

ZILLOW INC  
Form 8-K  
January 05, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

**Date of Report (Date of Earliest Event Reported): January 5, 2012**

**ZILLOW, INC.**

(Exact name of registrant as specified in its charter)

Washington  
(State or other jurisdiction of  
incorporation or organization)

001-35237  
(Commission  
File Number)

20-2000033  
(I.R.S. Employer  
Identification Number)

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**1301 Second Avenue, Floor 31,**

**Seattle, Washington**  
**(Address of principal executive offices)**

**(206) 470-7000**

**98101**  
**(Zip Code)**

**(Registrant's telephone number, including area code)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ..  Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ..  Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ..  Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ..  Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01 Regulation FD Disclosure.**

Pursuant to 17 CFR Part 243 ( Regulation FD ), Zillow is submitting below information relating to its monthly unique user metrics.

In accordance with General Instruction B.2 of Form 8-K, the information under this item shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing. This report will not be deemed an admission as to the materiality of any information required to be disclosed solely to satisfy the requirements of Regulation FD.

On January 5, 2012, Zillow released monthly unique user metrics for the month of December 2011 on the Investor Relations page of Zillow’s website at <http://investors.zillow.com/events.cfm>. Beginning in October 2011, Zillow measures unique users with Google Analytics. Prior to October 2011, we measured monthly unique user metrics with Omniture analytical tools. We believe Google Analytics and Omniture result in materially consistent measurements of our monthly unique users. Beginning in December 2011, the reported monthly unique users include the effect of adding unique user traffic from Zillow’s October 31, 2011 acquisition of Diverse Solutions, Inc. ( Diverse Solutions ) to Zillow’s core traffic metrics, as Zillow recently finalized the integration of Diverse Solutions’ traffic into Google Analytics.

Zillow counts a unique user the first time an individual accesses one of Zillow’s websites using a web browser during a calendar month, and the first time an individual accesses Zillow’s mobile applications using a mobile device during a calendar month. If an individual accesses Zillow’s websites using different web browsers within a given month, the first access by each such web browser is counted as a separate unique user. If an individual accesses more than one of Zillow’s websites in a single month, the first access to each website is counted as a separate unique user since unique users are tracked separately for each domain. If an individual accesses Zillow’s mobile applications using different mobile devices within a given month, the first instance of access by each such mobile device is counted as a separate unique user.

The following table summarizes Zillow’s monthly unique users for Zillow’s websites and mobile applications for the periods presented:

|              | Monthly Unique Users<br>for the Month Ended<br>December 31, |        | 2010 to 2011<br>% Change |
|--------------|---|--------|--------------------------|
|              | 2011<br>(in thousands)                                      | 2010   |                          |
| Unique Users | 23,395  | 13,069 | 79%                      |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: January 5, 2012

**ZILLOW, INC.**

By: */s/ SPENCER M. RASCOFF*  
Name: Spencer M. Rascoff  
Title: Chief Executive Officer