

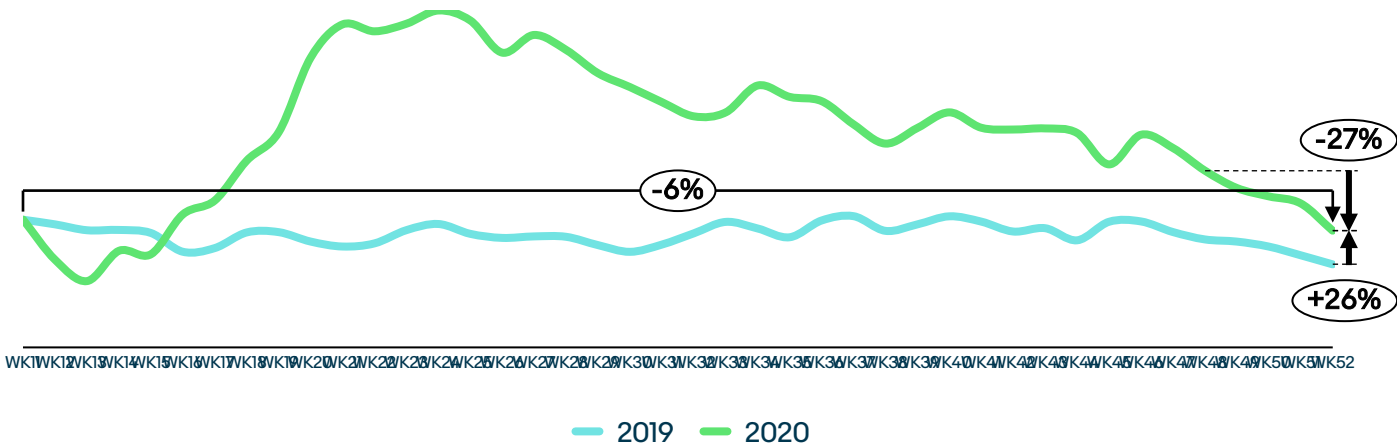
December 2020

We bring you a round-up of the latest trends we have seen across our platforms and the industry in December to help you benchmark your response and focus on the best ways to manage your online leads.

At a glance

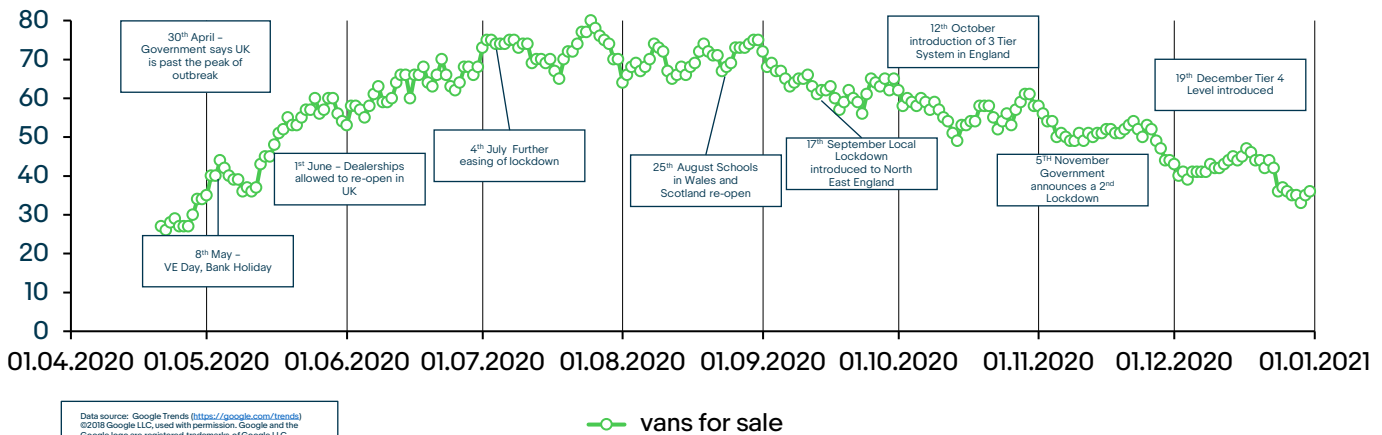
- Email replies from eBay Motors and Gumtree Motors in the last week of December 2020 (week 52) were down MoM due to seasonality. Despite this, the year ended up +26% YoY in terms of enquiries.
- Looking at wider digital trends, whilst December did see a MoM decrease in volume of searches for "vans for sale" as measured by Google Trends, consumer demand remains high compared to first Lockdown levels

Dealer Email Replies - Vans
YOY % change, eBay Motors and Gumtree Motors
Week 11 vs Week 52 and Week 48 vs Week 52



Data source: eBay Motors Group Data Warehouse

"Vans for Sale", Search interest over time
7 Day Rolling Average, 20th April to 31st December 2020, Google Trends



Data source: Google Trends (<https://google.com/trends>)
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