



eBay + OfferUp research.

February 16, 2021

The research goals.

- Find out what motivates consumers to buy and sell through apps.
- Specifically, see how satisfied consumers are with eBay + OfferUp.
- And understand if they are selling more, or less, after COVID.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- GPS used to survey consumers leaving apps.
- Then, a survey was sent to ask for feedback.

Time frame.

- On app: 2/12 to 2/15, 2021.

Sample.

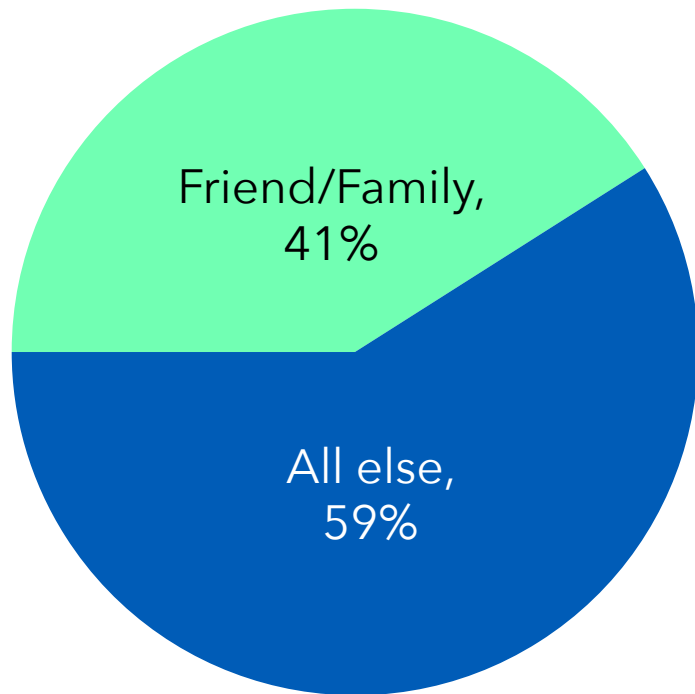
- n=200
- 18 years of age.
- Natural fall out on age, gender, ethnicity.

The eBay logo is displayed in its characteristic multi-colored font: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.The OfferUp logo is shown in a bold, dark teal font.

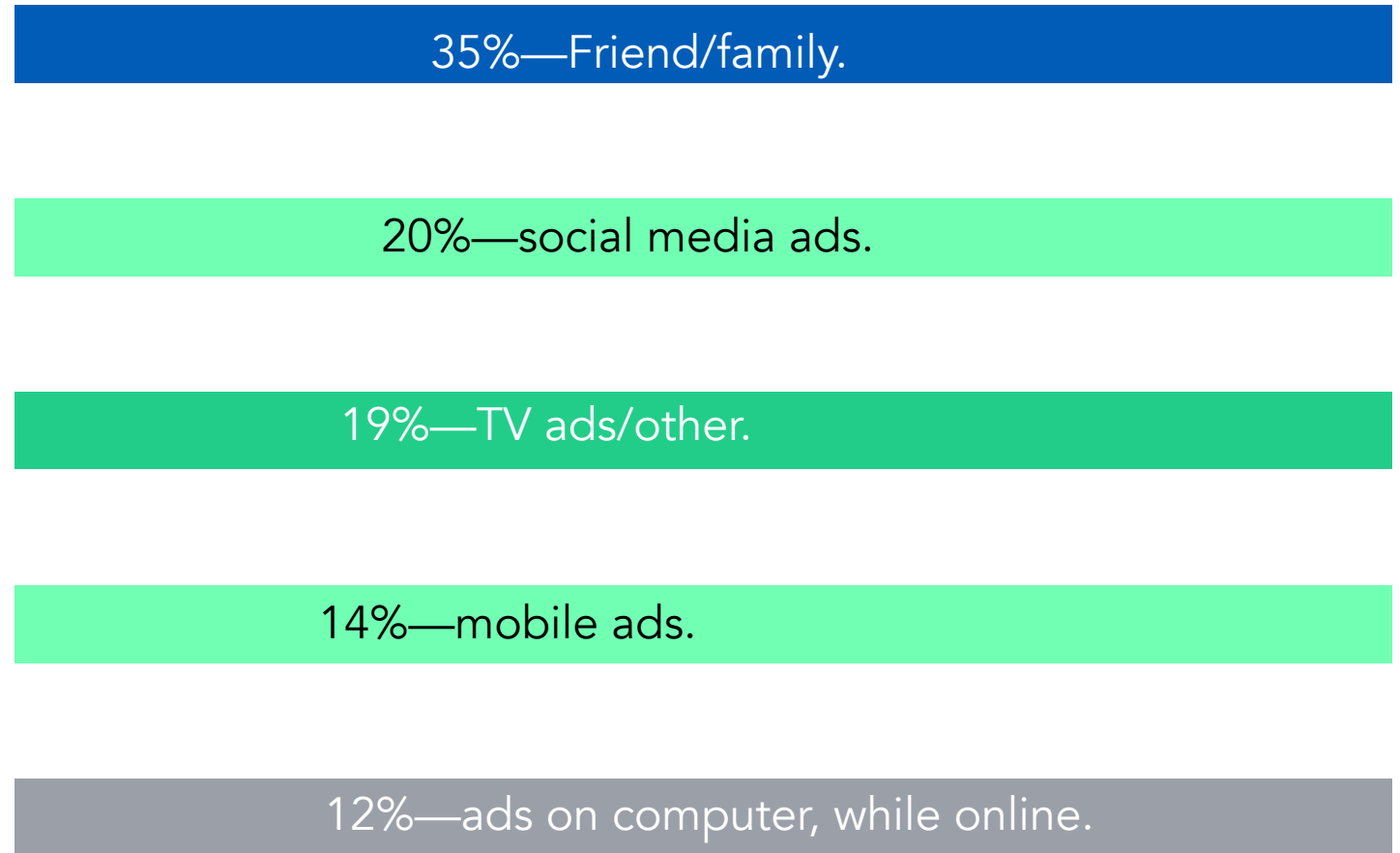
Word of mouth is the #1 cause of downloads.



How'd you first find out about **eBay**?



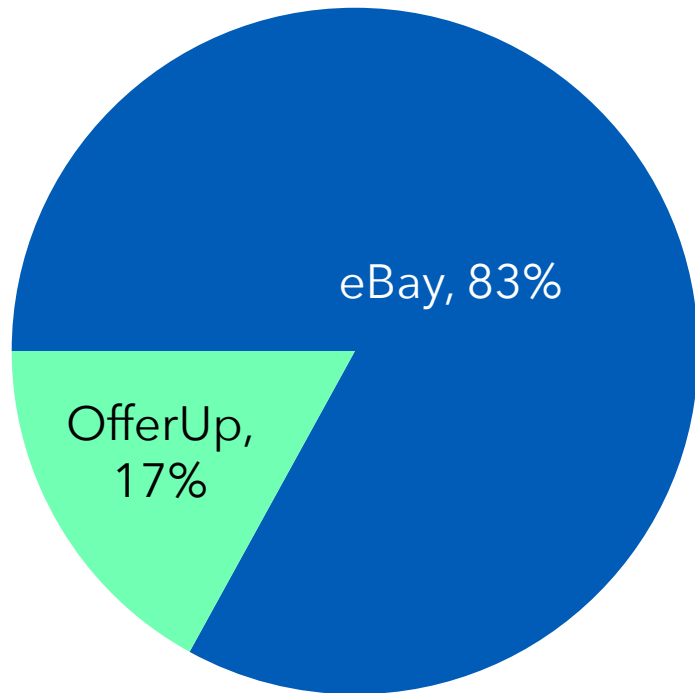
How'd you first find out about **OfferUp**?



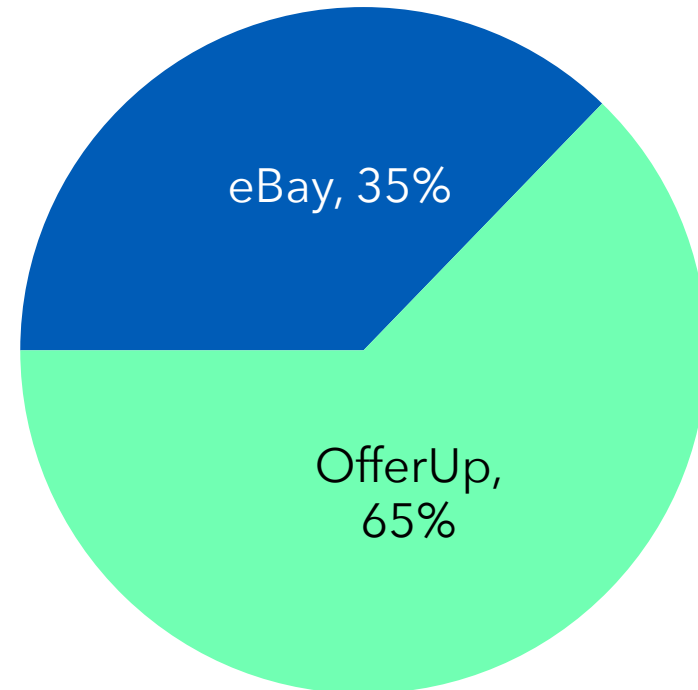
eBay is for buying, OfferUp for selling.



Which app do you use to buy products?



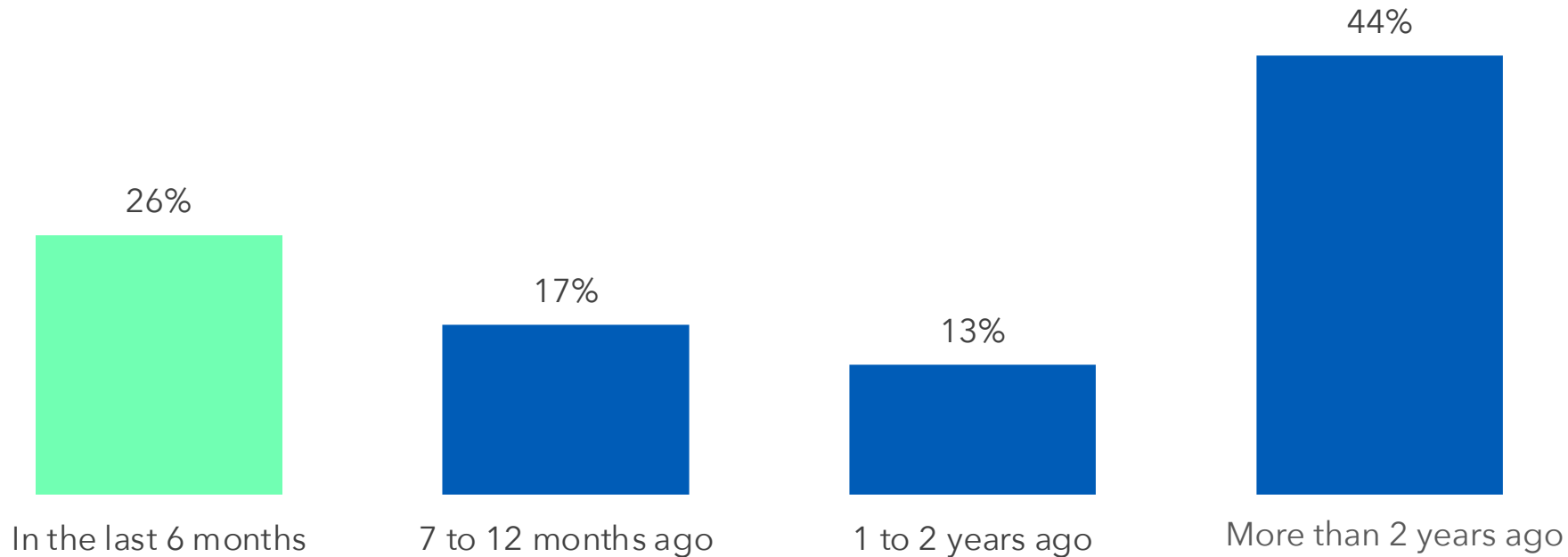
Which app do you use to sell products?



eBay sellers are motivated by COVID to make cash.



You said you sell on eBay more, when did you download the app?



Base: 200

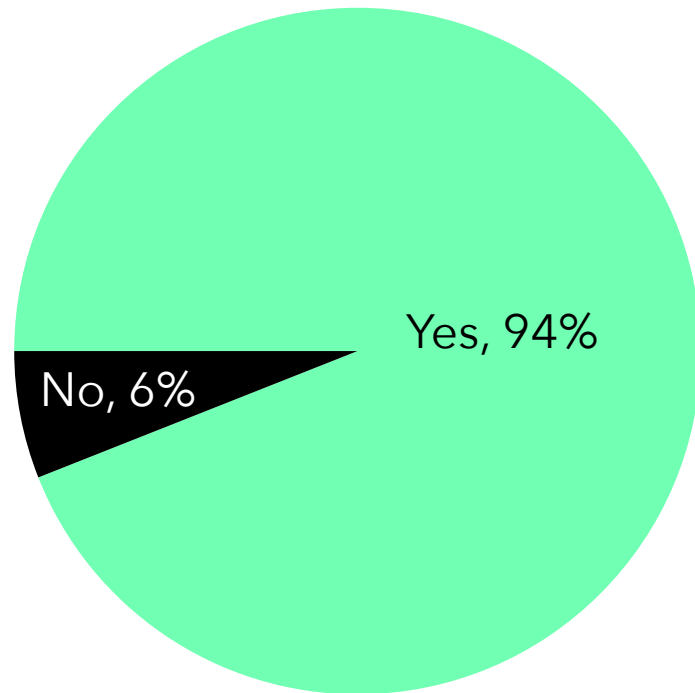
Tell me more...

- 71% don't meet buyers in-person.
- 62% say it's easy to sell on eBay.
- 56% tend to ship, rather than sell locally.
- 49% are selling more now in COVID than before.

OfferUp is the go-to for local sales.



When you sell on OfferUp, do you meet the buyer in-person?



Tell me more...

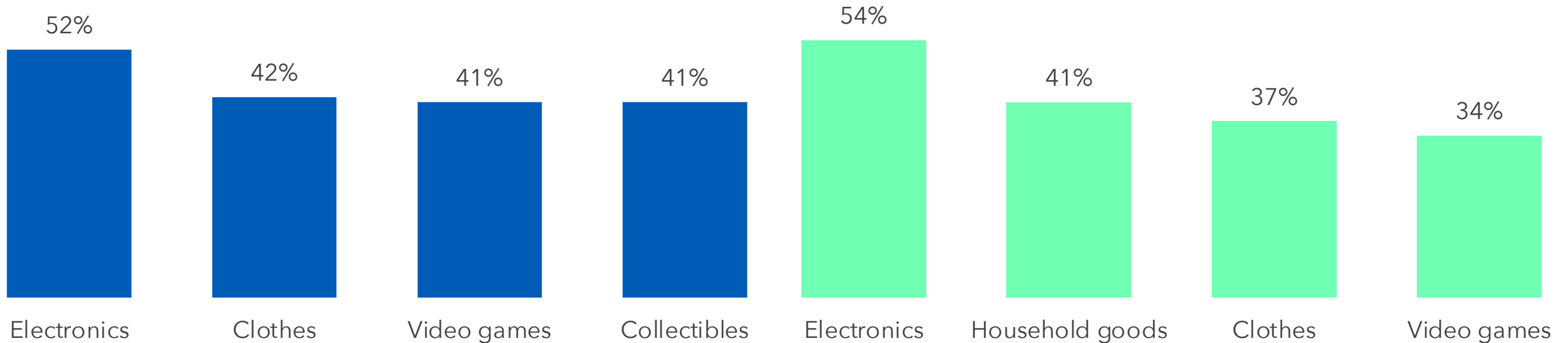
- 93% use photos to help them sell on OfferUp.
- 91% feel at least slightly safe meeting a buyer in-person.
- 65% say it's easy to sell on OfferUp.
- 29% are selling more in COVID now than before.

Electronics are the top items sold on eBay + OfferUp.



What do you sell on **eBay**?

What do you sell on **OfferUp**?

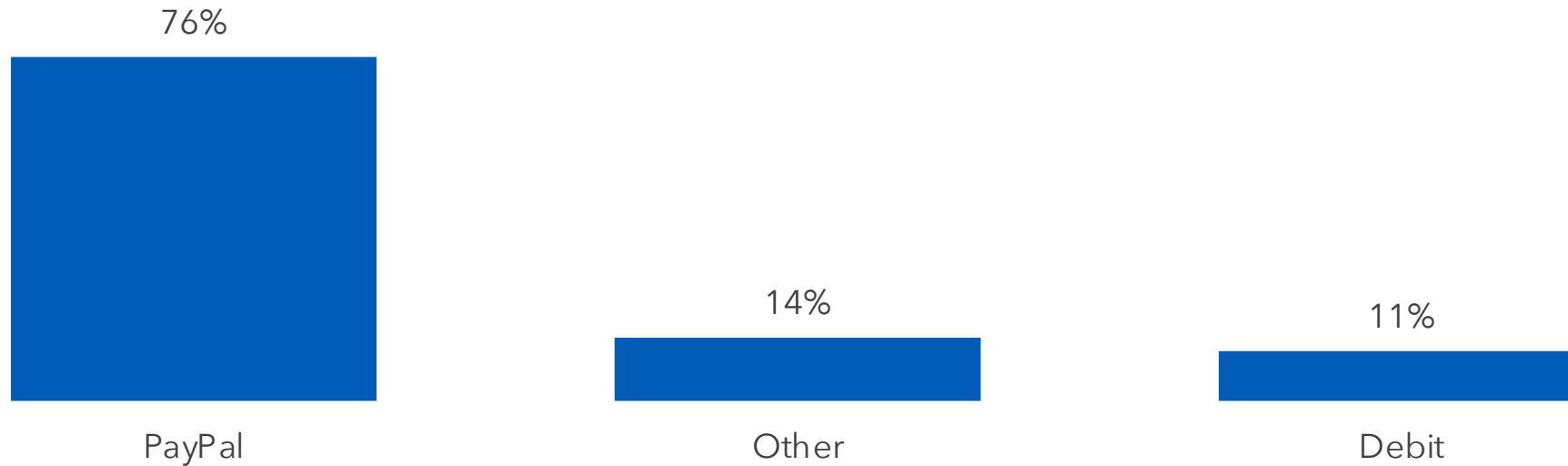


Base: 200

PayPal = most common way to get paid on eBay.



How do you get paid on eBay?

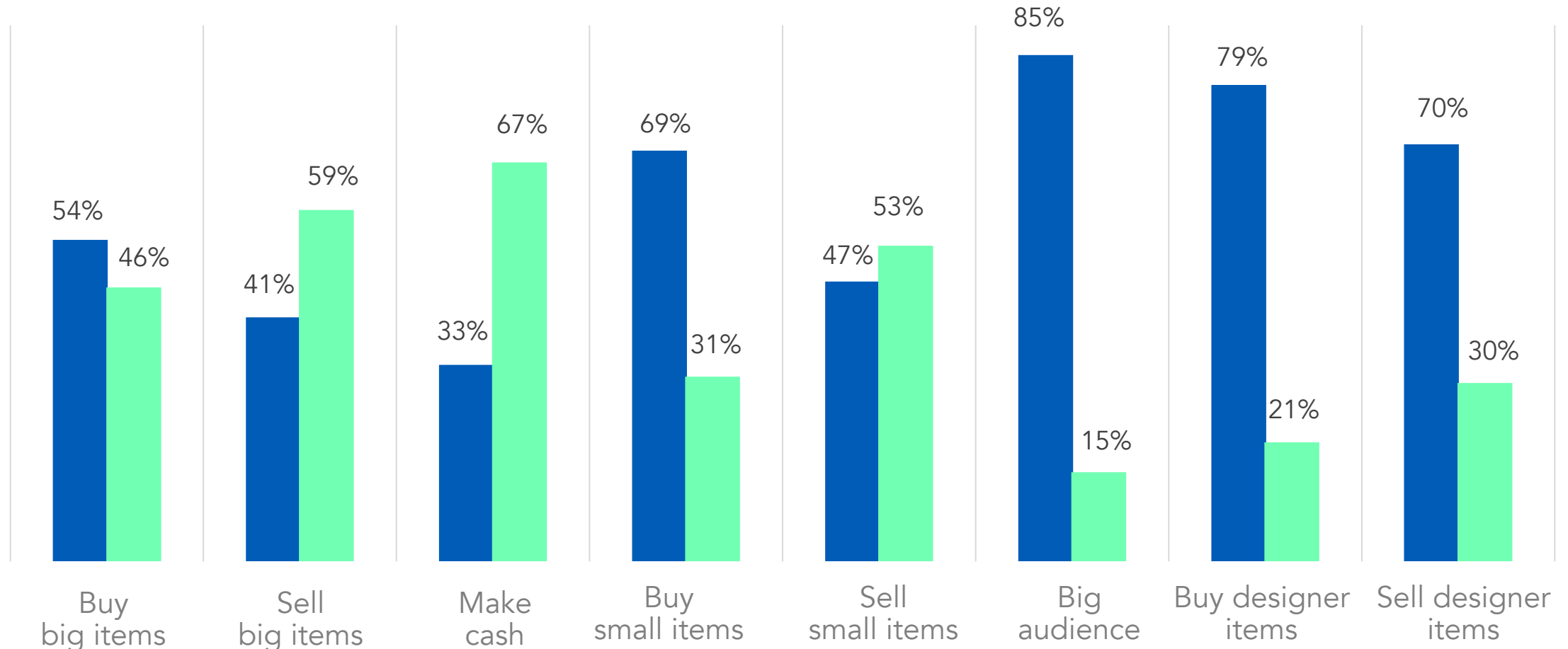


eBay wins in audience, designer items + purchasing.



Please select which app is better in each of the following areas.

■ eBay ■ OfferUp



Base: 200



About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.