

TRAFFIC





Although COVID-19 may have drastically reduced traffic into your dealership, digital channels like RV Trader have increased:

RV YoY up
▲ **41.5%**

Source: Adobe & GA UVs May 1-4, 2020 vs. May 3-6, 2019

Leads are also seeing significant growth week over week:

Leads up
▲ **34.3%**

	Calls +27.2%		Texts +61.9%
	Emails +35.5%		Chat +35.2%

Source: MariaDB, Redshift; includes Emails, Calls, Chats, Texts - April 1-30, 2020 vs. March 1-31, 2020

LATEST OFFERINGS FROM RV TRADER

Available On Demand

In case you missed it, RVDA hosted a webinar May 6th with RV Trader on *Navigating Disruption in 2020: Tapping into the Virtual Equipment Consumer*

Learn key digital best practices for now and always like:

- How to successfully operate your dealership during COVID-19
- Why digital marketing matters most right now
- Who your buyer is and the challenges they present now

[Watch Now](#)

HIGHEST REGIONAL DEMAND/TOP INVENTORY SEARCHES

Gains in inventory impressions being seen across all regions for RVs, and below is a breakdown by region and class of what manufacturers are seeing the highest regional demand for new or used units month over month:

MIDWEST

Class A:	Class B:	Class C:	Fifth Wheel:
▶ Coachmen ▲ 23.4%	▶ Nexus ▲ 111.4%	▶ Renegade ▲ 41.2%	▶ K-Z ▲ 34.7%
▶ Jayco ▲ 22%	▶ Gulf Stream ▲ 45.6%	▶ Winnebago ▲ 26.1%	▶ Dutchmen ▲ 28.5%
▶ Fleetwood ▲ 17.8%	▶ Winnebago ▲ 23.1%	▶ Dynamax Corp ▲ 19.3%	▶ Heartland ▲ 22.5%
Travel Trailer:	Toy Hauler:	Pop-up Campers:	
▶ K-Z ▲ 40.6%	▶ ATC ▲ 26.7%	▶ Sylvan Sport ▲ 53%	
▶ Airstream ▲ 27.5%	▶ Coachmen ▲ 22.2%	▶ Jayco ▲ 52.1%	
▶ Winnebago ▲ 26.7%	▶ Palomino ▲ 9.8%	▶ Palomino ▲ 44.1%	

NORTHEAST

Class A:	Class B:	Class C:
▶ Jayco ▲ 45.6%	▶ Regency Conversions ▲ 41%	▶ Fleetwood ▲ 75.6%
▶ Tiffin Motorhomes ▲ 44.7%	▶ Airstream ▲ 36.6%	▶ Entegra Coach ▲ 38.9%
▶ Fleetwood ▲ 42.4%	▶ Renegade ▲ 16.5%	▶ Gulf Stream ▲ 30.8%
Fifth Wheel:	Pop-up Campers:	
▶ Highland Ridge ▲ 48.1%	▶ Thor Motor Coach ▲ 44%	
▶ K-Z ▲ 23.2%	▶ Coleman ▲ 34.3%	
▶ Heartland ▲ 17.2%	▶ Jayco ▲ 27.5%	

Source: MariaDB April 1-30, 2020 vs. March 1-31, 2020 (missing April 13-14 data)

How does this help you? Moving your Featured or Premium Ad inventory into what consumers are shopping for now will get your inventory seen and moving faster, and if you are looking to reopen and restock your showroom, now you know what inventory to highlight in store or on your website.



NEWS HIGHLIGHTS

See Which States Are Reopening and Which Are Still Shut Down, *The New York Times*

[Learn More](#)

Expected Demand Has RV Industry Stocks Climbing, *RV Business*

[Learn More](#)

TRADER IN THE NEWS:

RV Trader Sees Hike in Web Traffic Amid Pandemic, *RV Business*

[Learn More](#)

Virtual vacations available from the comforts of home, *WMAR ABC Baltimore*

[Learn More](#)

7 Steps to Digital Sales Success, *RV Business*

[Learn More](#)

How These #VanLife YouTubers Spent Under \$20k Converting Their Sprinters, Vans And Skoolies, *Forbes*

[Learn More](#)

Trader Interactive's Simon Heseltine joined Search from Home presenting on LinkedIn, *It Only Takes a Moment to Wreck Your Brand!*

[Learn More](#)