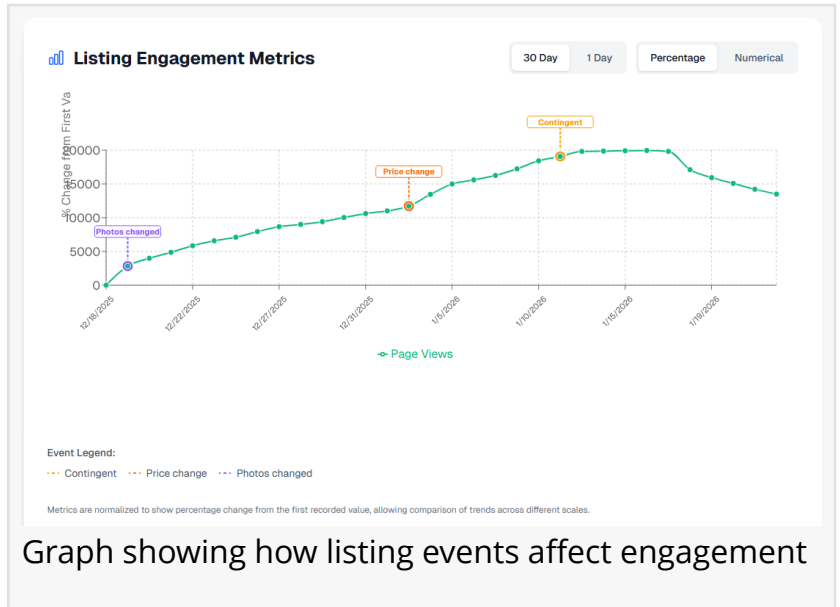


Higleys Media Group Introduces Listing Engagement Metrics for Real Estate Professionals

A new data-driven analytics solution helping NEPA and NY agents track listing performance, optimize marketing decisions, and avoid guesswork.

WYALUSING, PA, UNITED STATES, January 22, 2026 /EINPresswire.com/ -- Higleys Media Group, a leader in professional real estate media services across Northeast Pennsylvania, has announced the launch of its new Listing Engagement Metrics program. This innovative analytics solution gives real estate agents clear, actionable insight into how buyers interact with their listings and what actually drives interest.



Graph showing how listing events affect engagement

In today's competitive market, many listing decisions are still guided by instinct rather than insight. Higleys Media Group's engagement metrics replace uncertainty with real data, helping agents understand how factors like photo updates, pricing changes, and timing impact buyer behavior in real time. "In a fast-moving market, clarity matters," said Tucker Higley, founder of Higleys Media Group. "Our tools help agents see what's working, understand why it's working, and make informed decisions that drive better outcomes and faster closings."

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My mission is to help agents grow their business, celebrate their wins, and deliver value beyond the camera.”

Tucker Higley

Turning Listings Into Measurable Marketing Assets

The Listing Engagement Metrics dashboard tracks key performance indicators such as page views and engagement trends over time. Agents can connect increases or drops in activity directly to specific listing changes, whether that's a refreshed photo set, a price adjustment, or a strategic update. This allows agents to optimize listings confidently and proactively instead of

reacting after momentum is lost.

Built-In A/B Testing for Smarter Decisions

Beyond tracking performance, the platform enables agents to test changes and compare results. By adjusting photos, pricing strategies, or timing, agents can directly see how each decision affects buyer engagement. This creates a practical, data-driven approach to refining listings that removes uncertainty from the process.

Spot Underperforming Listings Before They Stall

Recognizing when a listing needs attention is one of the biggest challenges agents face. With engagement metrics, flat or declining interest becomes immediately visible. Agents can step in early, make targeted improvements, and prevent listings from sitting on the market longer than necessary.

Prove Value, Build Trust, Close More Deals

The data also gives agents a powerful way to communicate value to sellers. Instead of relying on vague explanations, agents can share real engagement data that clearly shows how marketing actions influence buyer interest. This transparency builds trust, strengthens relationships, and helps agents stand out as informed, strategic professionals.

“Data builds trust, and trust wins listings,” Higley added. “These tools help agents show the real impact of professional media and smart adjustments instead of hoping for results.”

Supporting the Entire Listing Lifecycle

Higleys Media Group’s services, including professional photography, drone imagery, video tours, and immersive floor plans, now support a fully data-backed marketing strategy. Engagement metrics are set up once a shoot is complete, and agents receive a direct link to track performance over time and scale their success more intentionally.

About Higleys Media Group

Higleys Media Group is a full-service real estate media company serving agents throughout Northeast Pennsylvania and surrounding markets. With a focus on high-quality visuals, data-driven insights, and exceptional service, the company helps agents elevate their brand, increase listing engagement, and close deals faster. Through innovative solutions like Listing Engagement Metrics, Higleys Media Group continues to redefine modern real estate marketing.

For more information or to schedule a demo of the Listing Engagement Metrics platform, visit <https://higleysmedia.com> or contact Tucker Higley at (843) 826 0597

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