



Online Performance Used Car Classified Ads NL – 2019

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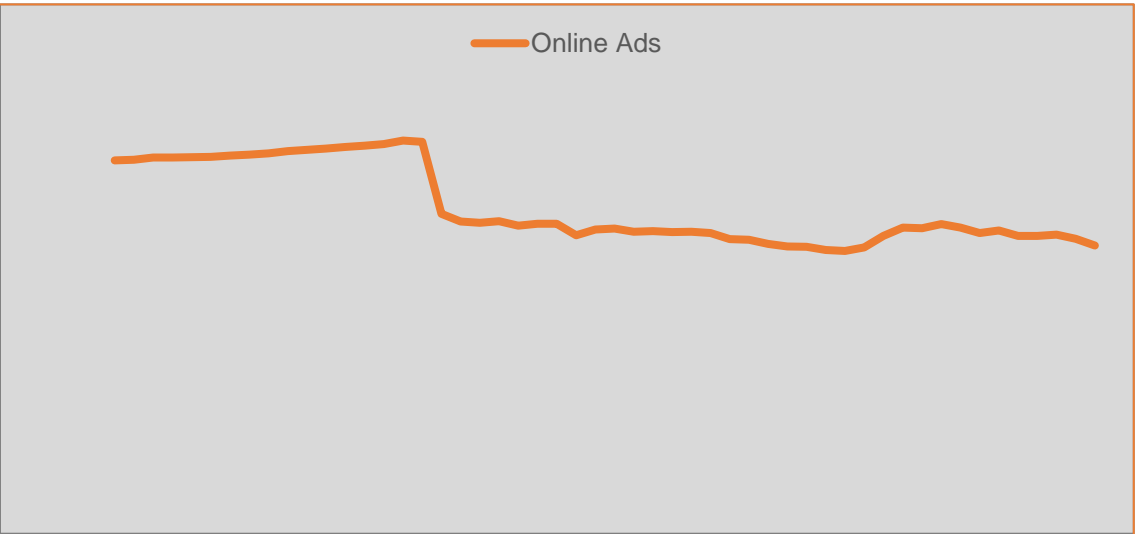
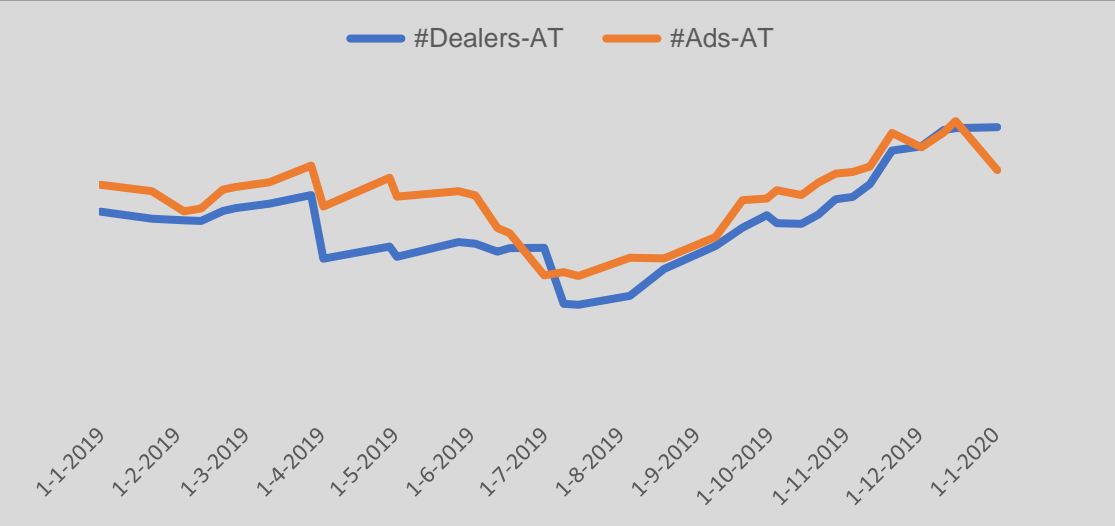
Digital Advertising Analysis / Report

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Autotrack – 2019 Report

General channel development

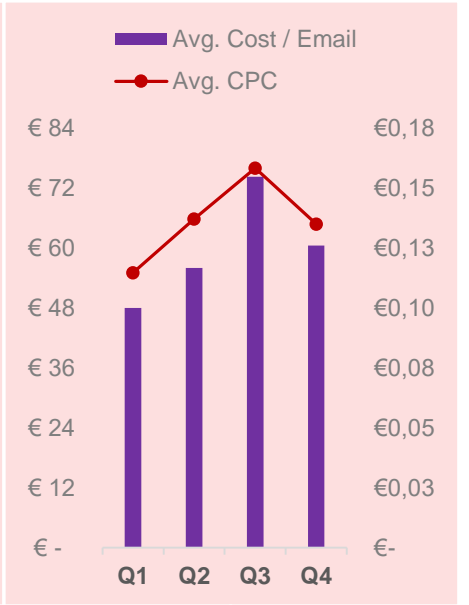
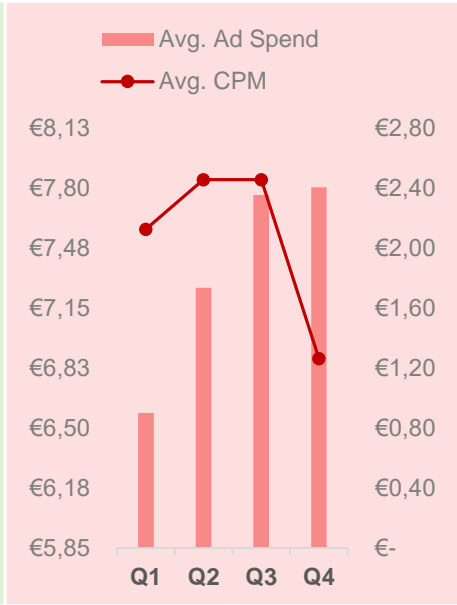
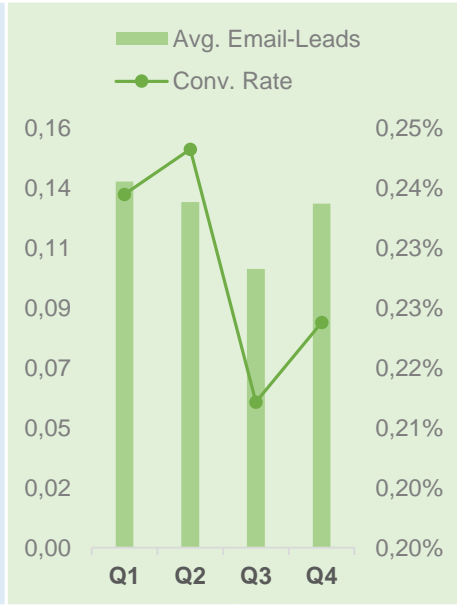
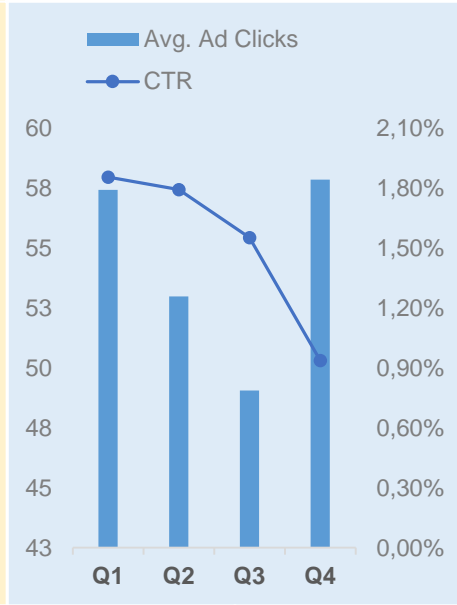
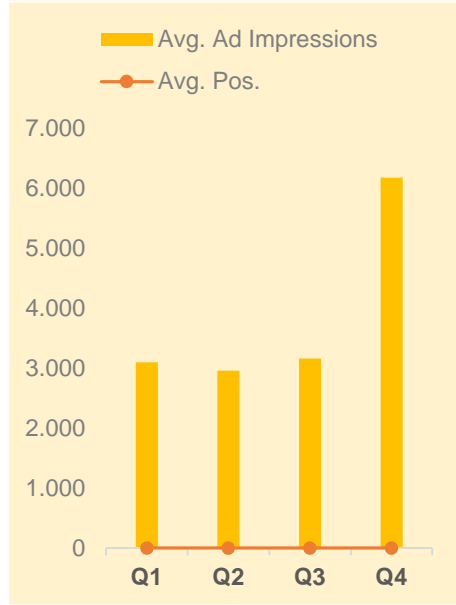


Research volume



PERIOD		Jan 01, 2019	Dec 31, 2019	CHANNEL	Autotrack ▼	MAKE	All ▼	CLUSTER	Quarterly ▼
				SELLER	All ▼	MODEL	All ▼	AD QUANTITY	1

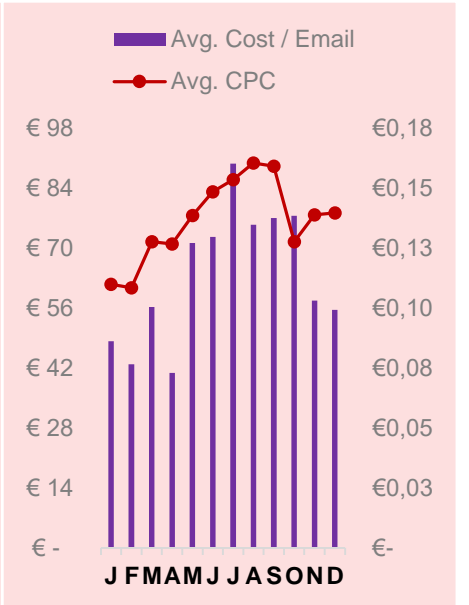
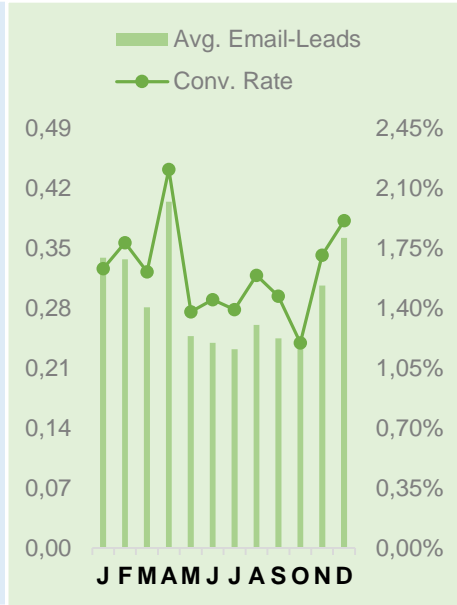
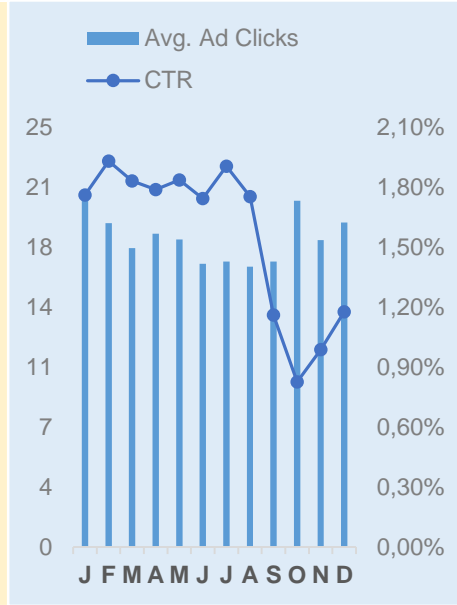
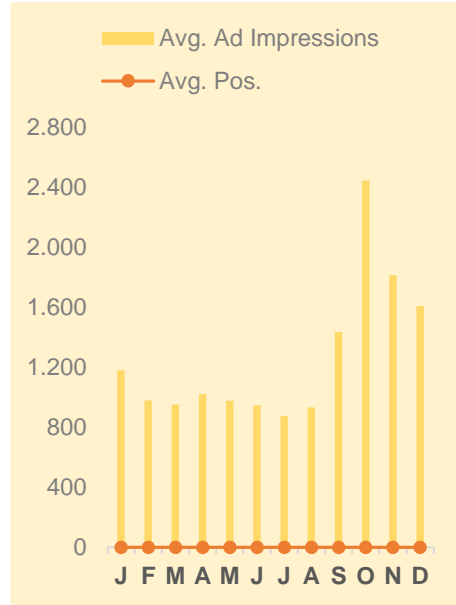
Visibility		Acquisition		Conversion		Cost 1		Cost 2	
Impressions	Avg. Position	Clicks	Avg. CTR	Emails	Conv. rate	Ad Spend	Avg. CPM	Avg. Cost/Email	Avg. CPC
15,052	0.0	218	1.45%	0.51	0.23%	€29.20	€1.94	€57.76	€0.13
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A



Impressions	Pos. moy.	Clicks	CTR	Conversions	Conv. rate	Ad Spend	CPM	Cost / Email	CPC
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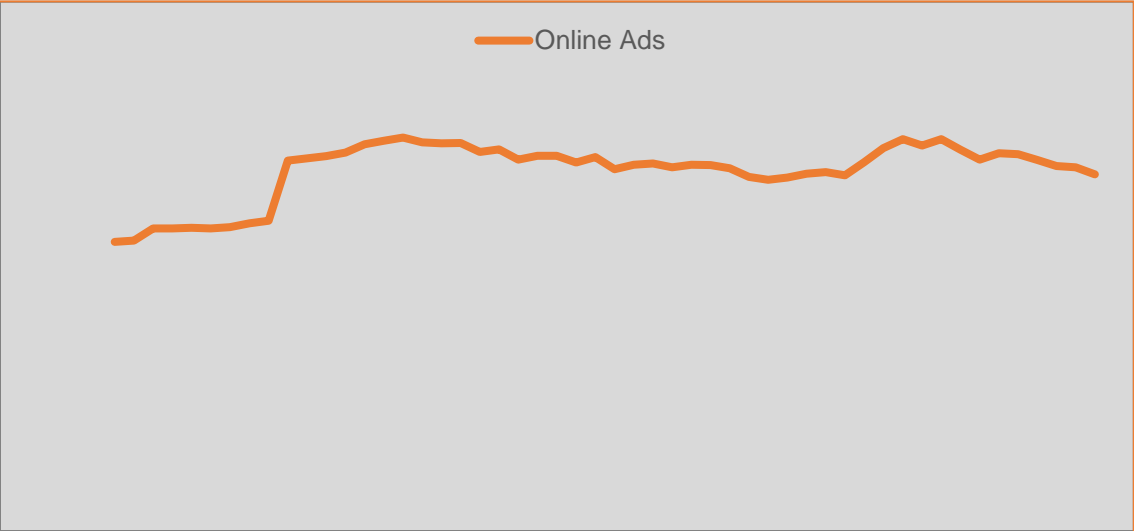
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Impressions	Pos. moy.	Clicks	CTR	Conversions	Conv. rate	Ad Spend	CPM	Cost / Email	CPC
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Autoscout – 2019 Report

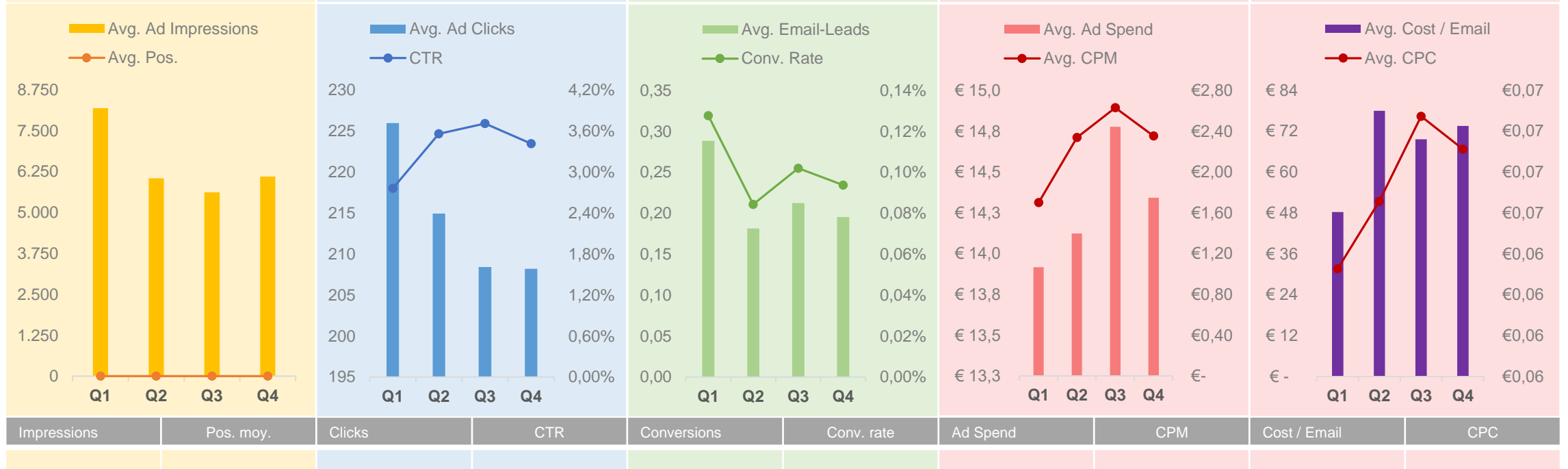


General channel development



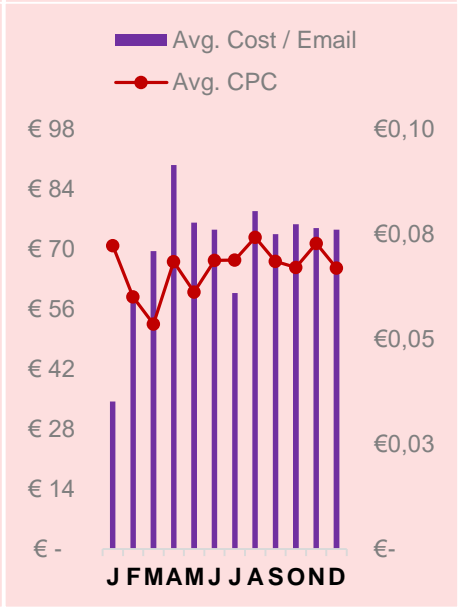
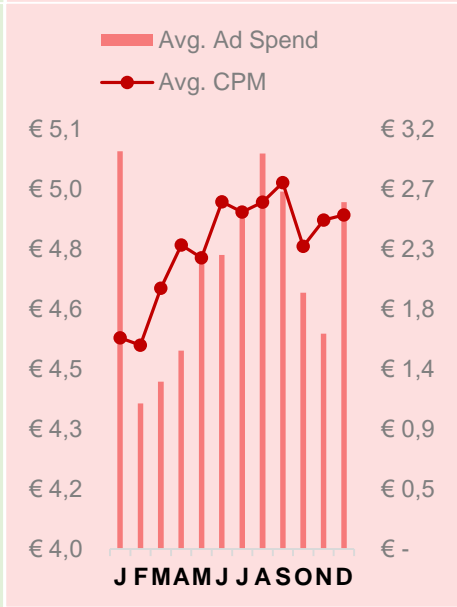
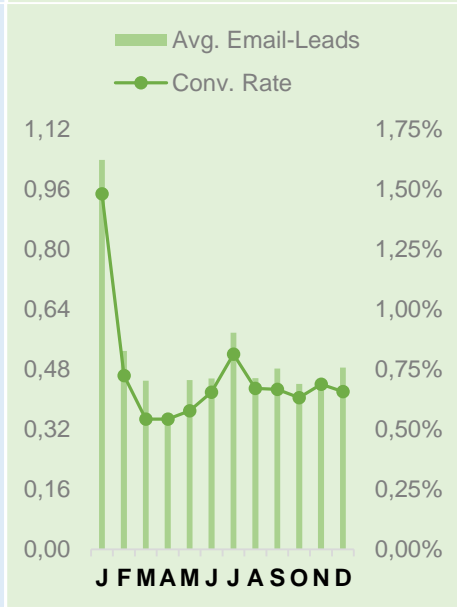
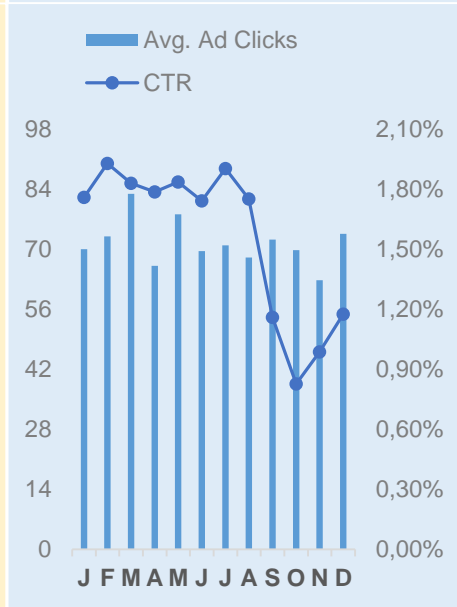
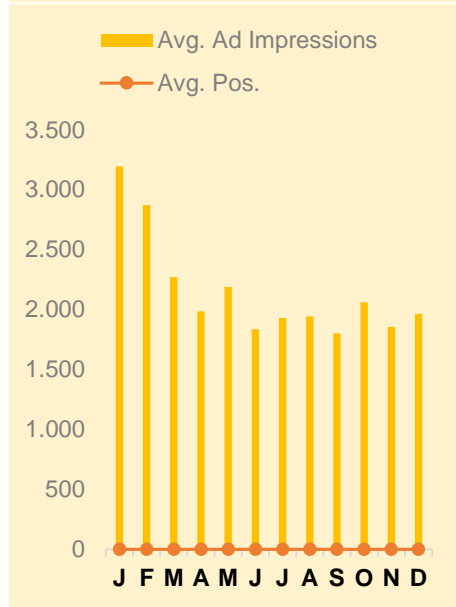
PERIOD		Jan 01, 2019	Dec 31, 2019	CHANNEL	Autoscout ▼	MAKE	All ▼	CLUSTER	Quarterly ▼
				SELLER	All ▼	MODEL	All ▼	AD QUANTITY	1

Visibility		Acquisition		Conversion		Cost 1		Cost 2	
Impressions	Avg. Position	Clicks	Avg. CTR	Emails	Conv. rate	Ad Spend	Avg. CPM	Avg. Cost/Email	Avg. CPC
25,727	0.0	856	3.33%	0.87	0.10%	€56.16	€2.22	€65.91	€0.07
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A



PERIOD		Jan 01, 2019	Dec 31, 2019	CHANNEL	Autoscout ▼	MAKE	All ▼	CLUSTER	Monthly ▼
				SELLER	All ▼	MODEL	All ▼	AD QUANTITY	1

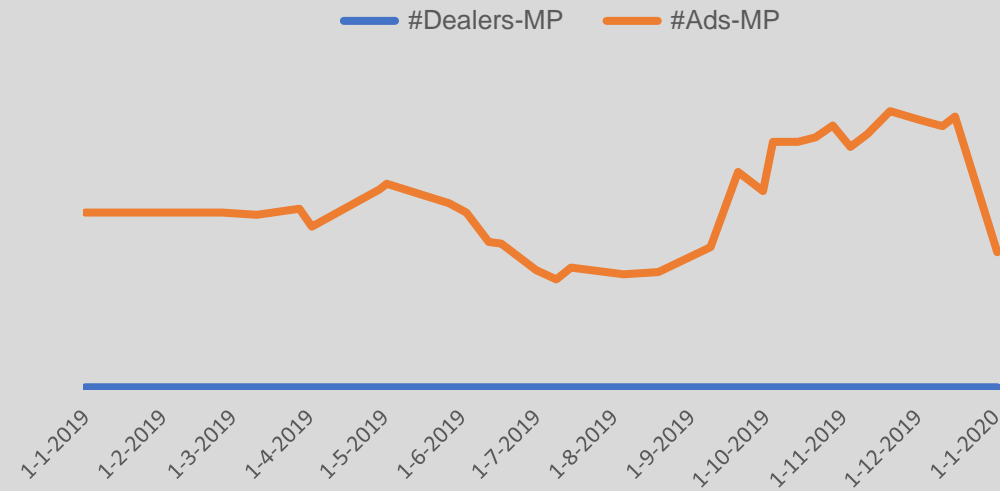
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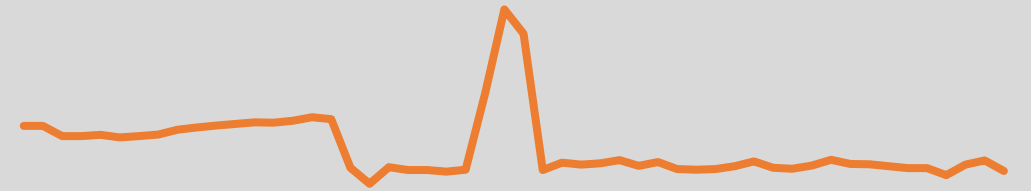
Impressions	Pos. moy.	Clicks	CTR	Conversions	Conv. rate	Ad Spend	CPM	Cost / Email	CPC
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Marktplaats – 2019 Report

General channel development



Online Ads

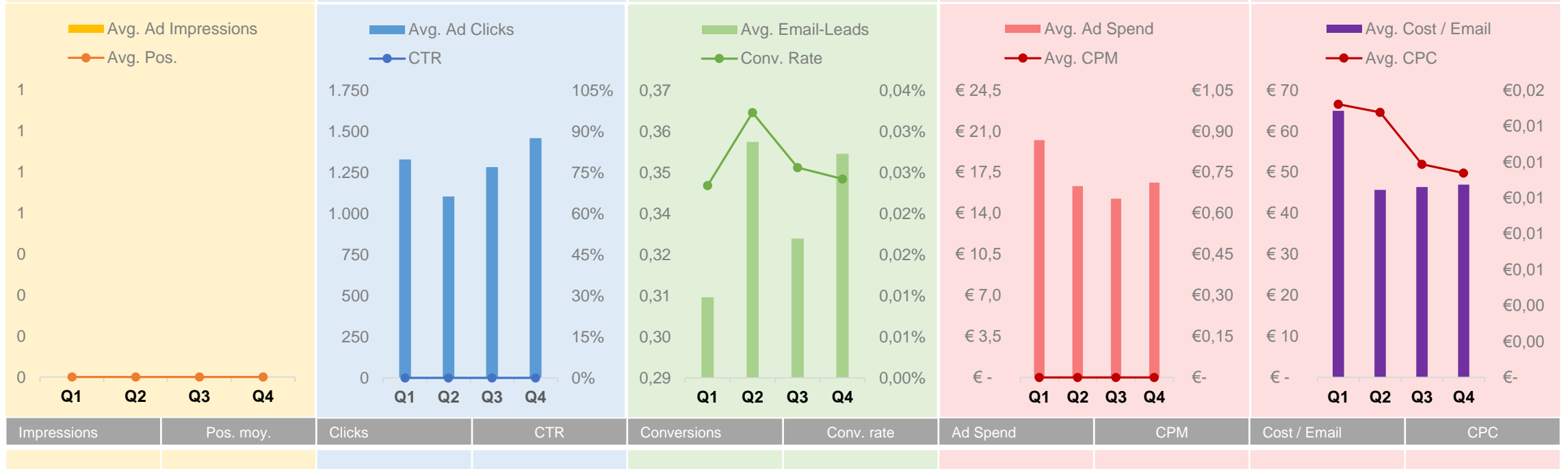


Research volume



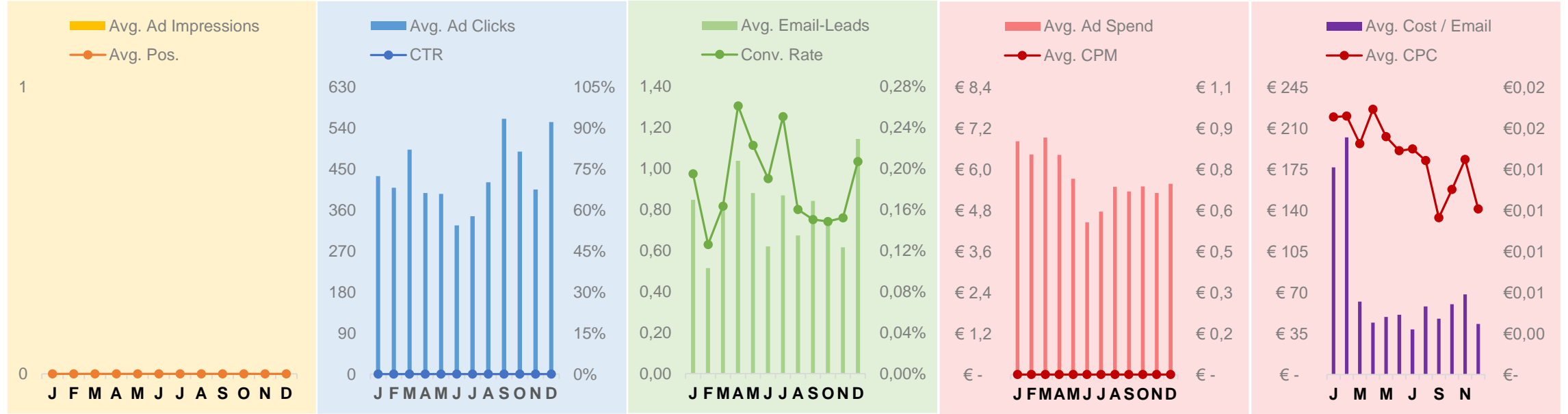
PERIOD		Jan 01, 2019	Dec 31, 2019	CHANNEL	Marktplaats ▼	MAKE	All ▼	CLUSTER	Quarterly ▼
				SELLER	All ▼	MODEL	All ▼	AD QUANTITY	1

Visibility		Acquisition		Conversion		Cost 1		Cost 2	
Impressions	Avg. Position	Clicks	Avg. CTR	Emails	Conv. rate	Ad Spend	Avg. CPM	Avg. Cost/Email	Avg. CPC
0.0	0.0	5,158	0.0%	1.35	0.03%	€68.79	€0.00	€50.99	€0.013
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A



PERIOD		Jan 01, 2019	Dec 31, 2019	CHANNEL	Marktplaats ▼	MAKE	All ▼	CLUSTER	Monthly ▼
				SELLER	All ▼	MODEL	All ▼	AD QUANTITY	1

Visibility		Acquisition		Conversion		Cost 1		Cost 2	
Impressions	Avg. Position	Clicks	Avg. CTR	Emails	Conv. rate	Ad Spend	Avg. CPM	Avg. Cost/Email	Avg. CPC
0.0	0.0	5,158	0.0%	1.35	0.03%	€68.79	€0.00	€50.99	€0.013
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A



Impressions	Pos. moy.	Clicks	CTR	Conversions	Conv. rate	Ad Spend	CPM	Cost / Email	CPC
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Appendix

About the Source:

- Autotrack Analytics
- Autoscout Dealer Statistics
- De kracht van Marktplaats

- 60 publishing car dealers
- 5,121 lowest volume Ads
- 6,769 highest volume Ads

About the Data:

- 298K total (unique and/or recurring) Ads 2019
- 8,6 Mio total Ad metrics
- 17,5 Mio total calculations

About the Report:

- Outcomes based solely on sampling
- 2018 data not accurate enough for comparison, indicated "N/A"
- Analysis on visibility, acquisition, email conversions and cost
 - Value, other conversions, ROAS/ROI not in report
- Useful for example, individual assessments and online performance improvement programs

About the Analysis:

ARC collects Ad metrics for its customers on a high frequency basis, which serves as a foundation for multiple objective calculations.

The 360 degree insights can be applied to improve online performance and to increase the number of leads within the 'Digital Roadmap' program developed in-house.

About Automotive Retail Consultancy:

An independent Consultancy agency for the Automotive Retail industry in particular highly experienced in Digital Retail (Used Cars) and E-commerce business.

Our shared objective is to build the (online) future of Automotive retailers by serving them with effective solutions.

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