

August 2020

With dealers in all regions across the UK now open and pent up consumer interest driving the market, we bring you a round-up of the latest trends we have seen across our platforms and the industry in August to help you benchmark your response and focus on the best ways to manage your online leads.

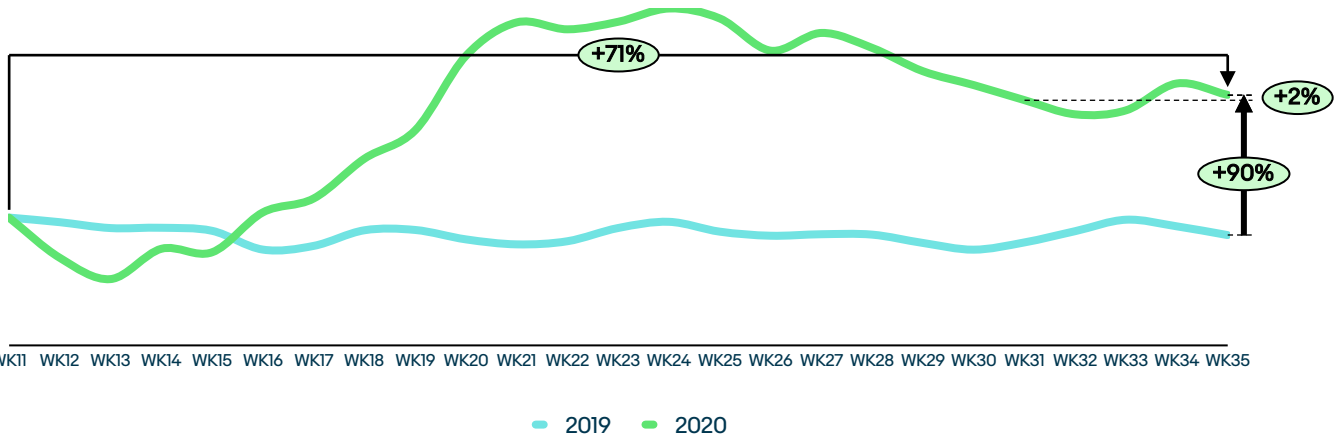
At a glance

- Email leads continue to recover strongly, with replies from eBay Motors and Gumtree up +71% versus week ending 15th March (prior to lockdown) and up +90% YoY
- Whilst August did see a +4% MoM decrease in volume of searches for "vans for sale" as measured by Google Trends, consumer demand remains high compared to March levels and broadly in line with June levels

Dealer Email Replies - Vans

YOY % change, eBay Motors and Gumtree Motors

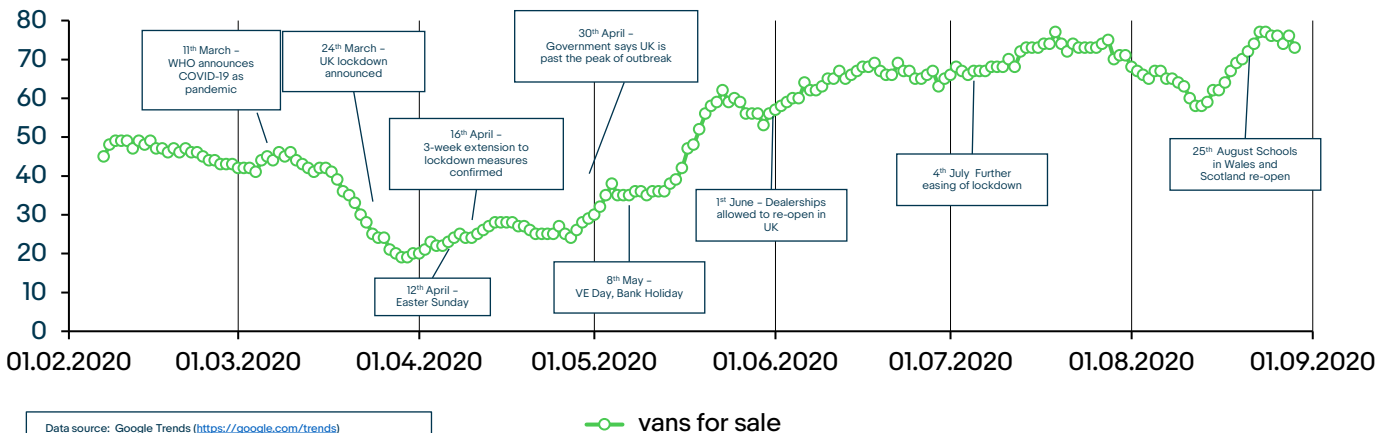
Week 11 (w/c 9 Mar 20) vs Week 35 (w/c 24 Aug 20) and Week 31 (w/c 17 Jul 20) vs Week 35 (w/c 24 Aug 20)



Data source: eBay Motors Group Data Warehouse

"Vans for Sale", Search interest over time

7 Day Rolling Average, 1st Feb to 29th August, Google Trends



Data source: Google Trends (<https://google.com/trends>)
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—○— vans for sale