

Live Chat FREE for 90 Days
TRAFFIC
▲ 16.6%

We are continuing to see traffic growth year over year on our heavy equipment marketplace traffic, and this weekend we saw a surge of March traffic (16.6%[▲]YoY)

▲ 17.93%

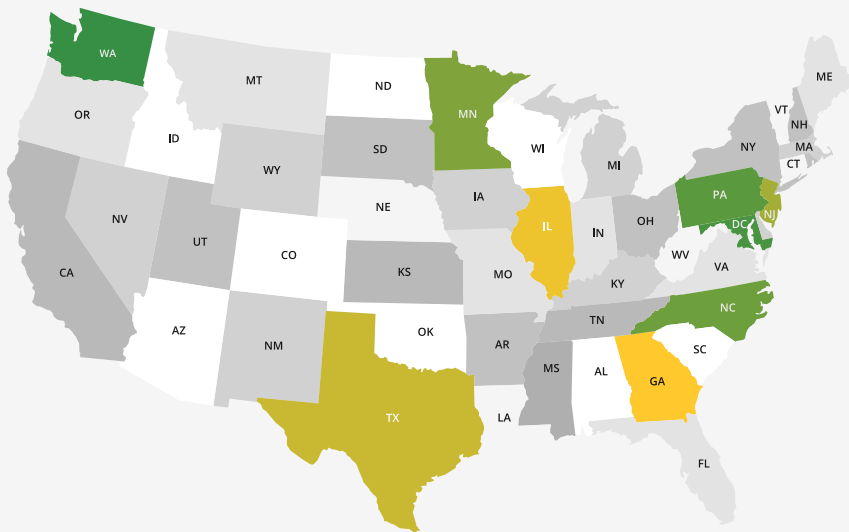
Traffic increased 17.93% for Commercial Web Services website customers since the March 13th presidential announcement

You may have closed your physical doors, so we are here to support boosting your virtual dealership. 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

For new customers or existing customer upgrades only.

HIGHEST REGIONAL DEMAND

Top 10 cities we received traffic from last week:



- | | |
|---------------------------|---------------------------|
| 01 Atlanta | 06 Minneapolis |
| 02 Chicago | 07 Charlotte |
| 03 Houston | 08 Doylestown (PA) |
| 04 Dallas | 09 Germantown (MD) |
| 05 Livingston (NJ) | 10 Seattle |

Source: Google Analytics Users Comparing March 16, 2020 to March 2-8


TOP INVENTORY SEARCHES

Here are the top 7 inventory searches on Equipment Trader this past week:

- | | |
|----------------------------------|---------------------------------|
| 01 Backhoe Attachments | 05 Generators |
| 02 Skid Steer Attachments | 06 Agriculture Equipment |
| 03 Excavator Attachments | 07 Forestry Equipment |
| 04 Tractors | |


NEWS HIGHLIGHTS

Employees engaged in the manufacture and maintenance of equipment deemed 'essential'

[Learn More](#)

Construction considered 'essential' in many states

[Learn More](#)

To learn more contact your account representative or reach out to Marketing@EquipmentTrader.com or (877) 920-5442