

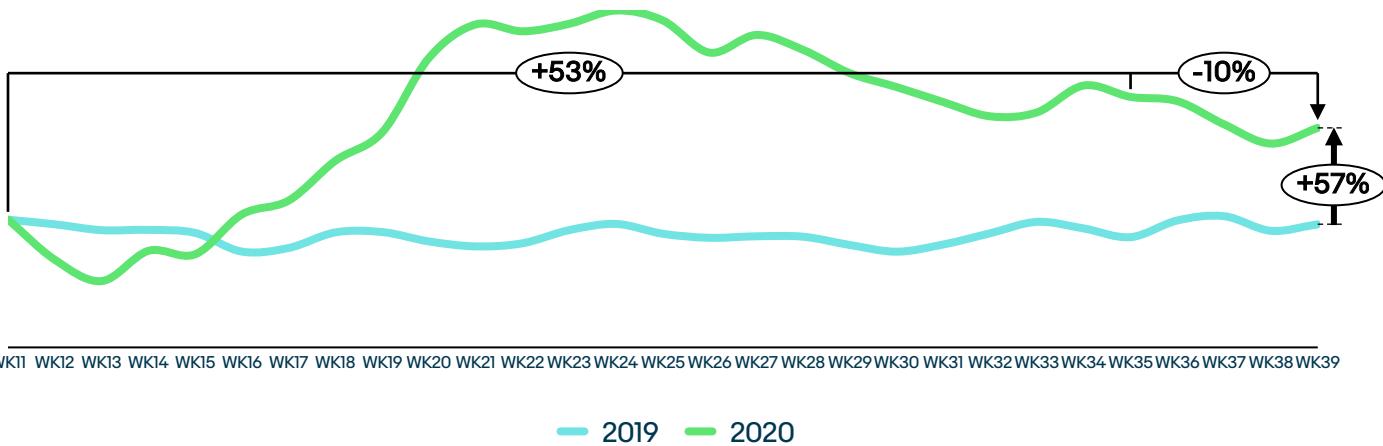
September 2020

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

At a glance

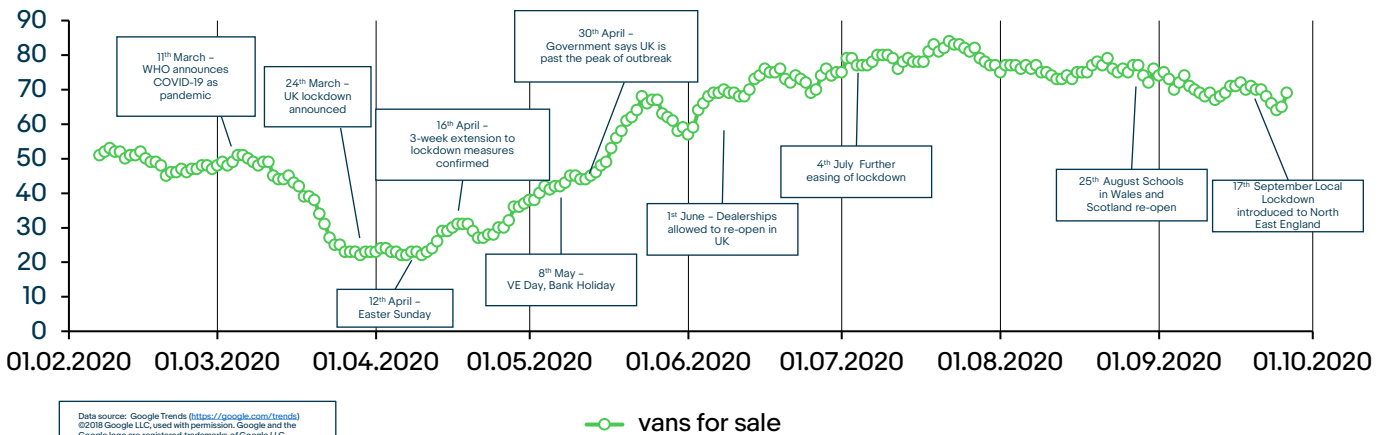
- Email replies from eBay Motors and Gumtree Motors in week commencing 21st September 2020 (week 39) were up +53% versus week ending 15th March (prior to lockdown) and up +57% YoY
- Looking at wider digital trends, whilst September did see a -9% MoM decrease in volume of searches for "vans for sale" 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 39 and Week 35 vs Week 39



Data source: eBay Motors Group Data Warehouse

"Vans for Sale", Search interest over time
7 Day Rolling Average, 1st Feb to 26^h September 2020, Google Trends



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