

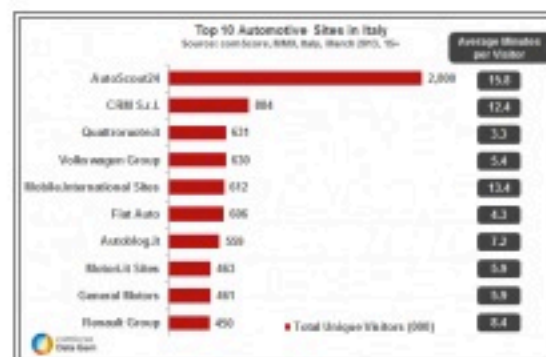


AutoScout24 is Most Popular Automotive Site in Italy

In March 2013, the automotive category was visited by over 8.6 million Italian internet users, an increase of 3 percent compared to March last year.

AutoScout24 is the clear leader in this top 10 ranking with 2.8 million unique visitors – more than triple that of CRM S.r.l who came in second place with an audience of 884,000 in March 2013. Quattroruote.it and Volkswagen Group follow in third and fourth position with 631,000 and 630,000 unique visitors respectively.

Looking at engagement with the top 10 automotive websites in Italy, visitors to AutoScout24 and Mobile.International Sites spent the most time during March 2013, with 15.8 and 13.4 minutes per visitor, respectively. CRM S.r.l. ranked in third place with 12.4 average minutes spent per visitor in that month.



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VIDEO

Fabrizio Angelini, CEO Sensemakers



00:00 / 17:38

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