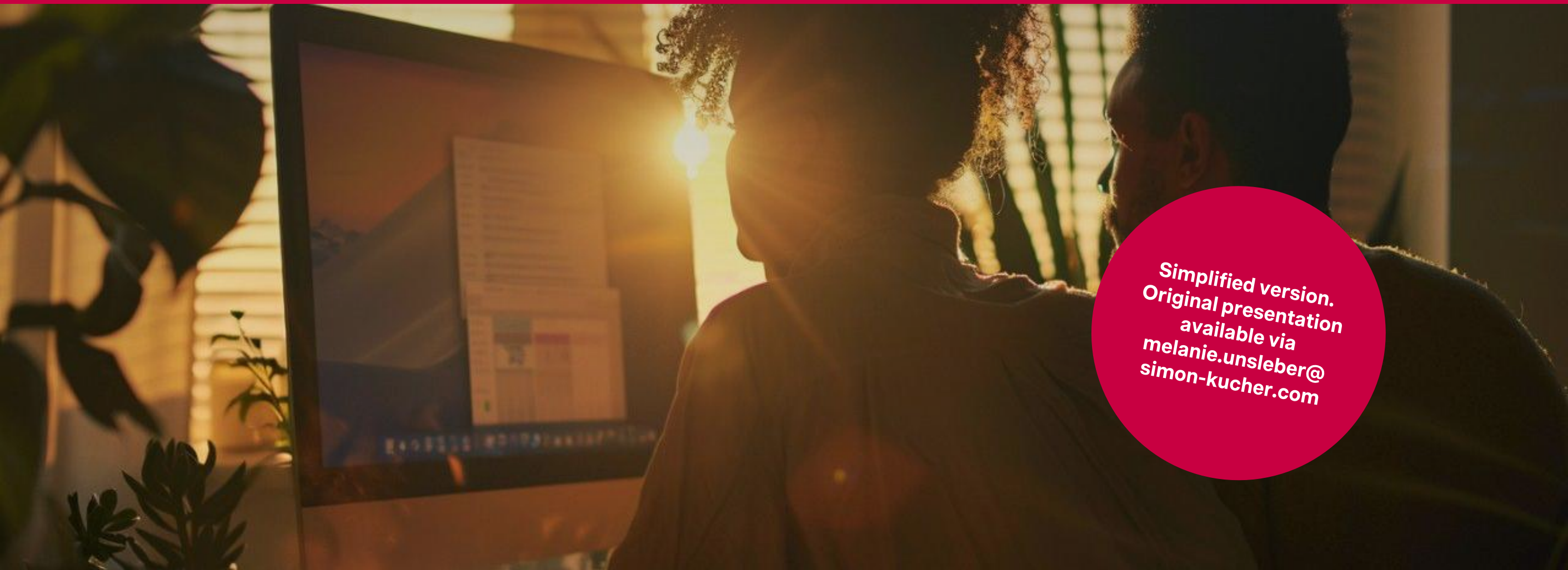


# To monetize or not?

## Success factors for a thriving C2C business



Simplified version.  
Original presentation  
available via  
[melanie.unsleber@  
simon-kucher.com](mailto:melanie.unsleber@simon-kucher.com)

## C2C business typically assumed to be very price sensitive

### Average short-term price elasticity B2C dealer



**-0.1 – -0.3**

For every **10%** price increase you lose **1-3%** listings

### Average short-term price elasticity C2C seller



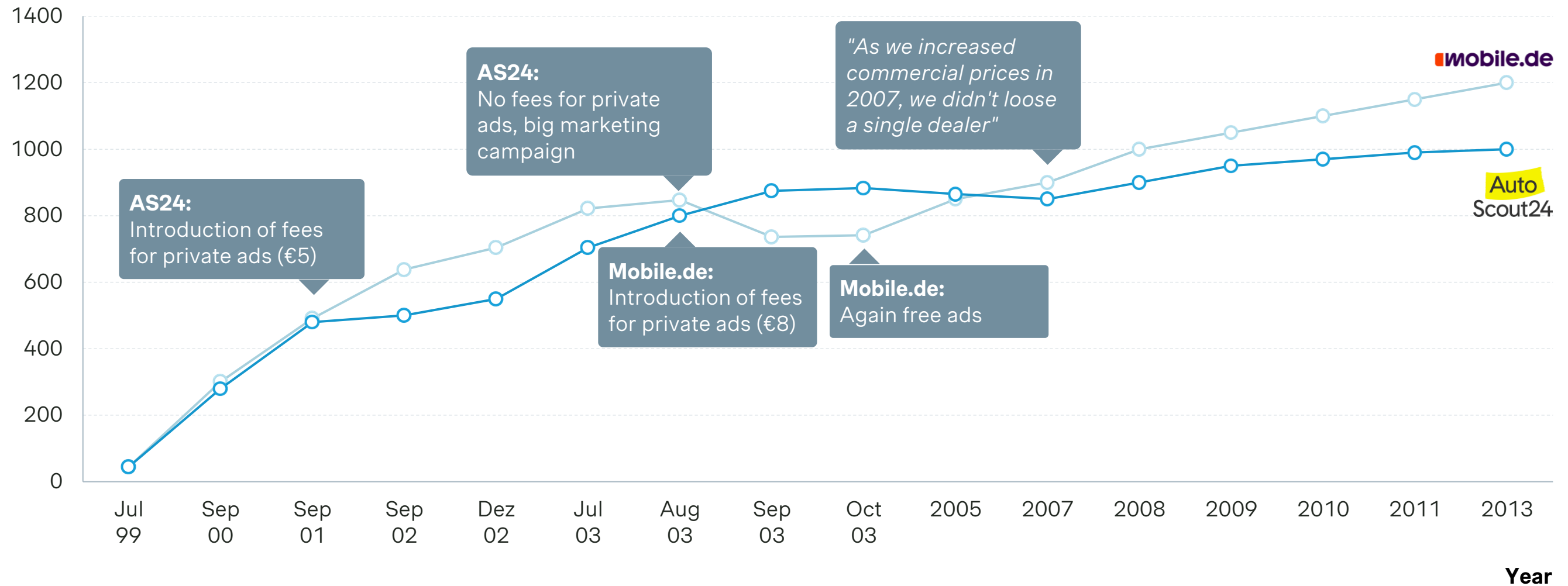
**-0.8 – -1.2**

For every **10%** price increase you lose **8-12%** listings

## Already in early 2000s mobile.de and AS24 could not agree on C2C monetization

### # of auto ads on online classifieds

In k





## Ebay felt forced by competitors to remove fees for private sellers

 **Germany – March 2023**

**From March 1st 2023, Final value fee on ebay.de is 0% for C2C sellers residing within the EEA**

 **kleinanzeigen**

**In principle, the use of classified ads is free for private sellers – we only charge usage fees if certain limits are exceeded.**

This article tells you everything about the fee structure for private users.

For posting more than 100 ads in the categories of consumer goods, services, and jobs within 30 days, we charge private sellers a fee of €1.99 (incl. VAT) for each additional ad. Paid ads run for 60 days. Ads in these categories can be renewed indefinitely free of charge.

 **UK – October 2024**




**eBay removes UK seller fees to counter new wave of marketplace startups**

**Vinted**

### **1. List for free**

Download the free Vinted app. Take photos of your item, describe it, and set your price. Tap “Upload” and your listing is live.

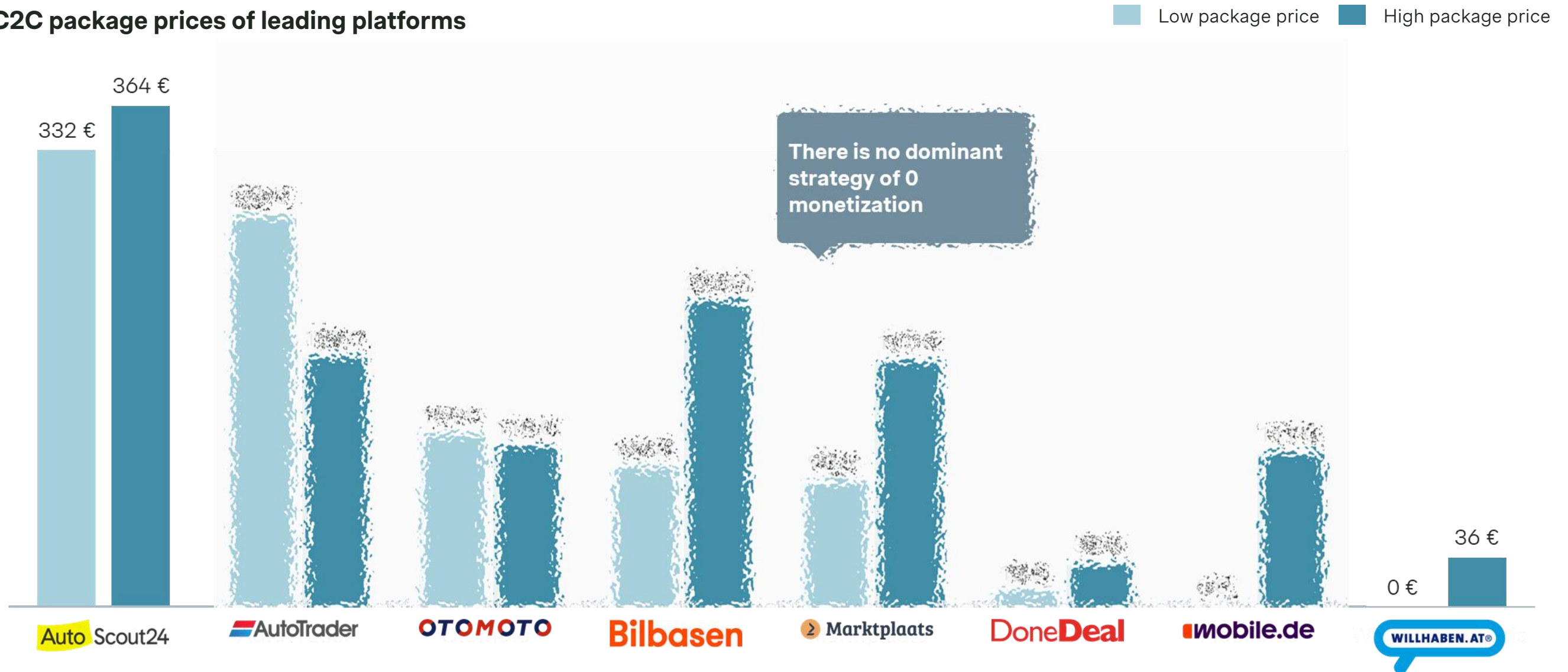
**Vend with different reactions across countries to changes in their vehicle category**

	C2C revenue/new listing increase YoY (vehicles)	New listings change YoY (vehicles)
 <b>Norway</b>	12%	0%
 <b>Sweden</b>	54%	-14%
 <b>Denmark</b>	55%	-52%

Yet, the C2C prices for car marketplaces are vastly different

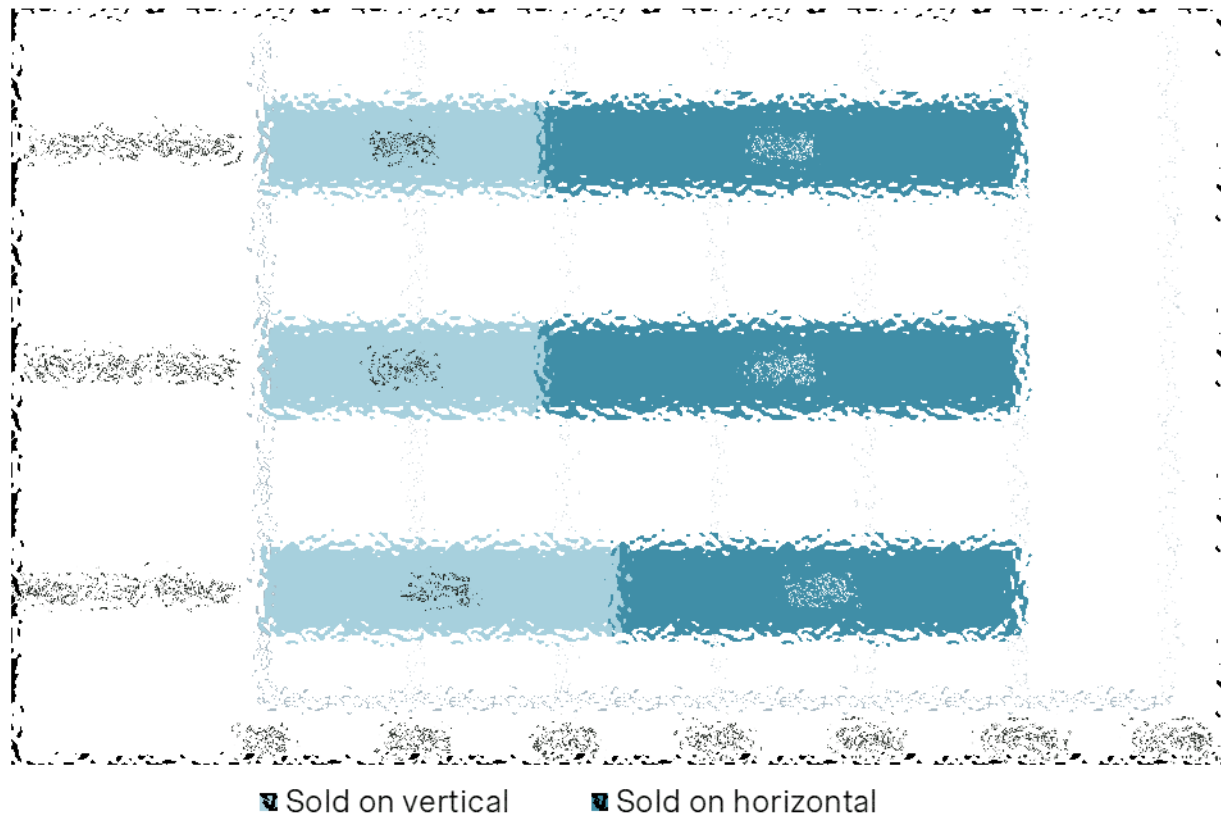
## Price levels for C2C vehicle listings are vastly different across platforms

### C2C package prices of leading platforms

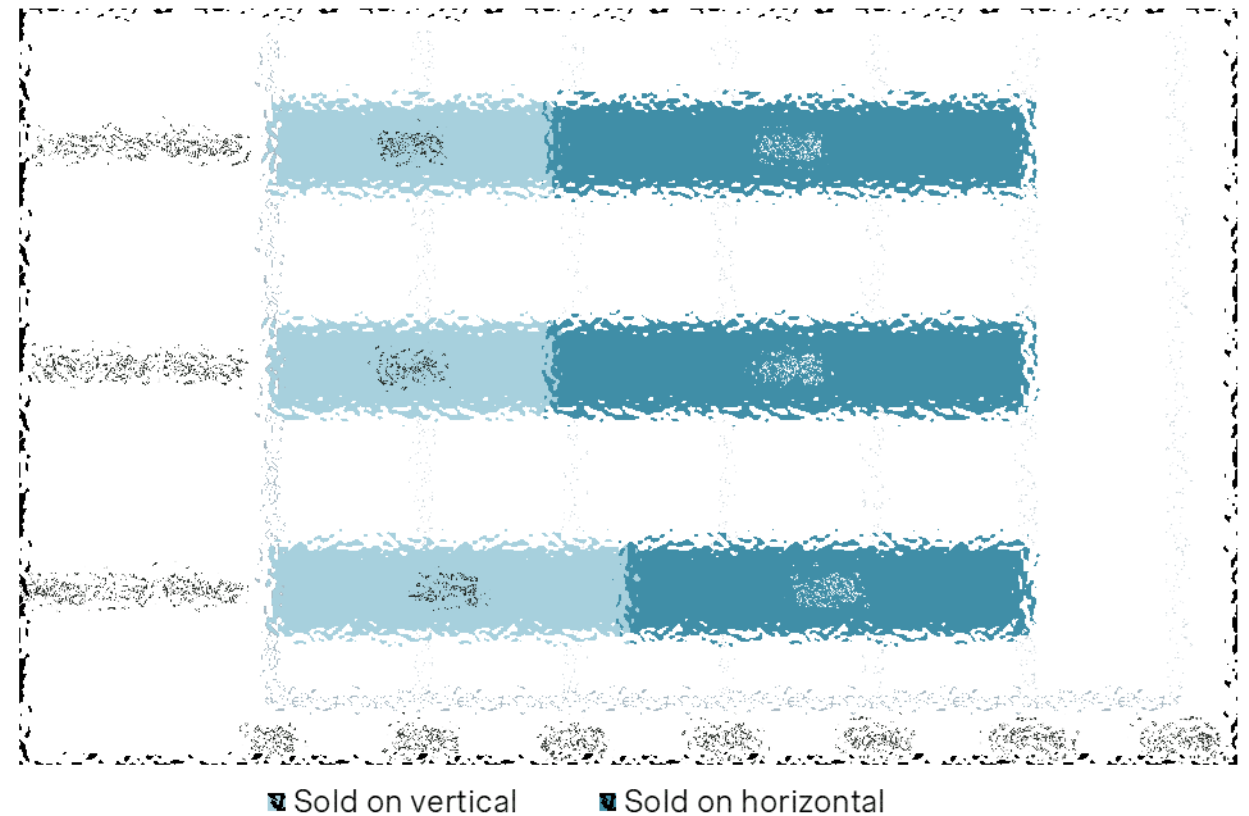


# Where buyers are found is not so different between highly monetized and non-monetized markets

Share of car sales: horizontal vs. vertical  
in **markets with high monetization** by vertical

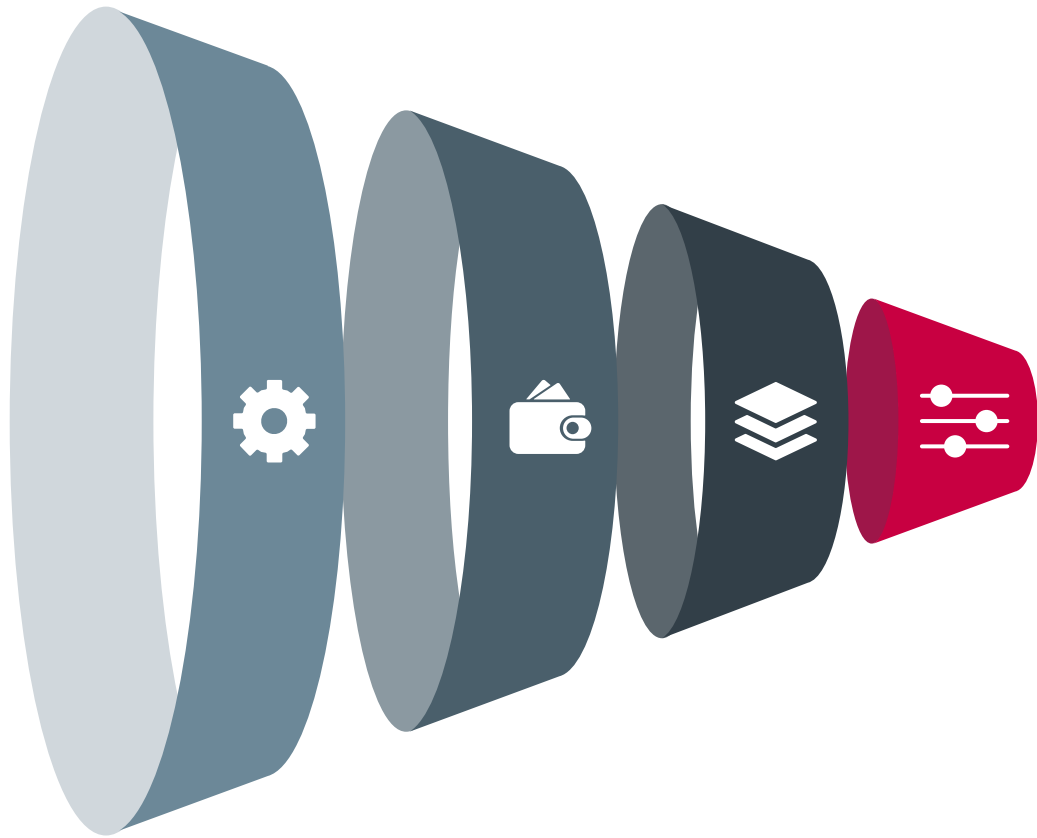


Share of car sales: horizontal vs. vertical  
in **markets with low monetization** by vertical



**If done smartly: a market may be monetized without losing too many listings / sales to cheap alternatives**

## Key success factors to build a thriving C2C business



**Ad-detail creation**

**Item price determination**

**Value prop/package choice**

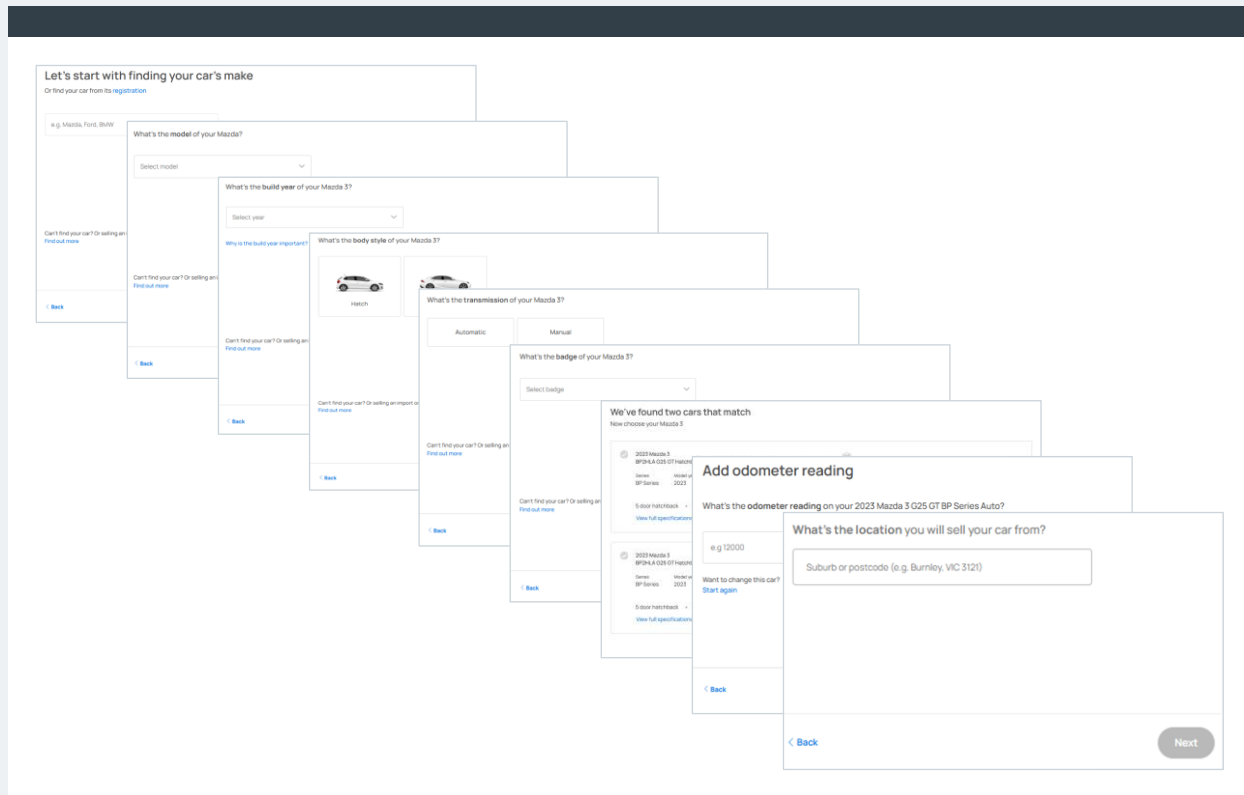
**Check-out**



# Tedious listing process may increase drop-outs

Project examples: C2C

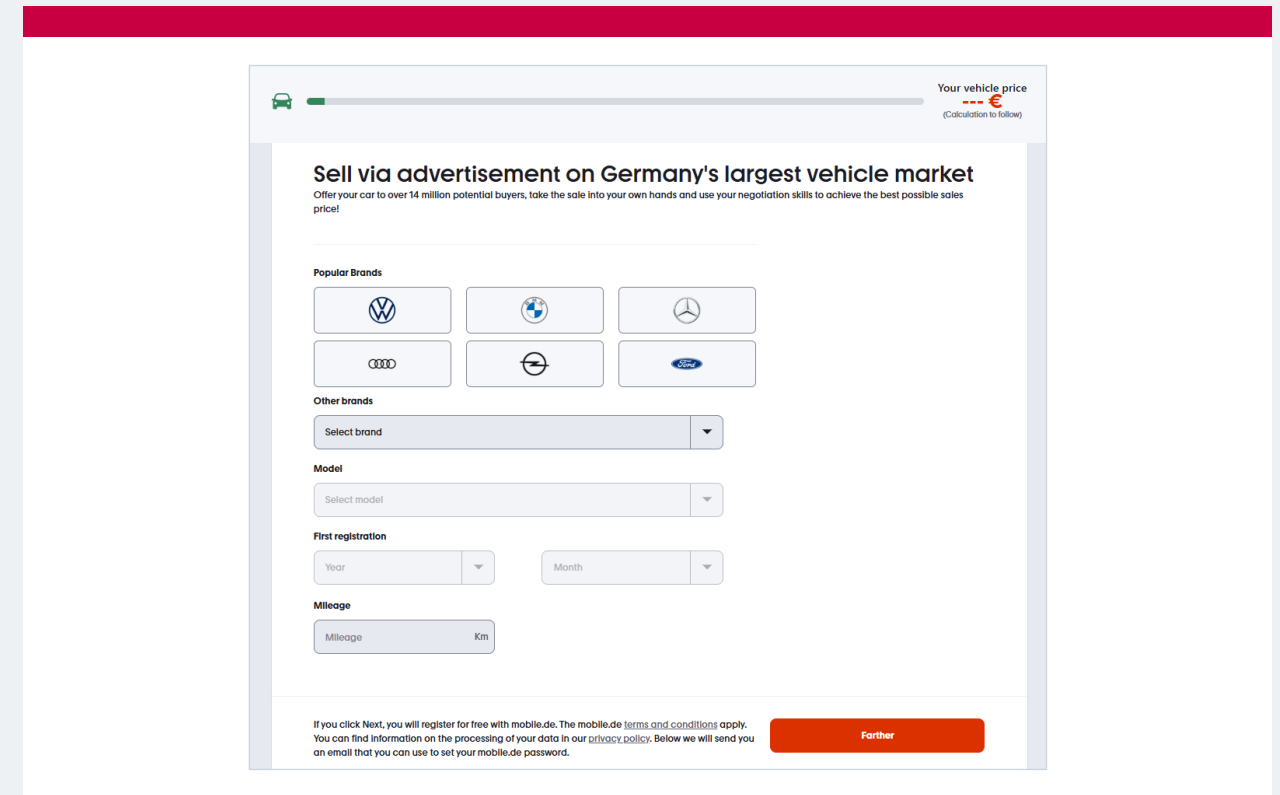
## Not best practice



The image shows a sequence of overlapping form screens for a car listing process. The steps include: 'Let's start with finding your car's make', 'What's the model of your Mazda?', 'What's the build year of your Mazda?', 'What's the body style of your Mazda?', 'What's the transmission of your Mazda?', 'What's the badge of your Mazda?', 'We've found two cars that match', 'Add odometer reading', and 'What's the location you will sell your car from?'. Each screen has a 'Back' button, and the process is described as tedious.

**9 clicks** to get to valuation

## Best practice



The image shows a streamlined car listing form. It starts with a header 'Your vehicle price' and a progress bar. The main heading is 'Sell via advertisement on Germany's largest vehicle market'. Below this, there are sections for 'Popular Brands' (VW, BMW, Mercedes, Audi, etc.), 'Other brands' (a dropdown), 'Model' (a dropdown), 'First registration' (Year and Month dropdowns), and 'Mileage' (Mileage and Km input). At the bottom, there is a 'Farther' button. The form is described as a best practice approach.

**1 click** to get to valuation

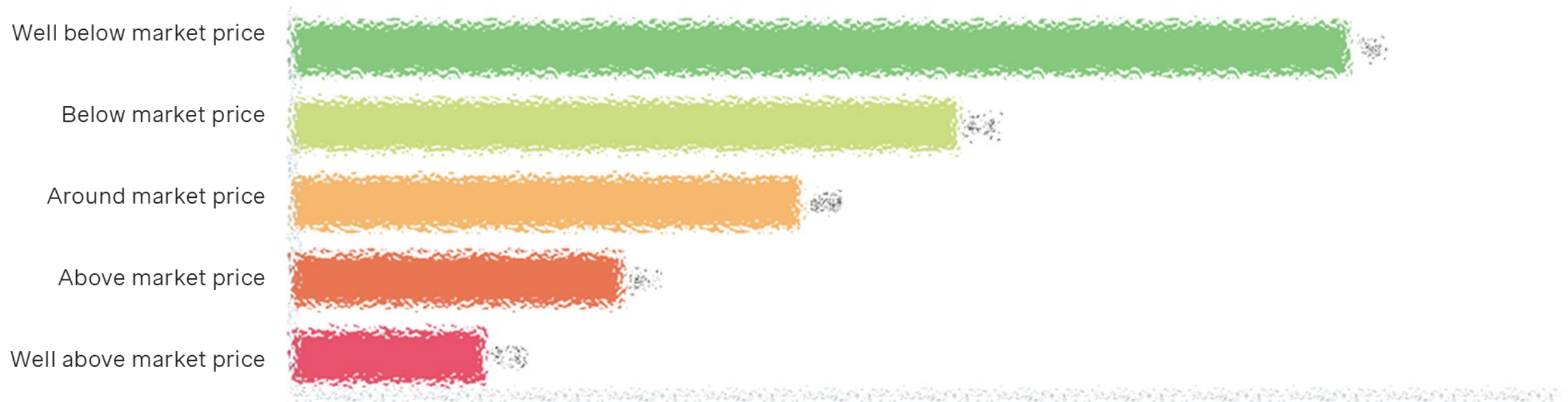
## Adequately priced inventory is the number one lever to create a sale



### Price rating

Indicator of how well priced a listing is, serving as orientation for customers when looking for a vehicle

#### Average # of leads per listing (per month)



## In fixed price format: providing a range can anchor price expectations too high

Project examples: C2C

### Concept 1

**Your price is looking high**  
⚠ Cars that are priced within our estimated selling range **sell twice as fast**, on average.  
If your car is priced higher due to special features, be sure to highlight them in your comments.

Estimated selling range  
**\$45,800 - \$ 55,200**

Based on the car's odometer reading, its make,  
model and an assumed good condition.

Listing price\*

\$ 54,000

Above market price ⓘ

### Concept 2

− \$ 50,000 +  
Best offer

Single 'best offer price' shown  
that seller can move up/down to  
reach desired listing price

#### Price rating

Your listing will receive the following price rating:

\$ 50,000  Fair price

	Very good price	Good price	Fair price	High price	Very high price
Average time to sell	23% faster to sell	9% faster to sell		9% longer to sell	18% longer to sell
Average # of enquiries received	75% more enquiries	33% more enquiries		23% less enquiries	42% less enquiries

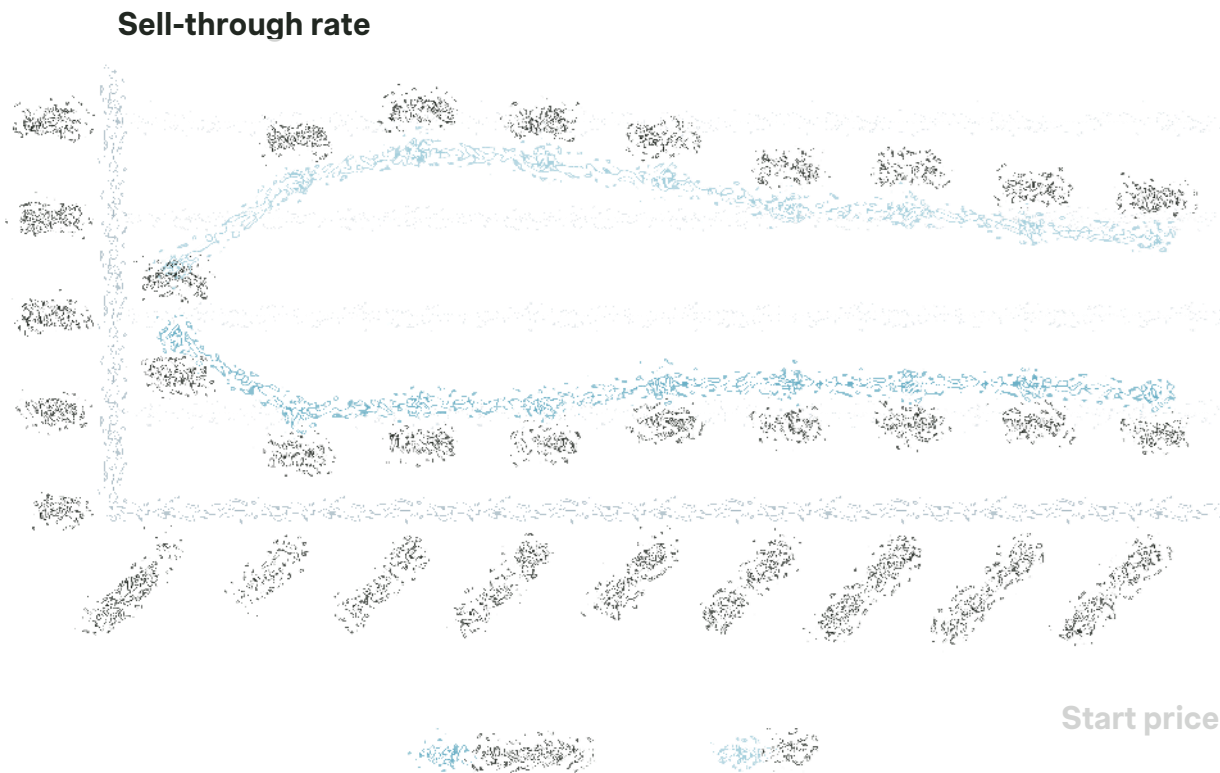
**\$ 54,835** ————— **- 9%** —————> **\$ 49,780**  
Avg. sales price chosen

## High starting/reserve prices drastically reduce conversion in auctions

Project examples: C2C

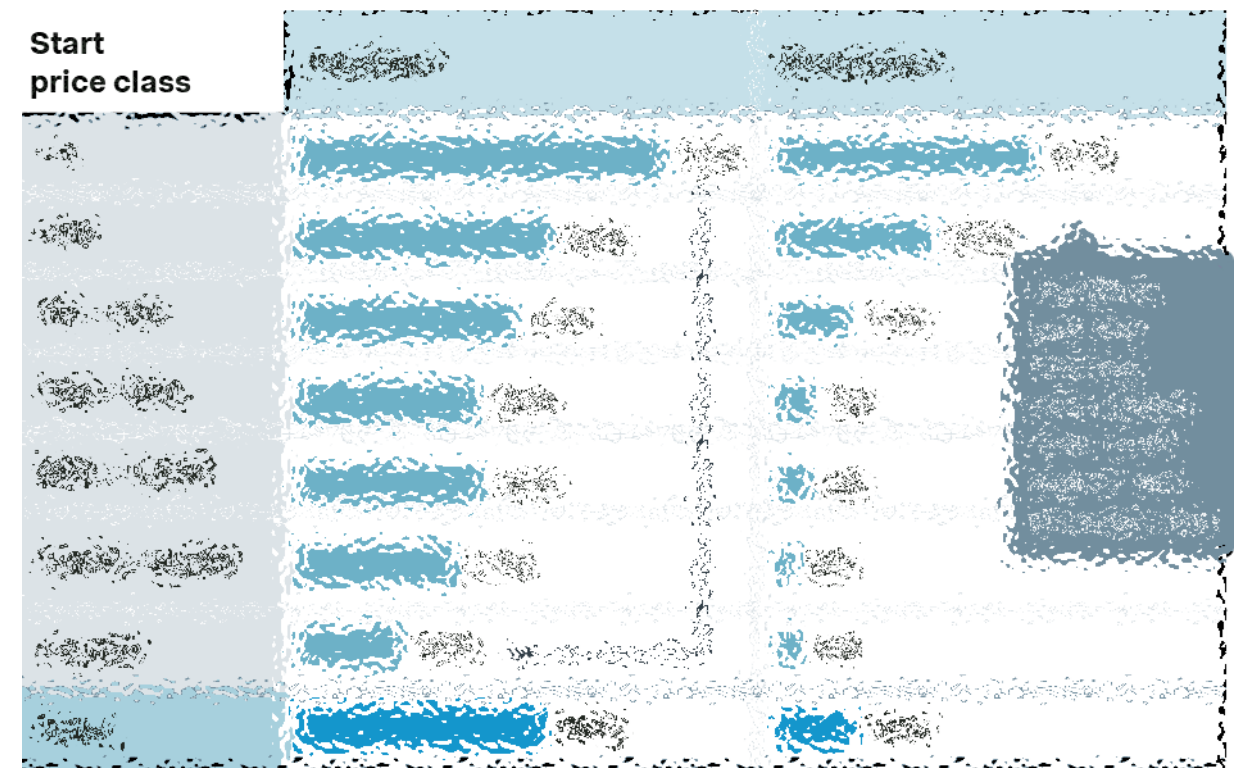
### Auction format listings with high start price have worse conversion than fixed price listings

Sell-through rates by listing format and start price of a C2C marketplace



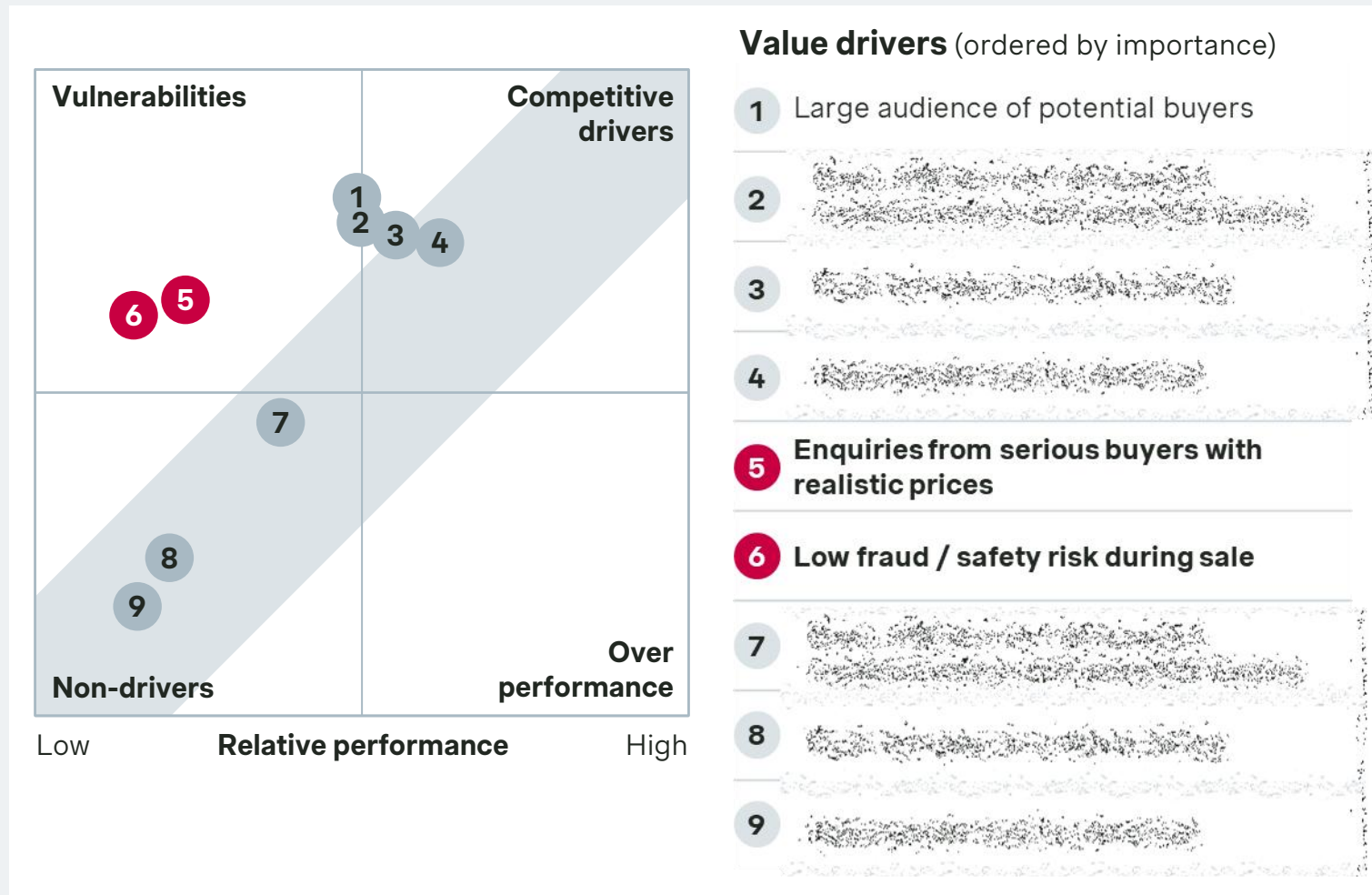
### Giving sellers the option to start an auction at a high price significantly reduces conversion

Sell-through rates by listing format and start price of a C2C marketplace

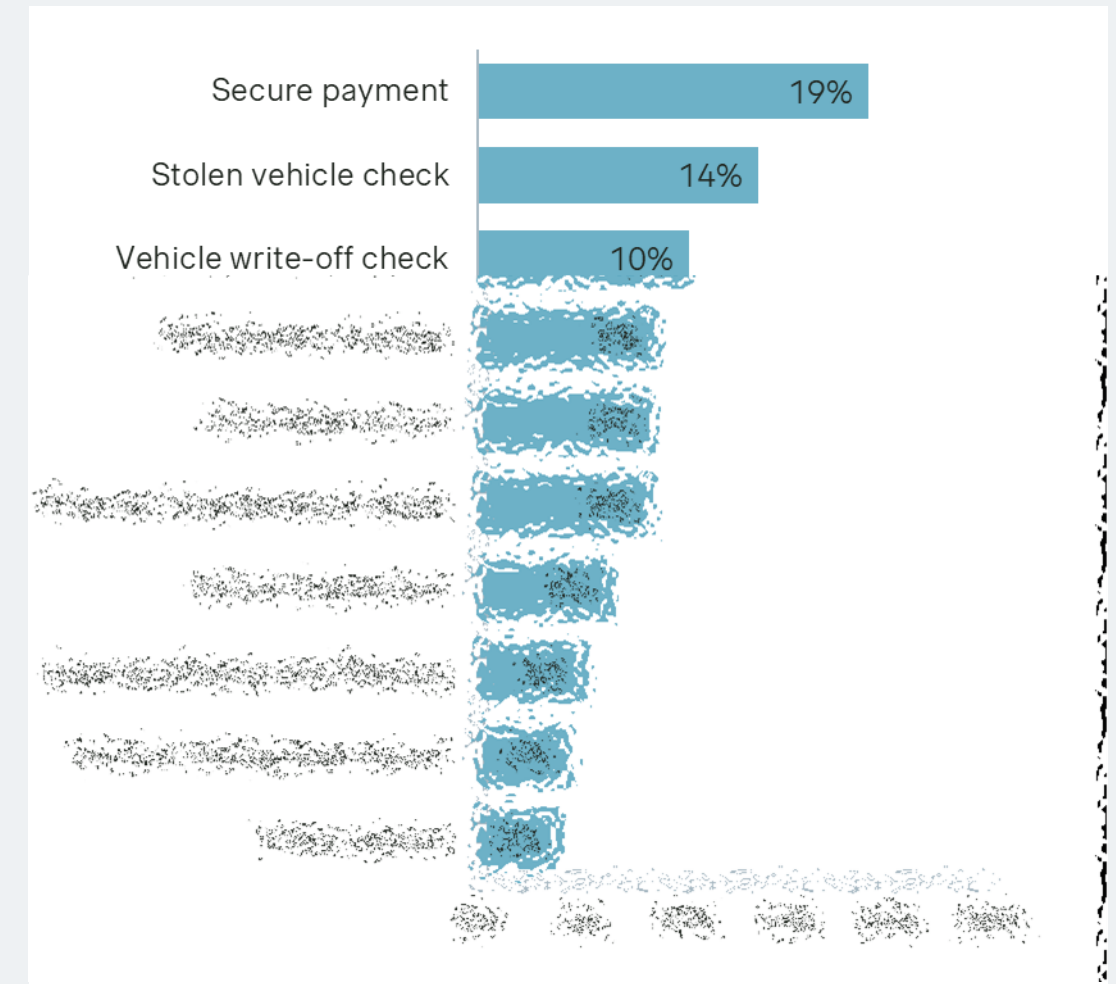


## C2C transactions are typically perceived as unsafe

### Matrix of competitive advantage: typical horizontal



### Exemplary trust features and seller need



Notes: 1) Value drivers scored on a scale of 1-7 in terms of importance (1= not important at all, 7= very important), before respondents rank the performance of relevant marketplaces on a scale of 1-7 (1= poor performance, 7= very good performance)  
Source: Simon-Kucher private vehicle seller survey, October 2025 (n=1,547); : 1) Q: How important are the following factors in deciding on what online marketplace to sell your car on?; Q: How would you rate the performance of the following used car marketplaces across the following factors?





## Package choice: use of psychology in package choice

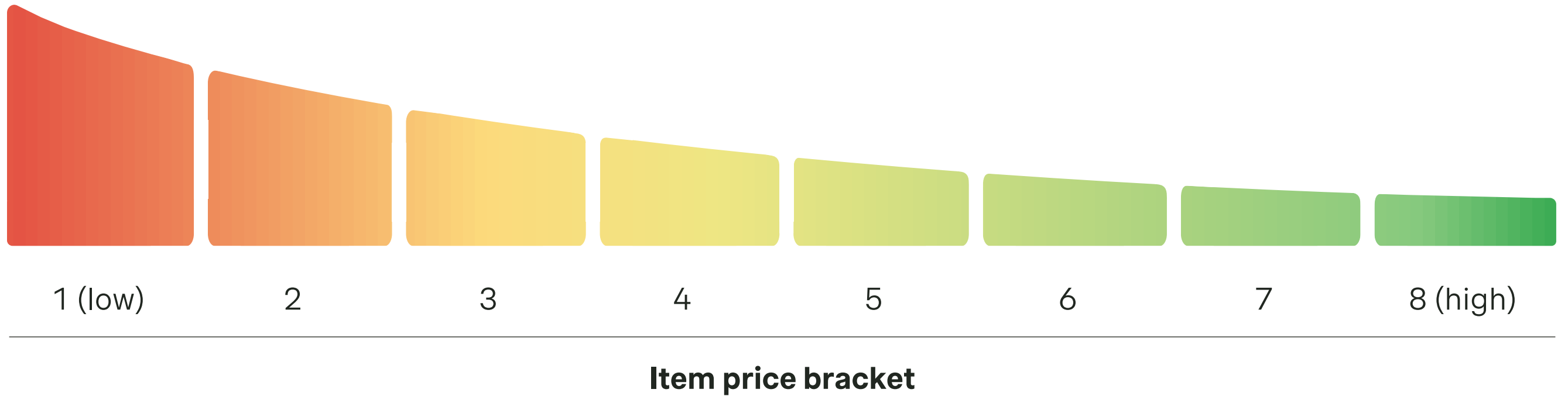
	Race	Sport	Drive	Cruise
<b>Search results booster</b>	2.7x	2.2x	1.7x	1.0x
<b>Average days to sell</b> (for cars using recomm. price)		16% longer to sell	31% longer to sell	33% longer to sell
<b>Average enquiries received</b> (for cars using recomm. price)	13	12.5	12	9
<b>Secure car payment</b>	✓	✓	✓	✓
<b>Safe phone number</b>	✓	✓	✓	✓
<b>Car history check</b>	All checks (stolen vehicle, written-off, finance incumbrance, and odometer check)	Stolen vehicle & written-off check only	Stolen vehicle & written-off check only	Stolen vehicle & written-off check only
<b>Virtual inspection</b>	✓	✗	✗	✗
<b>Video showcase</b>	✓	✗	✗	✗
<b>Effective avg. price per enquiry</b> (for cars using recomm. price)	<b>\$16.08</b>	<b>\$15.52</b>	<b>\$14.92</b>	<b>\$12.67</b>
<b>Total absolute price per listing</b>	\$209	\$194	\$179	\$114
	Choose	Choose	Best price/value Choose	Choose

- 1 Default options
- 2 Time to sell instead of visibility
- 3 „Pennies“ per lead



## Item price is key driver of price elasticity and needs to be reflected in listing prices

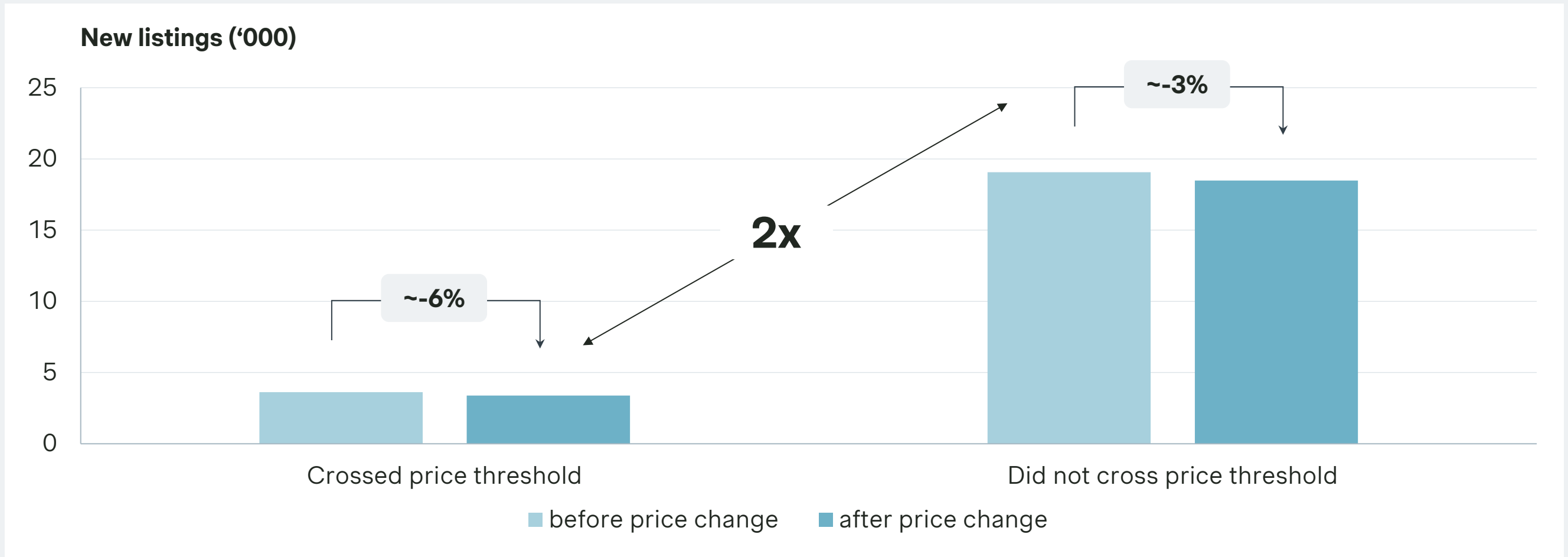
### C2C seller price elasticity





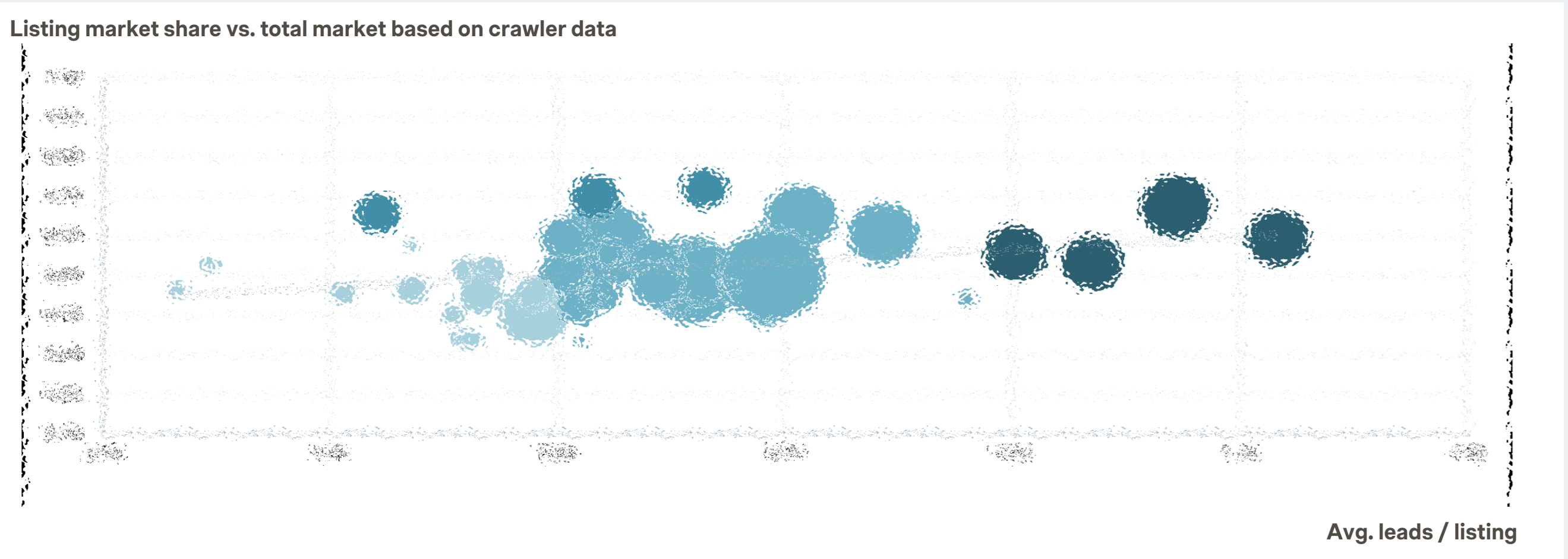
## Listing loss was 2X higher if a price threshold was crossed with a price increase

### Listing loss with price increase: with crossing of price threshold and without



## Expected leads in specific regions to be reflected to capture value delivered

### Leads/listing x listing market share (state view, bubble size by total listings in the market)

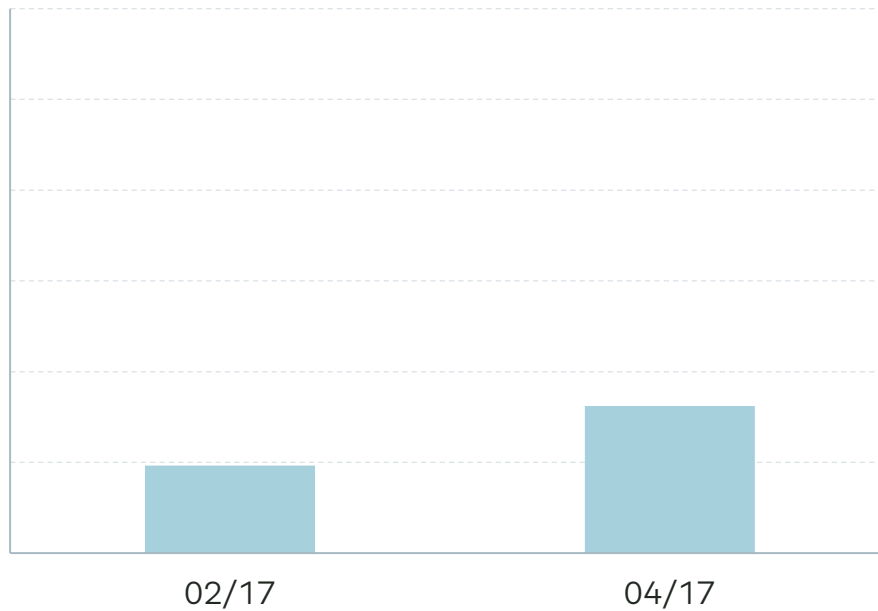




## Elasticity to a promotional price change is much higher than to a base price change

### Price elasticity

Increase of base prices



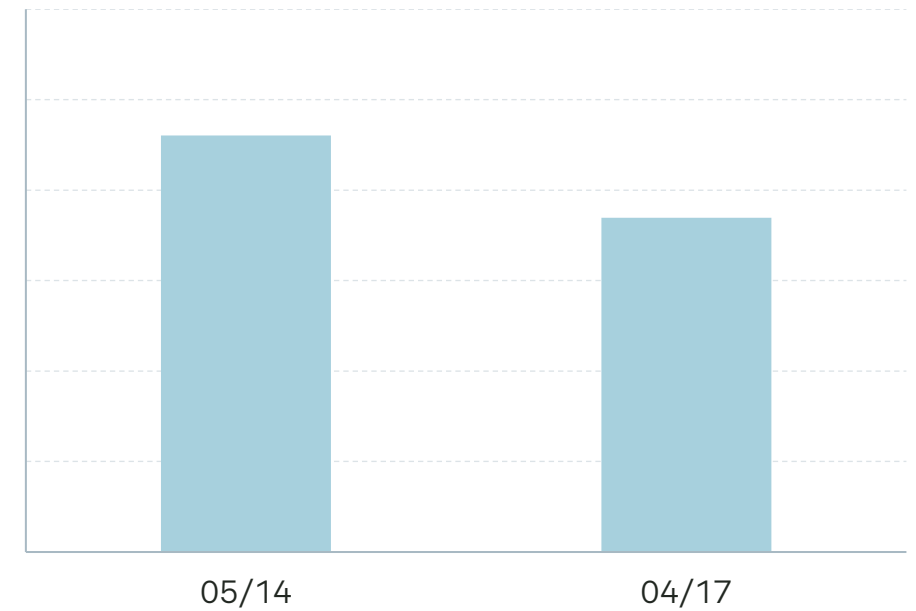
Ø price change

+26%

+28%

### Promotion elasticity

Decrease of discount



+60%

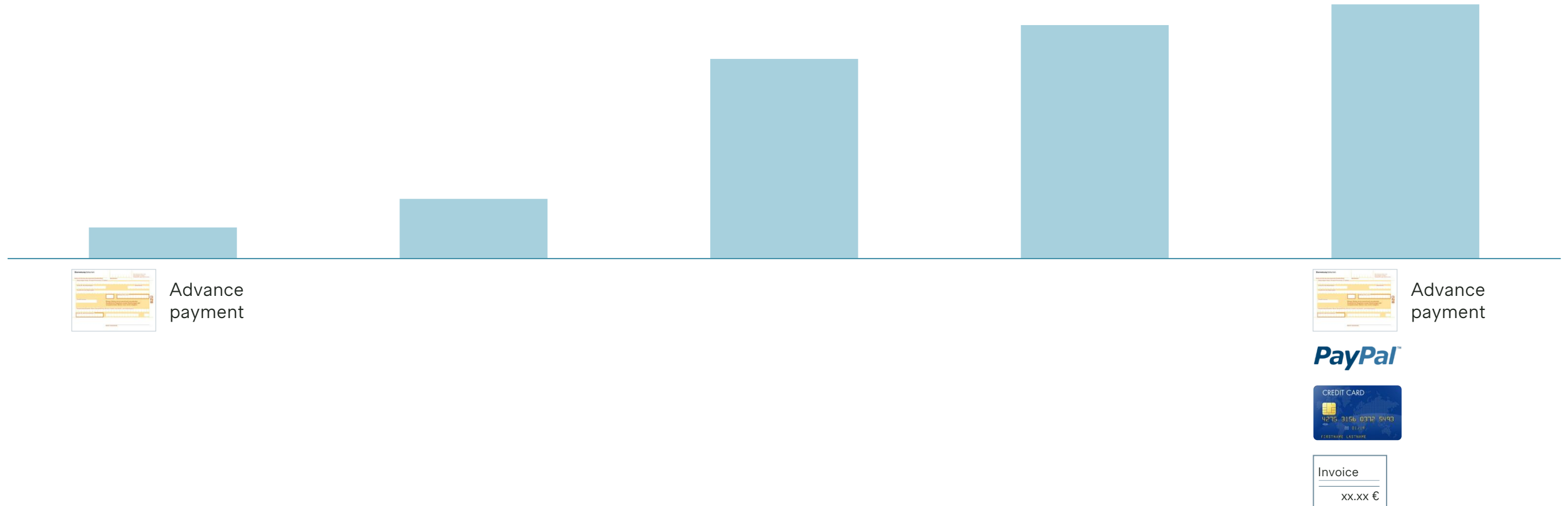
+25%



## Available payment methods heavily affect conversion rates at checkout

### Conversion rate in last checkout process step by available payment methods

Conversion rate (%)



## Summary



C2C business typically assumed to be very price sensitive



Yet, the C2C prices for car marketplaces are vastly different

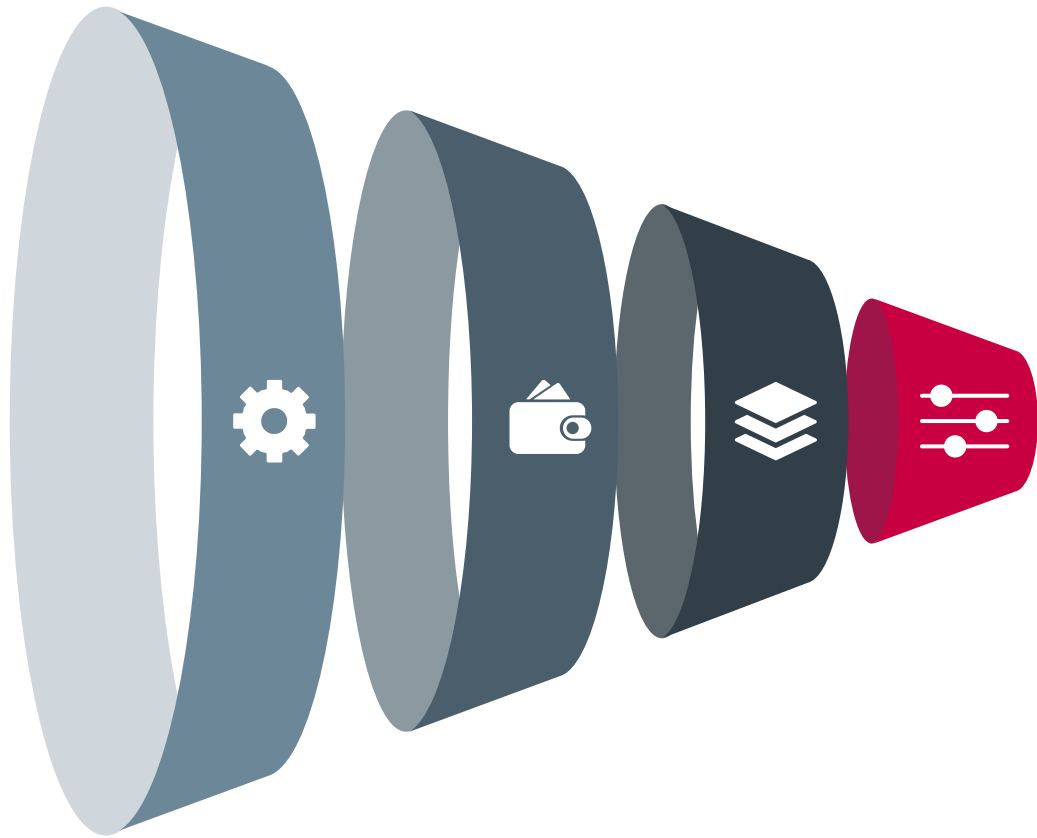


Yet, success of free horizontal seems relatively similar in highly monetized market vs. non-monetized market



Keep key success factors in listing funnel in mind to build a thriving business

## Key success factors to build a thriving C2C business



**Ad-detail creation**

**Item price determination**

**Value prop/package choice**

**Check-out**