

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Did you know **45%** of used car buyers will turn down one or more trade-in offers.

BRANDSPARK KIJJI AUTOS RESEARCH 2018



ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

64M
VDP VIEWS

60k
CALLS

1.5M
EMAIL/CHAT REPLIES

51k
DEALERSHIP URL CLICKS

740k
TOTAL LIVE LISTINGS

86k
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

1. FORD	19,260
▲ 2. CHEVROLET	13,849
▲ 3. HONDA	12,305
▲ 4. DODGE	12,289
▼ 5. TOYOTA	11,931
▲ 6. GMC	7,661
▲ 7. BMW	6,452
▼ 8. NISSAN	5,953
▲ 9. VOLKSWAGEN	5,481
▲ 10. MAZDA	2,610

MODELS*

1. FORD F150	284
2. GMC SIERRA 1500	128
3. TOYOTA RAV4	120
▲ 4. CHEV SLVRD 1500	119
▲ 5. HONDA CRV	116
6. TOYOTA COROLLA	99
▼ 7. FORD ESCAPE	97
▲ 8. FORD MUSTANG	96
▲ 9. JEEP WRANGLER	83
▲ 10. TOYOTA MATRIX	31

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	OCT 2019
▲ +0.75% \$45,500	▲ +17.4% \$43,250	
\$45,160	\$36,845	OCT 2018

MASS-MARKET DOMESTIC



\$46,000 NEW
\$16,000 USED

MASS-MARKET IMPORT



\$34,300 NEW
\$15,845 USED

LUXURY



\$73,750 NEW
\$30,760 USED

EXOTIC



N/A NEW
\$136,000 USED

TOTAL LISTINGS

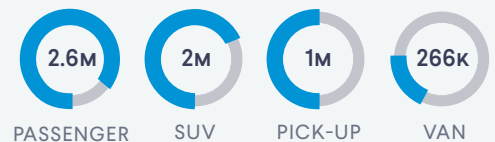
Created in October for Cars and Trucks

3 8 0 5 0 5

OCTOBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



* Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call. Arrows indicate change year over year.

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Did you know **45%** of used car buyers will turn down one or more trade-in offers.

BRANDSPARK KIJJI AUTOS RESEARCH 2018



ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

PRAIRIES

OCTOBER 2019

6.8M
VDP VIEWS

3.5k
CALLS

129k
EMAIL/CHAT REPLIES

4k
DEALERSHIP URL CLICKS

64k
TOTAL LIVE LISTINGS

106k
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Count
1.	FORD	93
2.	CHEVROLET	66
▲ 3.	TOYOTA	48
▼ 4.	GMC	42
▲ 5.	HONDA	37
▼ 6.	DODGE	34
7.	JEEP	27
8.	NISSAN	24
9.	HYUNDAI	17
10.	VOLKSWAGEN	11

MODELS*

Rank	Model	Count
1.	FORD F150	34
2.	CHEV SLVRD 1500	19
▲ 3.	HONDA CRV	12
▲ 4.	TOYOTA RAV 4	11
▲ 5.	FORD ESCAPE	10
▼ 6.	HONDA CIVIC	10
▼ 7.	DODGE GRNDVRVN	8
▲ 8.	JEEP WRANGLER	8
▲ 9.	JEEP GRND CHRK	8
▲ 10.	VOLKSWAGEN GOLF	2

* Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call. Arrows indicate change year over year.

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	OCT 2019
▲ ^{+0.76%} \$45,502	▲ ^{+17.4%} \$43,247	
\$45,158	\$36,843	OCT 2018

MASS-MARKET DOMESTIC



\$46,054 NEW
\$15,927 USED

MASS-MARKET IMPORT



\$34,302 NEW
\$15,890 USED

LUXURY



\$73,754 NEW
\$30,757 USED

EXOTIC



N/A NEW
\$136,080 USED

TOTAL LISTINGS

Created in October for Cars and Trucks



OCTOBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)

