

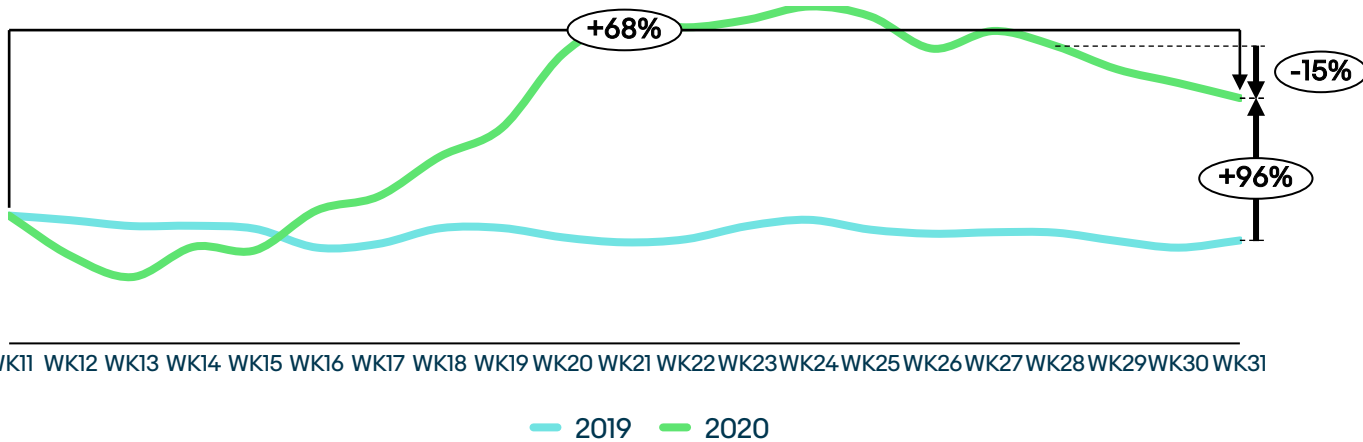
## July 2020

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 July to help you benchmark your response and focus on the best ways to manage your online leads.

## At a glance

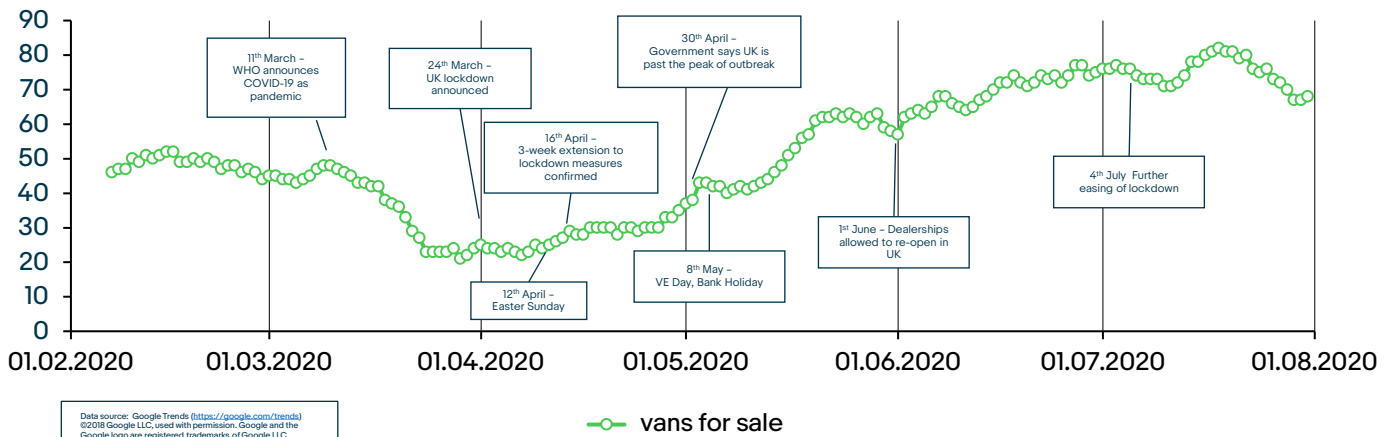
- Email leads continue to recover strongly, with replies from eBay Motors and Gumtree up +68% versus week ending 15th March (prior to lockdown) and up +96% YoY
- Whilst July did see a -10% MoM decrease in volume of searches for "vans for sale" as measured by Google Trends, consumer demand remains high compared to March levels and broadly in line with June levels

**Dealer Email Replies - Vans**  
YOY % change, eBay Motors and Gumtree Motors  
Week 11 vs Week 28 and Week 28 vs Week 31



Data source: eBay Motors Group Data Warehouse

**"Vans for Sale", Search interest over time**  
7 Day Rolling Average, 1st Feb to 31st July, Google Trends



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