

Survey Says: 39% Have Added Captions to Photos

41% of respondents have not used the new photo caption feature

Recently, we posted a one-question survey on the RMLSweb desktop for RMLS™ subscribers. With the new ability for subscribers to add captions to their photos (using the new Photo Manager), we wanted to gain some insight into use of the captions. Posting of the survey also had another purpose – to inform those who might not be aware that the caption feature exists.

We had 2,137 subscribers respond to this question, which is roughly 20% of our subscribership. As you can see from the responses, 41% of those who responded to the survey said they have not added captions to their listing's photos. While we have seen the number of photos with captions steadily increase since the release of the new feature, this percentage shows us that there is still room for more growth. If you combine the two "Yes" answers, you can see that 39% of respondents have added captions to photos. 11% said they have added captions to ALL of their listing's photos!

Also interesting to note, 12% of the 2,137 respondents said they don't have any listings, and 8% didn't know there was a photo caption feature.



For more information on the new Photo Manager feature, view Document #1726: How to Upload Photos Using Photo Manager or watch our tutorial: Adding Photos To Your Listing. If you have any questions, feel free to call the RMLS™ Help Desk at 503-872-8002 or toll-free at 877-256-2169.