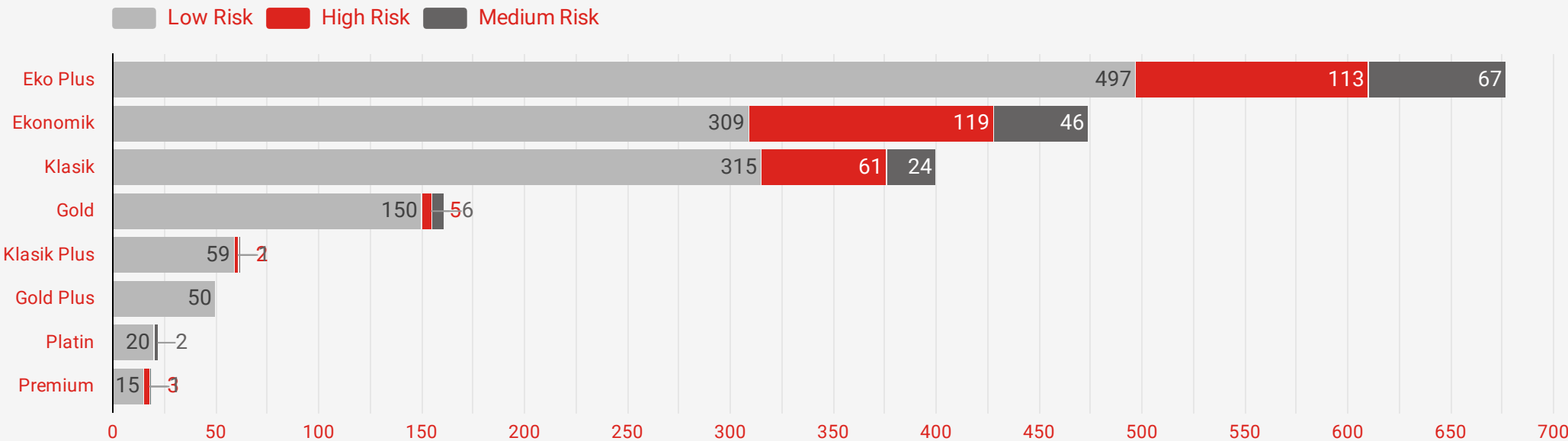
Low Risk

1,415

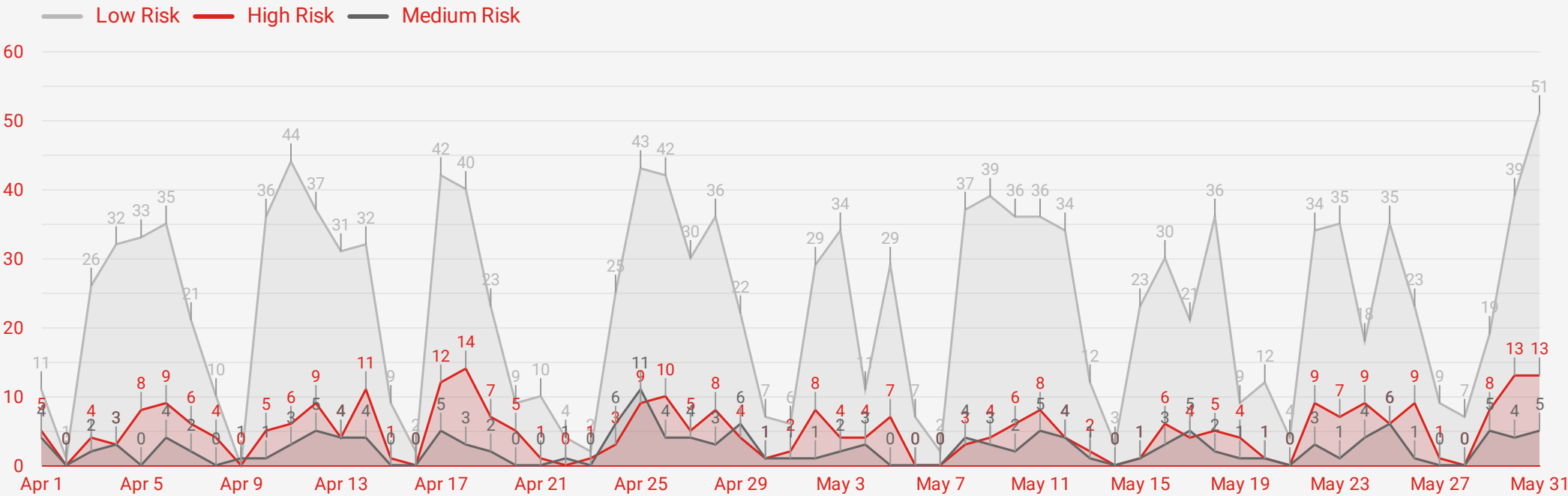
% High Risk

16.25%

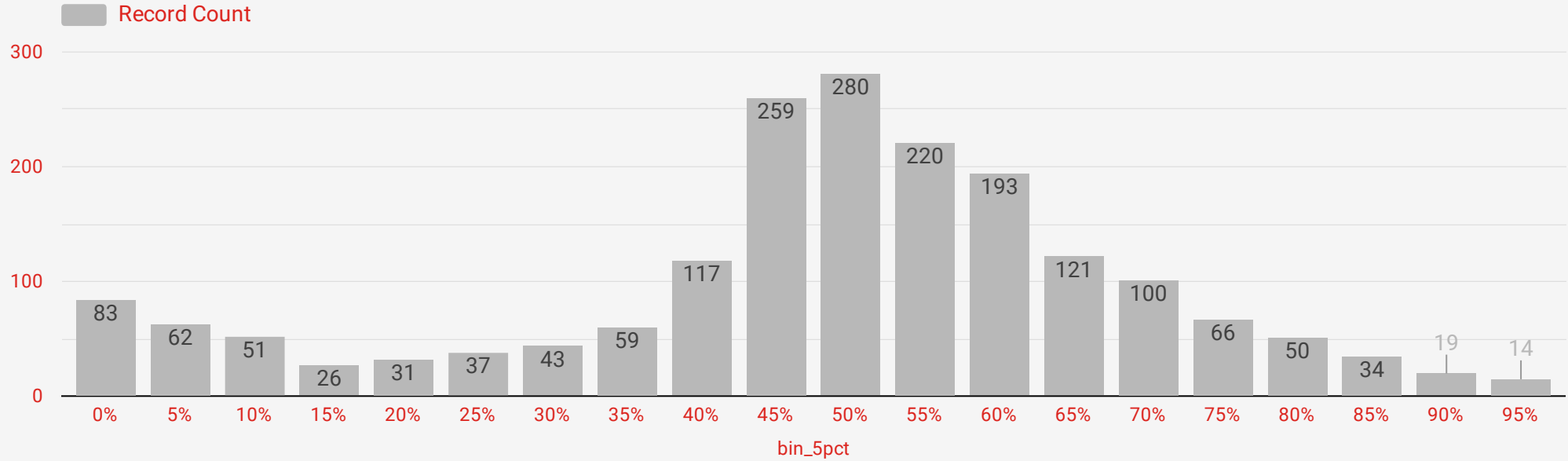
Risk Band by Package



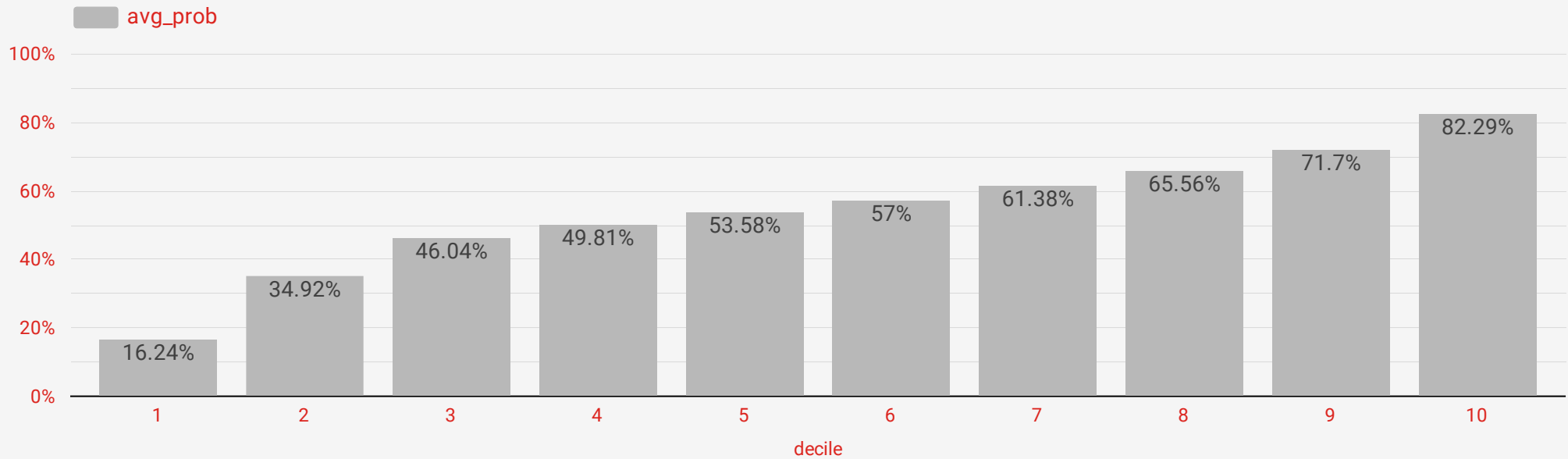
Risk Band Over Time (by Contract End Date)



Renewal Probability Histogram (Bin = 5%)



Average Renew Prob by Decile (Calibration)





	FirmKey	End Date	PackageTypeM...	Predicted Rene...	Expected Fe...	Annual Views p...	Annual Con...	Total Listi...	Total P...	Total Co...
1.	136778	Apr 12, 20...	Premium	11.14%	₺114,191.64	22.52	3.29%	2,245	50,553	1,665
2.	116421	May 10, 2...	Premium	2.52%	₺56,446.66	50.53	3.23%	501	25,318	817
3.	71930	Apr 28, 20...	Premium	23.14%	₺55,218.1	35.1	3.81%	582	20,427	779
4.	99691	Apr 5, 2024	Klasik Plus	7.31%	₺36,948.54	38.97	1.82%	354	13,796	251
5.	137237	May 10, 2...	Klasik	7.35%	₺33,585.96	268.31	2.24%	13	3,488	78
6.	129501	Apr 4, 2024	Gold	11.86%	₺29,935.68	76.88	2.36%	16	1,230	29
7.	133298	Apr 25, 20...	Klasik	2.42%	₺29,038.48	50.11	3.67%	44	2,205	81
8.	136935	Apr 24, 20...	Klasik	5.65%	₺28,836.05	64.88	2.42%	161	10,445	253
9.	137550	May 29, 2...	Klasik	11.99%	₺27,654.16	153.05	2.11%	74	11,326	239
10.	129981	Apr 26, 20...	Klasik	2.17%	₺27,397.43	28.82	2.86%	103	2,968	85
11.	136518	Apr 1, 2024	Klasik	1.74%	₺26,953.32	202.1	4.06%	10	2,021	82
12.	137203	May 9, 20...	Eko Plus	4.31%	₺26,727.36	33.75	3.41%	20	675	23
13.	767	Apr 24, 20...	Klasik	28.45%	₺25,798.25	80.49	1.34%	221	17,789	239
14.	136896	Apr 18, 20...	Klasik	1.52%	₺25,353.34	21.89	3.21%	57	1,248	40
15.	30418	Apr 17, 20...	Klasik	2.63%	₺25,096.6	65.51	1.77%	95	6,223	110
16.	137227	May 9, 20...	Klasik	10.25%	₺24,320.79	67.69	1.69%	176	11,914	201
17.	136798	May 1, 20...	Eko Plus	5.27%	₺24,251.04	42.52	2.01%	123	5,230	105
18.	45543	May 5, 20...	Eko Plus	5.83%	₺23,795.55	51.93	2.8%	73	3,791	106
19.	137568	May 30, 2...	Klasik	3.51%	₺23,385.82	108.43	1.97%	125	13,554	267
20.	45100	Apr 6, 2024	Eko Plus	5.13%	₺23,278.86	169.22	2.25%	27	4,569	103
21.	99850	May 30, 2...	Eko Plus	1.98%	₺23,220.61	83.49	2.84%	49	4,091	116