

Seen.
Sold.
Simple.



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motors
group

ebay

MOTORS
.co.uk

 Gumtree

Discover the new way to
reach millions of buyers.

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PARKERS

TopGear.com

RAC Cars

CarSite.co.uk



Preloved

AutoOnline.co.uk

Regit

AutoVillage.co.uk

Confused.com

drive24

The smarter way to get seen

eBay Motors Group (eMG) is the new dealer-facing brand that brings together eBay Motors, Gumtree Motors, Motors.co.uk and the eMG partner sites, to help dealers of all sizes reach buyers throughout their journey.

It's the digitally smarter way to advertise that's in tune with how people buy vehicles today.

Multi-touchpoint visibility. On the buyer's journey



One of the biggest challenges dealers face today is making sure their vehicles are seen online often enough to sell as quickly as possible.

Our Digital Touchpoints Study of over 2,000 UK car buyers highlighted the importance for dealers of reaching buyers multiple times over the course of their search journey¹. It found:

- Buyers search for 41 days on average before buying
- 89% of buyers visit two or more car search websites as part of their process

¹. eMG Digital Touchpoints Study, October 2019

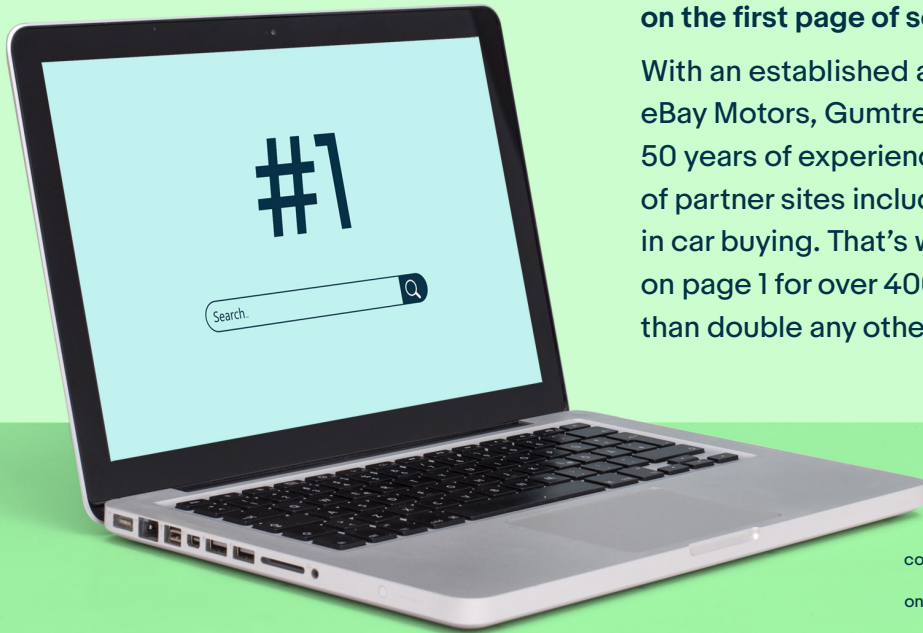
- Price comparison, desire for more information or choice and fear of missing out on the right deal all drive multi-brand usage
- Frequency of exposure to the same car builds consumer confidence, trust, recall and propensity to enquire

The best way for dealers to reach the maximum number of consumers is to be present in as many digital touchpoints as possible – and it's our combination of big sites like eBay and Gumtree, combined with Motors.co.uk and the eMG partner sites that sets eBay Motors Group apart.

Looking out for #1

You know how important – and how difficult – it is to rank on the first page of search results.

With an established audience of millions of users, eBay Motors, Gumtree Motors and Motors.co.uk have over 50 years of experience in digital advertising, and a network of partner sites including some of the most trusted names in car buying. That's why at least one of our sites appears on page 1 for over 400,000 car related search terms, more than double any other leading vehicle advertising website².



2. Sistrix, November 2019. 'Sites' include: Gumtree Motors, Motors.co.uk and the eMG partner sites, excluding eBay Motors. Comparison based on total volume of vehicle related search terms that at least one of our sites appears on page 1 of search engines for, compared to other leading vehicle advertising websites.

Incredible visibility & outstanding value, effortlessly

Our business is designed to deliver great value leads and save time, through a single point of contact that allows you to cost effectively access a network of websites like never before.

And you can manage your stock and monitor response through our new Dealer Centre, rather than needing to keep on top of different accounts. We even offer a choice of packages to suit every kind of dealer, large or small.



Get your vehicles seen and sold

If you're looking to get your vehicles seen in more places, effortlessly and at a great price, then get in touch. It might be the smartest move you make this year.

Get in touch now at
info@ebaymotorsgroup.co.uk

