











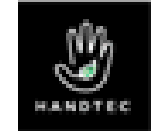



Who is the digital winner of the Second-Hand Phone sector in 2024?





















This independent report was conducted by ClickThrough Marketing, a specialist digital marketing agency, providing clear and unbiased insights to help you make informed decisions.

















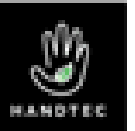

Quarter 1: January, February, March

	Brand	SEO Visibility	Top 3 Desktop	Universal Search	Mobile Page Speed	Domain Rating	Desktop Traffic YoY %change
#1=	musicMagpie	52,582 	4,175 	9,688	5.8	70 	-22%
#1=	BackMarket	23,074	2,609	62,411 	4.7	48	8%
#3		4,747	595	8,603	5.5	54	41%
#4		27,178	1,383	9,330	9.8	65	6%
#5=	envirofone	21,247	876	4,008	6	52	22% 
#5=		12,832	1,043	5,627	5.9	54	7%
#7		1,445	237	1,723	3.7 	40	-13%
#8		950	305	5,055	13.4	24	20%
#9		509	439	2,007	5	27	-23%
#10		784	15	1,494	8.7	55	-67%
#11	FONESTORE	2,571	45	1,343	8.4	16	-18%
#12		130	9	46	10.4	35	11%

Quarter 2: April, May, June













	Brand	Position change	SEO Visibility	Top 3 Desktop	Universal Search	Mobile Page Speed	Domain Rating	Desktop Traffic YoY %change
#1		=	47,442 	3,668 	11,177	7.6	71 	-14%
#2		+1	8,780	709	12,379	6.9 	54	62%
#3		+2	25,433	854	8,360	7.4	54	51%
#4=		=	23,759	1,305	10,033	11	64	30%
#4=		-3	22,547	2,139	78,729 	8	49	-12%
#6		-1	12,198	888	6,048	8.8	53	1%
#7		=	964	286	2,332	7	39	75%
#8		+1	1,572	880	4,671	12.1	29	82% 
#9		-1	505	264	6,396	26.9	24	72%
#10		=	619	15	1,843	9.7	42	-65%
#11		+1	118	8	67	10.5	35	1%
#12		-1	3,466	2	201	11.2	7	-98%

Quarter 3: July, August, September

	Brand	Position change	SEO Visibility	Top 3 Desktop	Universal Search	Mobile Page Speed	Domain Rating	Desktop Traffic YoY %change
#1-		+1	8,233	714	13,694	4.8	54	108%
#1-		+2	29,287	1,052	10,145	5.1	50	79%
#3		-2	60,990 	3,685 	11,869	6.5	70 	-13%
#4		=	21,991	1,975	64,575 	6.2	51	-12%
#5		-1	14,970	782	7,414	5.1	63	7%
#6		=	9,819	722	6,028	4.6	51	-7%
#7		=	1,240	251	1,720	3.1 	37	106%
#8		=	1,225	886	4,174	5.3	30	56%
#9		+2	5,585	128	1,559	5.6	6	82000% 
#10		-1	705	479	9,539	11.1	24	253%
#11		-1	967	28	2,075	6.8	42	-15%
#12		=	297	7	20	8.3	32	18%



Quarter 4: October, November, December

	Brand	Position change	Engage ment Score	Top 3 Desktop	Universal Search	Mobile Page Speed	Domain Rating	Desktop Traffic YoY %change
#1		=	63	727	15,431	4.1	54	61%
#2	musicMagpie	+1	53	3,270 	18,905	6.4	69 	-11%
#3	BackMarket	+1	55	2,413	51,883 	8.4	52	19%
#4	 mazuma	+2	64	554	3,277	3.6 	51	-13%
#5	enviro fone	-4	53	834	8,100	7	51	8%
#6=		+1	59	366	2,840	6.9	38	131%
#6=	THE IOU LET 	+2	65	1,055	2,515	7.9	30	54%
#8	MOBILES.CO.UK <small>The smart phone people</small>	-3	53	806	7,414	8	64	-13%
#9	SMART cellular.co.uk	+1	67	356	4,419	11.2	24	27%
#10	TECH MARKET	-1	63	191	2,903	10.7	6	13258% 
#11		=	59	31	2,026	7.4	41	27%
#12		=	74 	10	8	15	33	59%