


TRAFFIC


Powersports continues to have record-breaking traffic. Month over month we have broken over 5 Million unique visitors in April. That is over one million unique visitors month over month, from March to April 2020.

▶ **Total Powersports Visits up: 39.8%**

 **ATV Trader** +81.4% YoY


 **Cycle Trader** +23.4% YoY


 **PWC Trader** +123.2% YoY

 **Snowmobile Trader** +51.4% YoY

Source: Adobe; includes Apps - YTD - April 1-26, 2020 vs. April 3-28, 2019

▶ **Powersports Leads up: 14.6%**

 **Calls** +17.2%

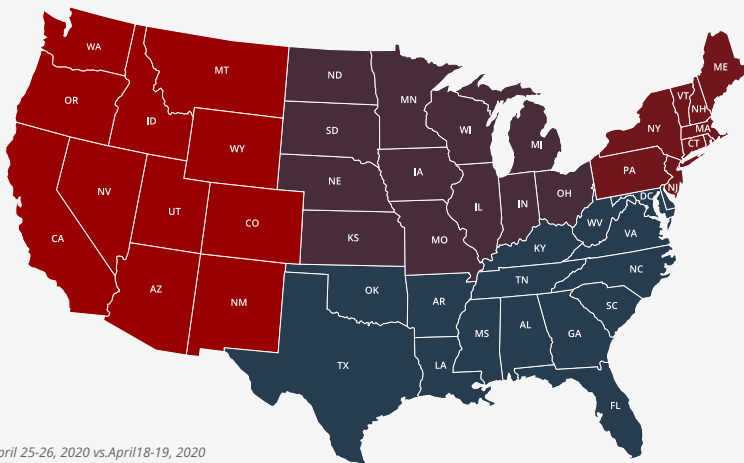
 **Texts** +5.9%

 **Emails** +14.0%

Source: MariaDB, Redshift; includes Emails, Calls, Chats, Texts - April 20-26, 2020 vs. April 13-19, 2020

HIGHEST REGIONAL DEMAND

The highest weekend over weekend search impressions gain of all powersports by region were:



Source: April 25-26, 2020 vs. April 18-19, 2020

- West ↑ 1.7% YoY
- South ↑ 4.2% YoY
- Northeast ↑ 12.6% YoY
- Midwest ↑ 7.3% YoY

LATEST OFFERINGS FROM CYCLE TRADER

Studies have shown that live chat can drive **3x - 5x more conversions** and that customers who use live chat are **3x more likely to make purchases*** versus those who don't.

Ensure you have our Live Chat or text feature turned on - a free resource available to you through May - to respond to potential buyers.

Already signed up for Live Chat or our Text tools, but would like more information on how to use them?

Video Resources:

[How to Set Up Live Chat](#)

[How to Use Live Chat](#)

[About SMS Text Messaging](#)

[WEBINAR: Increasing Connections with Text Messaging](#)

Cheat Sheets:

[Utilizing Text for Your Dealership](#)

[Utilizing Live Chat for Your Dealership](#)

Need additional support?

Contact us at support@traderinteractive.com or (877) 354 - 4068

For new customers or existing customer upgrades only.
 *Source: <https://www.comm100.com/blog/live-chat-benefits.html>

NEWS HIGHLIGHTS

Senate Approves \$380 Billion Expansion of CARES Act,

[Learn More](#)

Motorcycles Shipping via FedEx, Powersports Business,

[Learn More](#)

NPA Market Update, Dealer News,

[Learn More](#)

Aftermarket has Unprecedented Surge in Online Sales, Motorcycle Powersports News,

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Yamaha Motorsports Launches "Deliver Your Ride" program, Dealer News

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