



# 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.

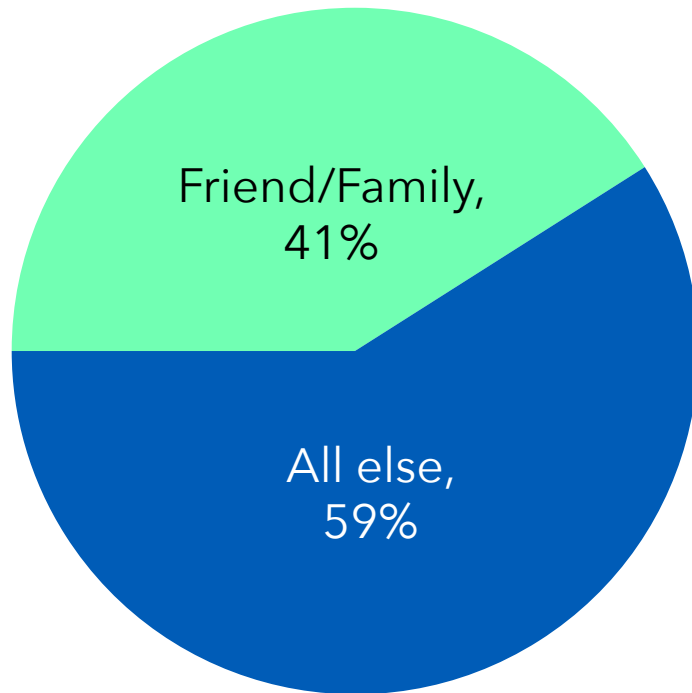
- n=200
- 18 years of age.
- Natural fall out on age, gender, ethnicity.

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

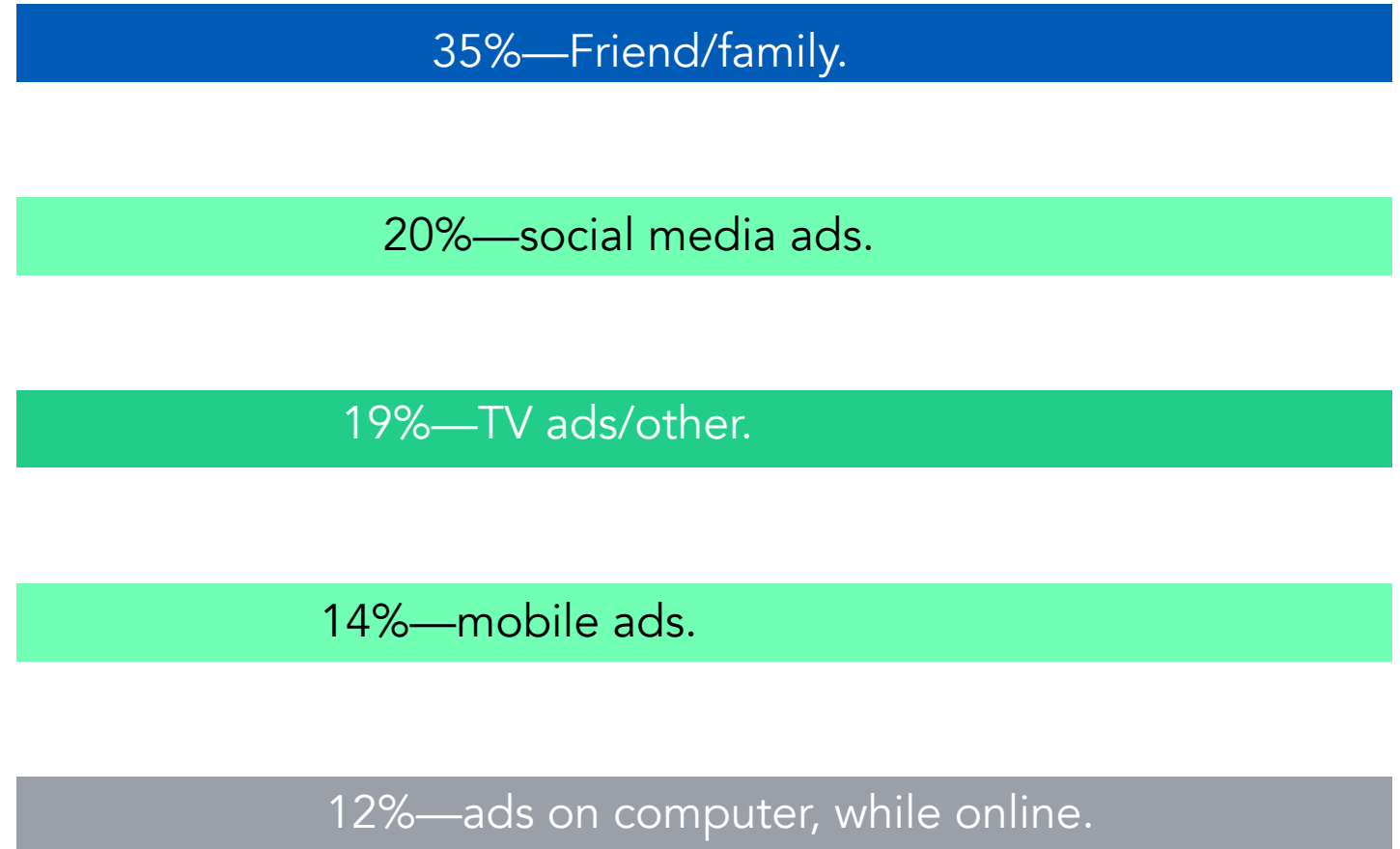
# Word of mouth is the #1 cause of downloads.



How'd you first find out about eBay?



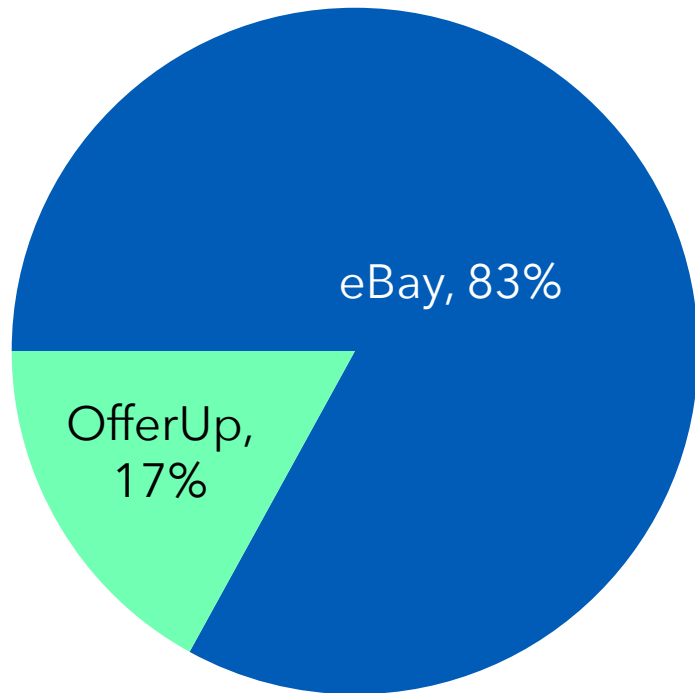
How'd you first find out about OfferUp?



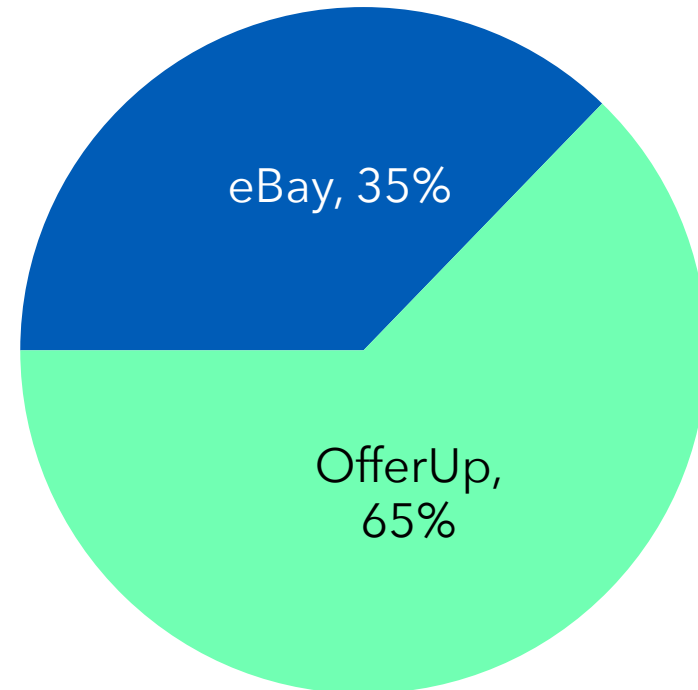
# eBay is for buying, OfferUp for selling.



Which app do you use to buy products?



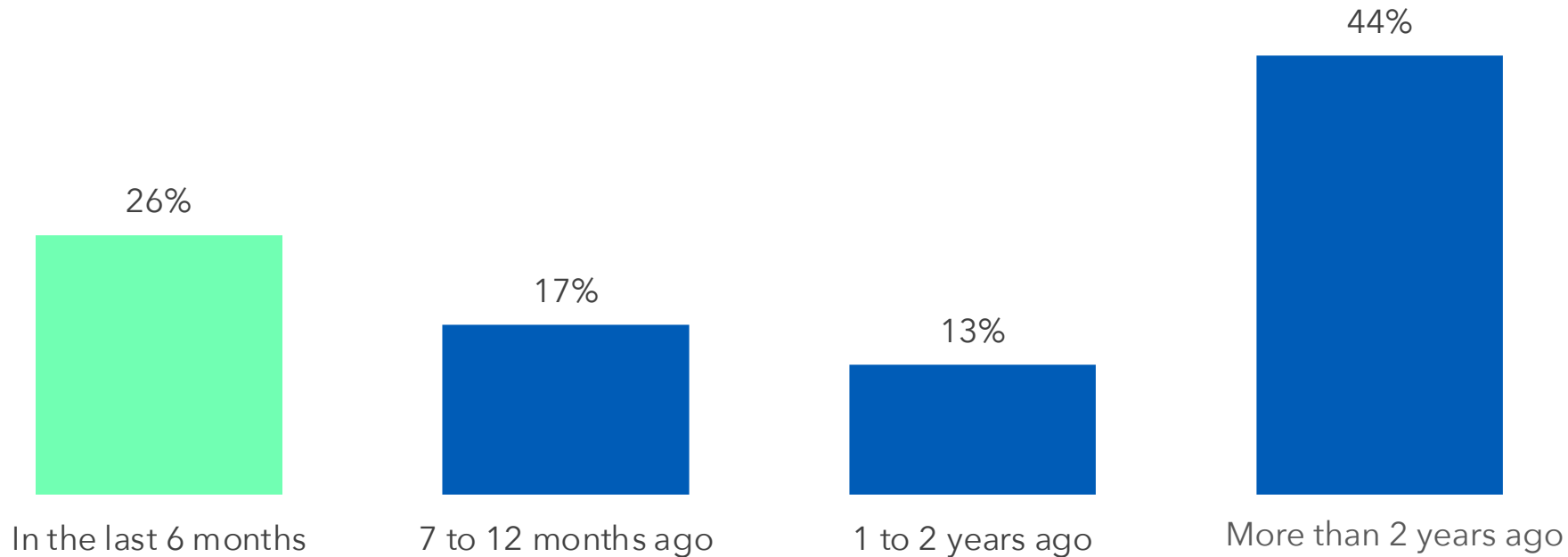
Which app do you use to sell products?



# eBay sellers are motivated by COVID to make cash.



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



Base: 200

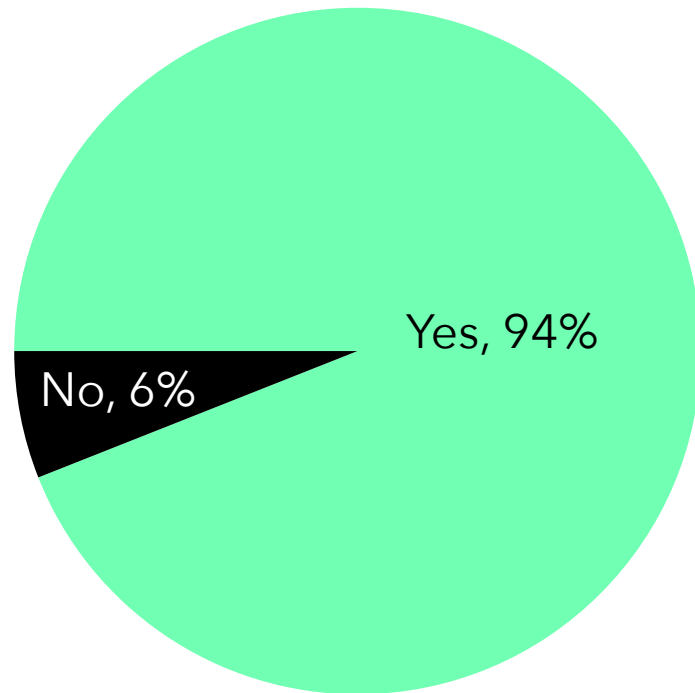
## Tell me more...

- 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...

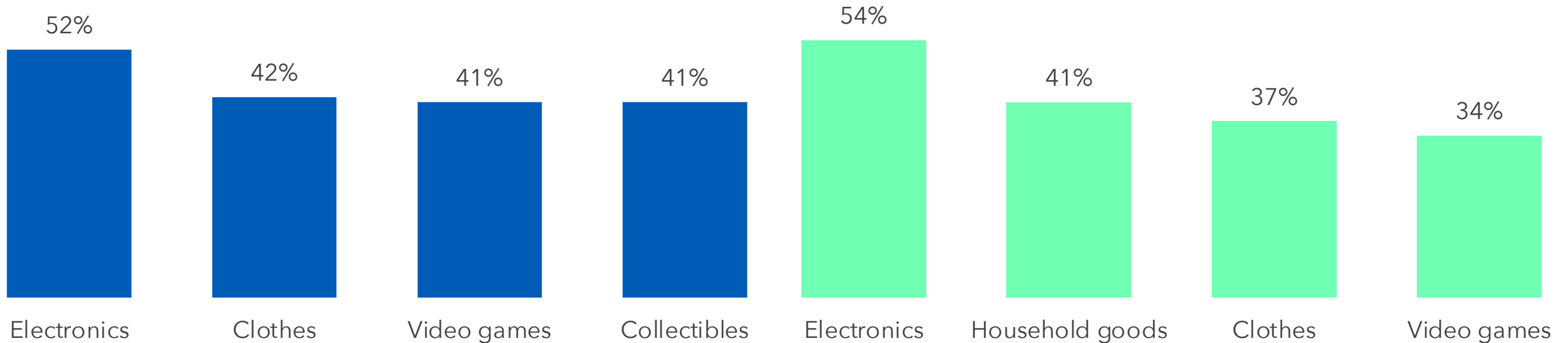
- 93% use photos to help them sell on OfferUp.
- 91% feel at least slightly safe meeting a buyer in-person.
- 65% say it's easy to sell on OfferUp.
- 29% are selling more in COVID now than before.

# Electronics are the top items sold on eBay + OfferUp.



What do you sell on **eBay**?

What do you sell on **OfferUp**?

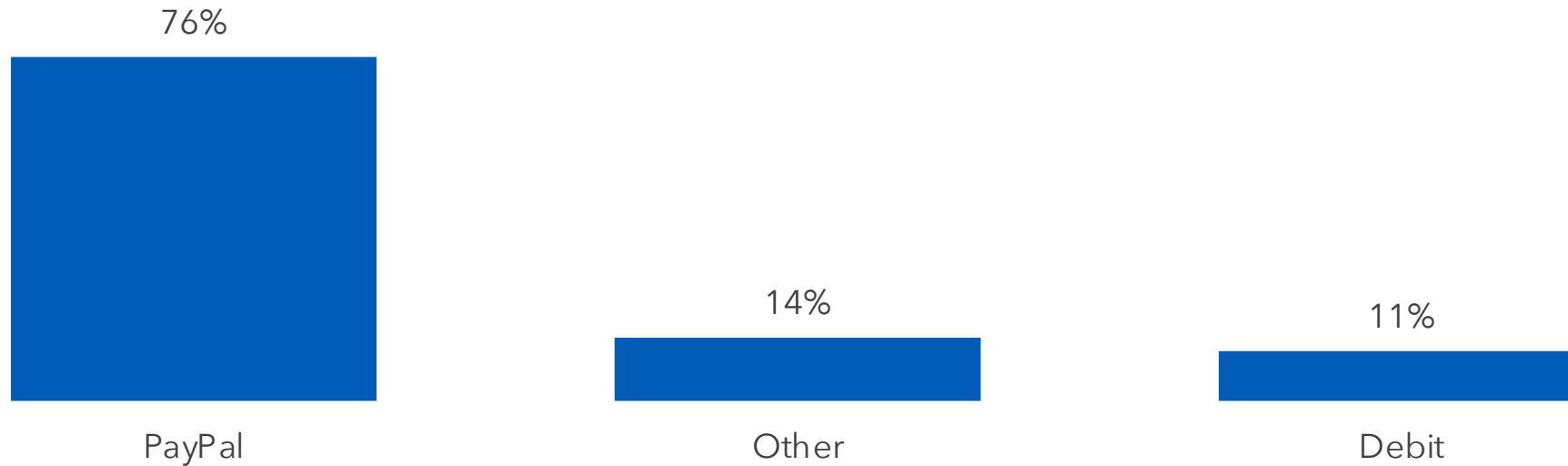


Base: 200

# PayPal = most common way to get paid on eBay.



How do you get paid on eBay?



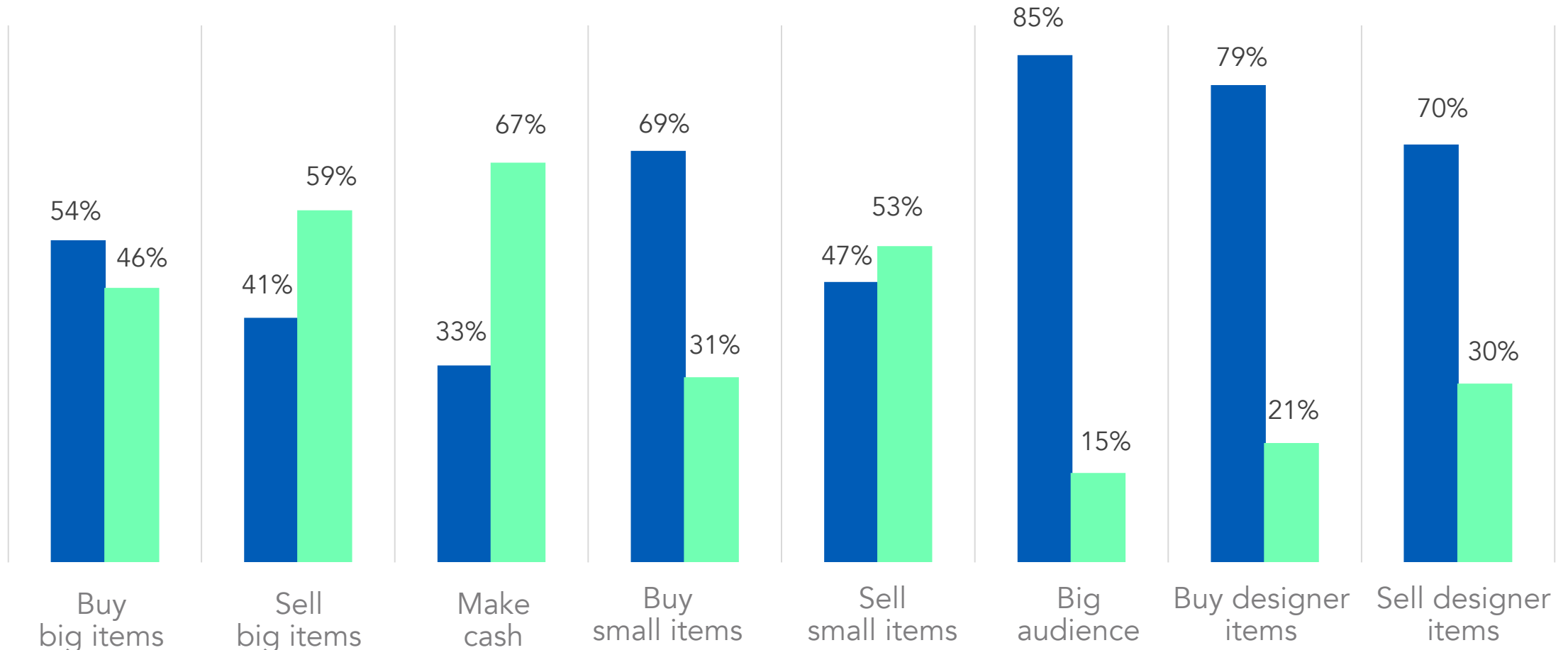


# eBay wins in audience, designer items + purchasing.



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

■ eBay ■ OfferUp



Base: 200



# About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.



# 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.**