



BIG ORANGE REPORT

MARKETPLACE INSIGHTS

FARMING MACHINERY

JULY 2022 TO JUNE 2023





KRISTEN PATRICK

KEY ACCOUNT RELATIONSHIP MANAGER

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JAMES HIBBOTT

CONTENT & BRAND ACQUISITION MANAGER

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MARKETPLACE

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KEY INSIGHTS **BEFORE THE SALE**

**BUYER
BEHAVIOUR**

**SEARCH
TRENDS**

**PRICE vs DEMAND
ANALYSIS**

**BRAND
DEMAND**

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JULY 2022 TO JUNE 2023

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5 YEARS OF INSIGHTS



2019



2020



2021



2022



2023

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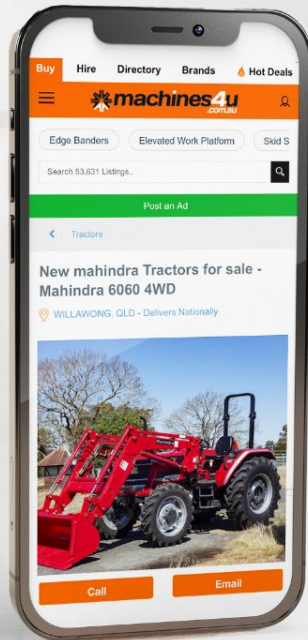
4 MILLION
ANNUAL USERS
585 MILLION
DATA POINTS

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HOW USERS BROWSE



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150+
TRACKING
METRICS
PER USER

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MACHINERY.

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Construction Farming Mining Metalworking Woodworking Attachments Forklifts Excavators Tractors Processing Trucks & Trailers More

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Kubota L2201DT 25hp 4WD Diesel Tractor

THOMASTOWN, VIC - Delivers Nationally



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Specifications

Condition:	Used	Label:	In Stock
Category:	Tractors	Drive Type:	4WD/FWA Tractor
Make:	KUBOTA	Tractor Engine Power (hp):	25
Model:	L2201DT	Tractor Features:	3 Point Linkage Front End Loader PTO
Year:	Not specified		
Type of Sale:	In Stock	Sellers stock ID:	L2201DT

Description

Remanufactured Kubota L2201 25hp 4WD with 4 in 1 FEL + ROPS. The L2201DT Kubota with a loader and four in one bucket is ideal for everything from estate maintenance to commercial landscaping and small farming.

***This listing is for a remanufactured Kubota L2201DT tractor with a 4-in-1 front end loader and ROPS only. No other

\$18,136 AUD
(\$19,950 Inc. GST)
Confirm with seller if additional costs apply

MESSAGE SELLER

Name: Mick Brown

Email: mick@machines4u.com.au

Phone: 0401821413 Phonecode: 4165

Message

Contact me about finance

Subscribe to updates

Send Message

CONTACT SELLER

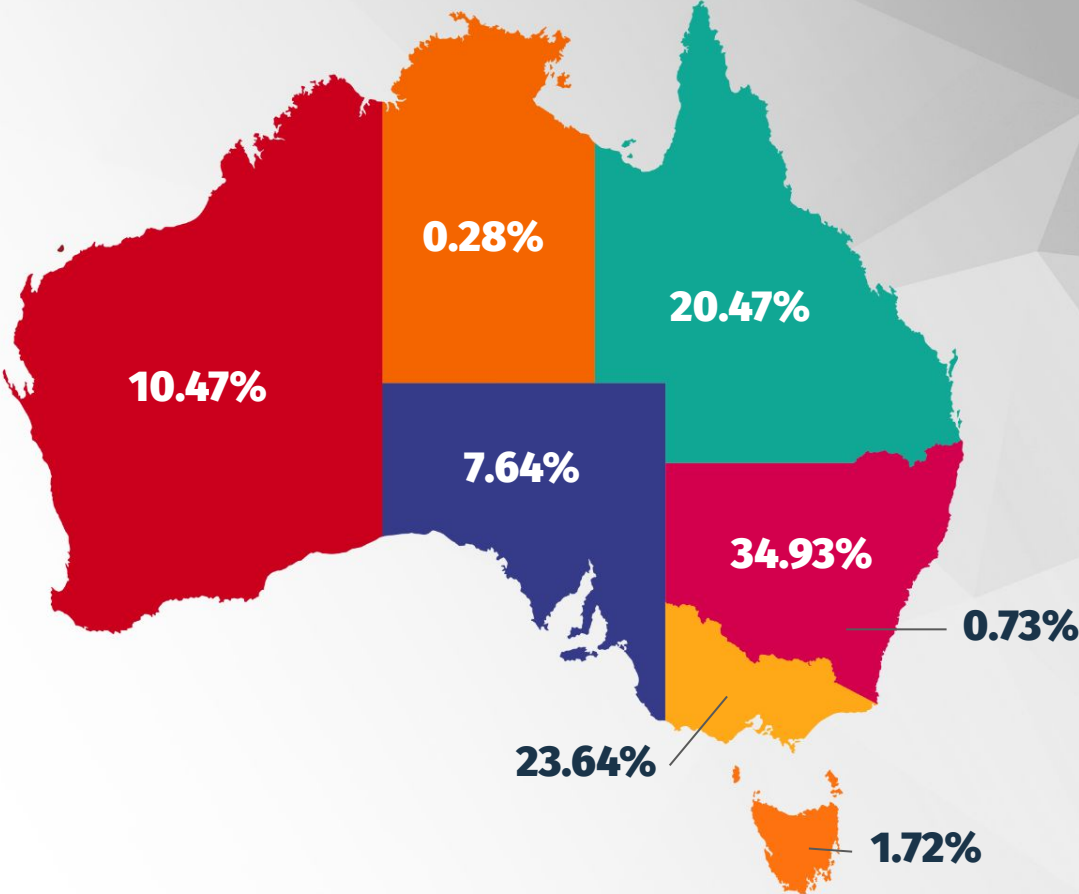
*****9367
[Show number](#)

For convenience revealing this phone number will share your contact details with each other.

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**STATE BY STATE
BREAKDOWN**

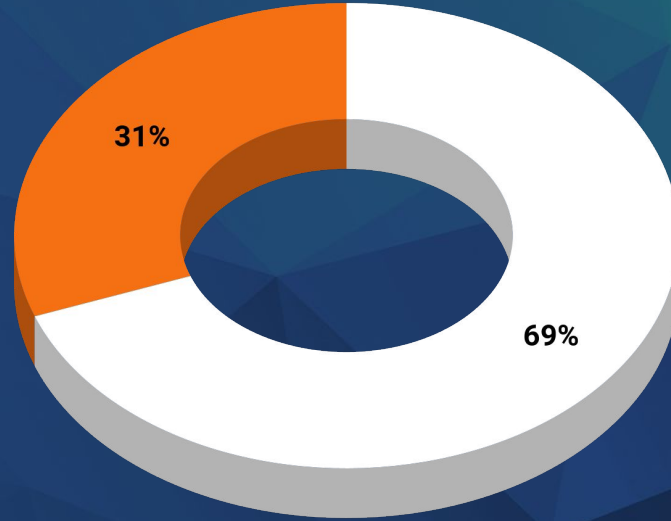
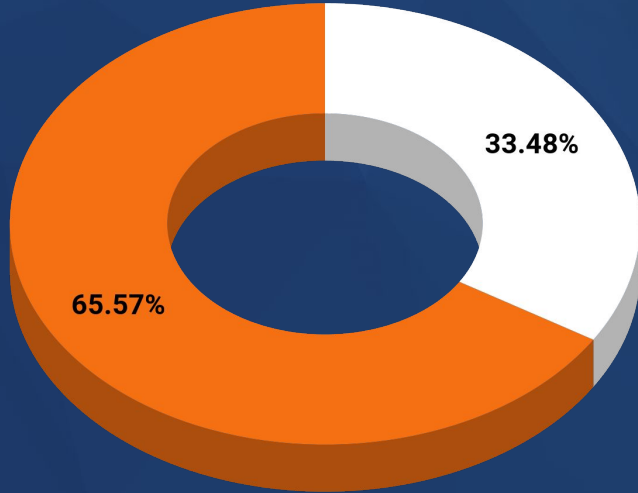


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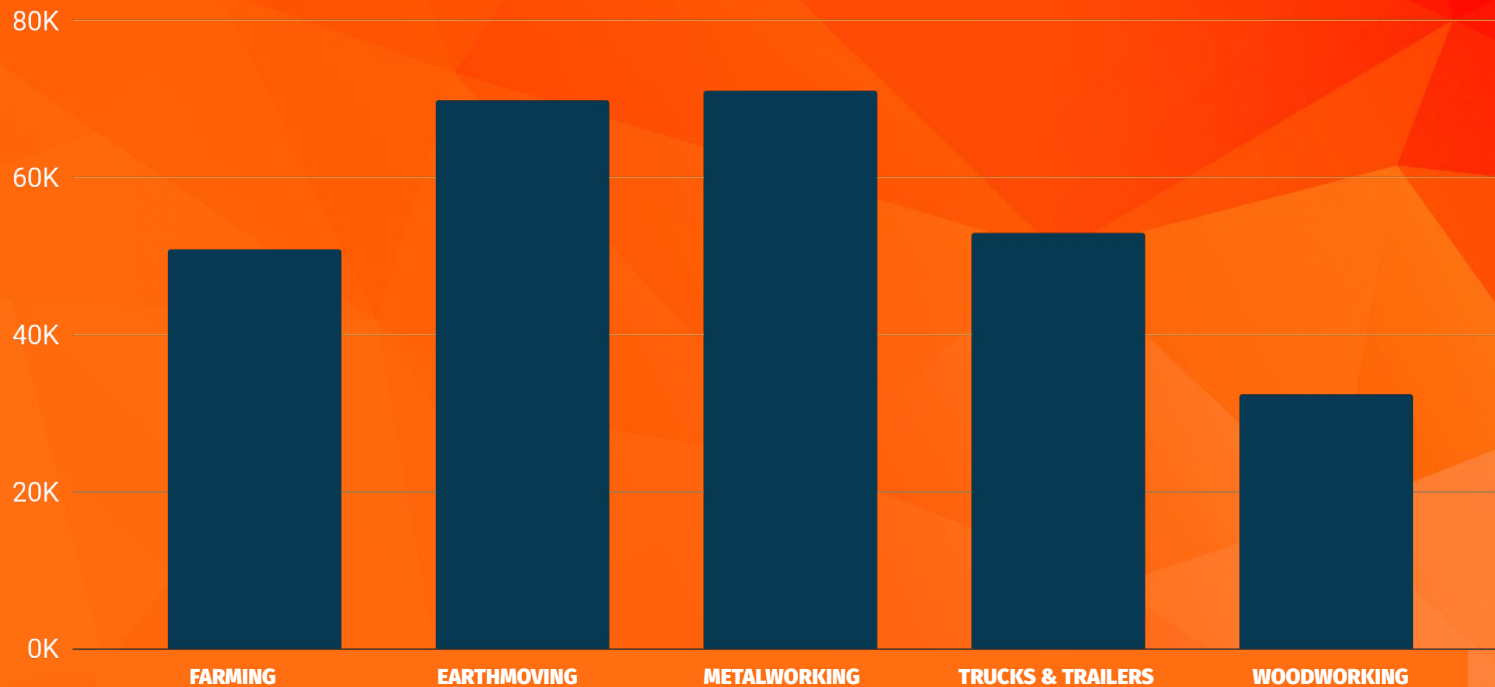
NEW & USED MACHINERY LISTED FOR SALE



NEW & USED MACHINERY ENQUIRY IN FARMING

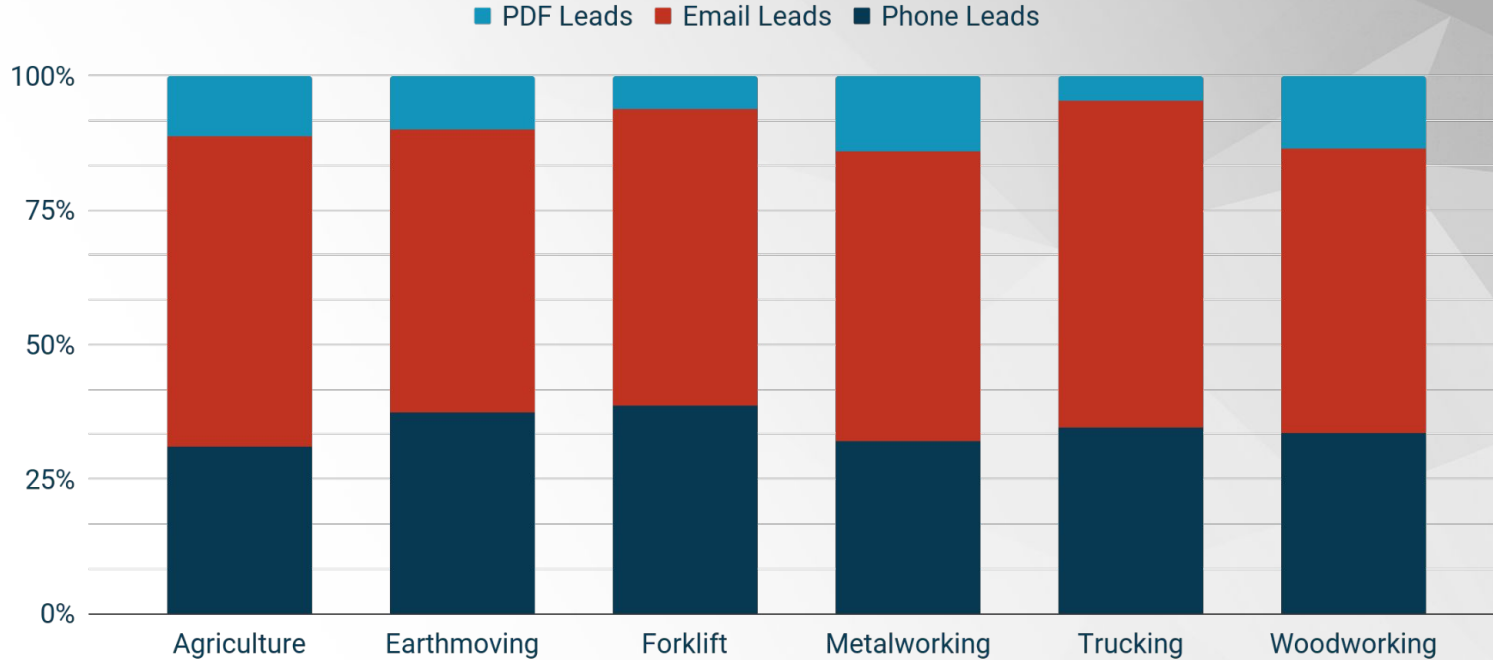
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AVERAGE LEAD VALUE BY INDUSTRY



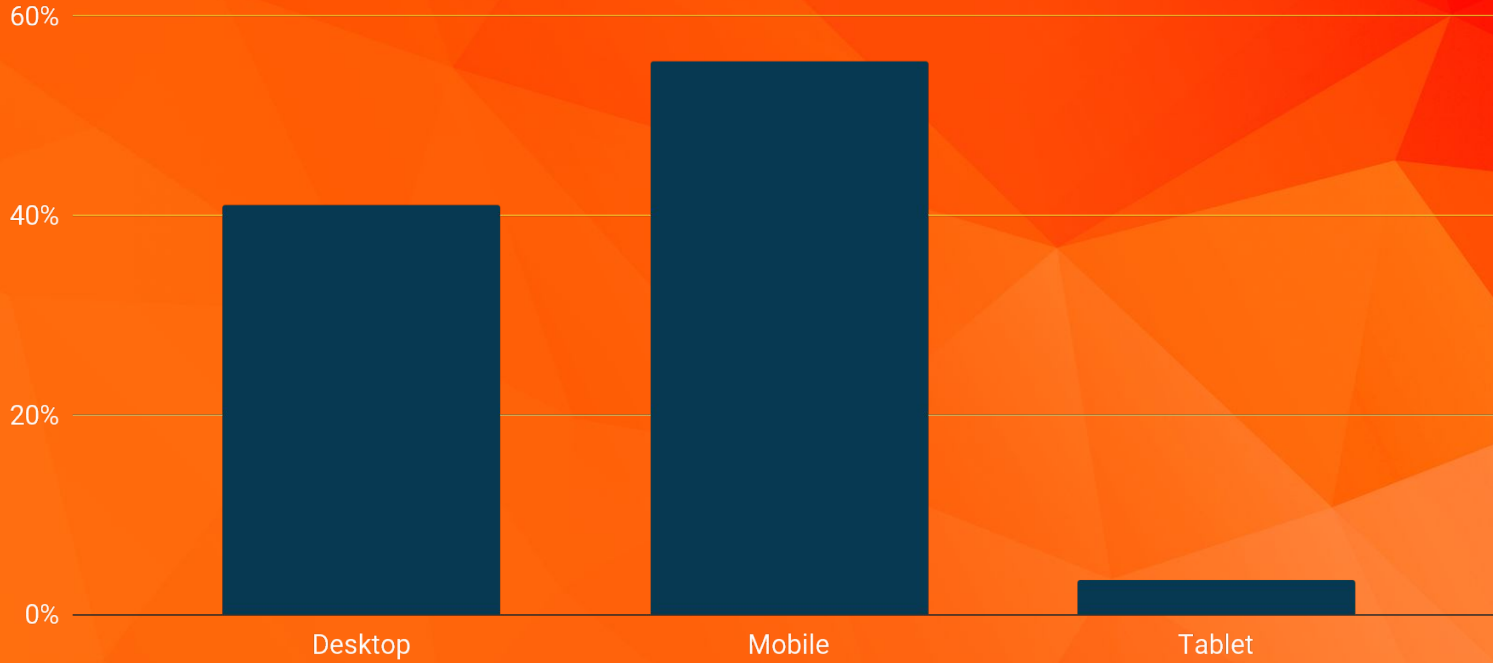
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ENQUIRY TYPE BY INDUSTRY



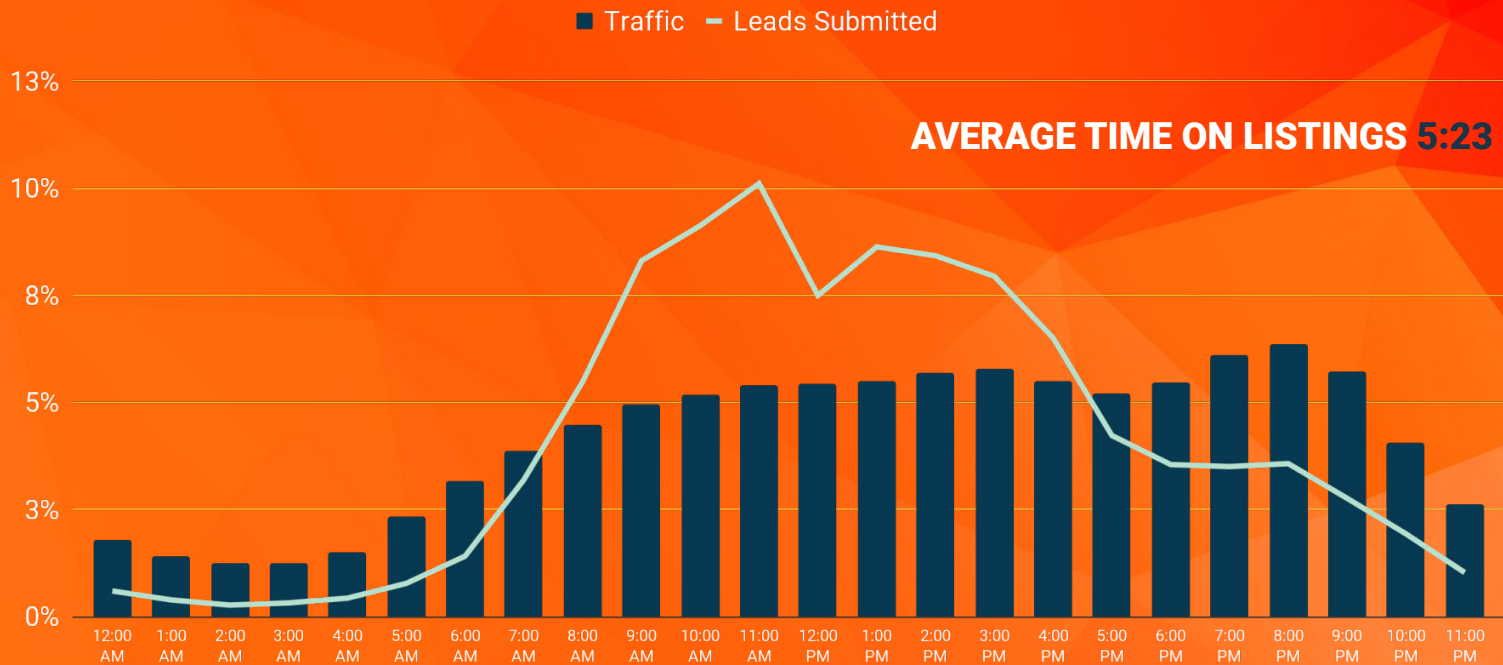
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DEVICES USED TO SEARCH FOR EQUIPMENT



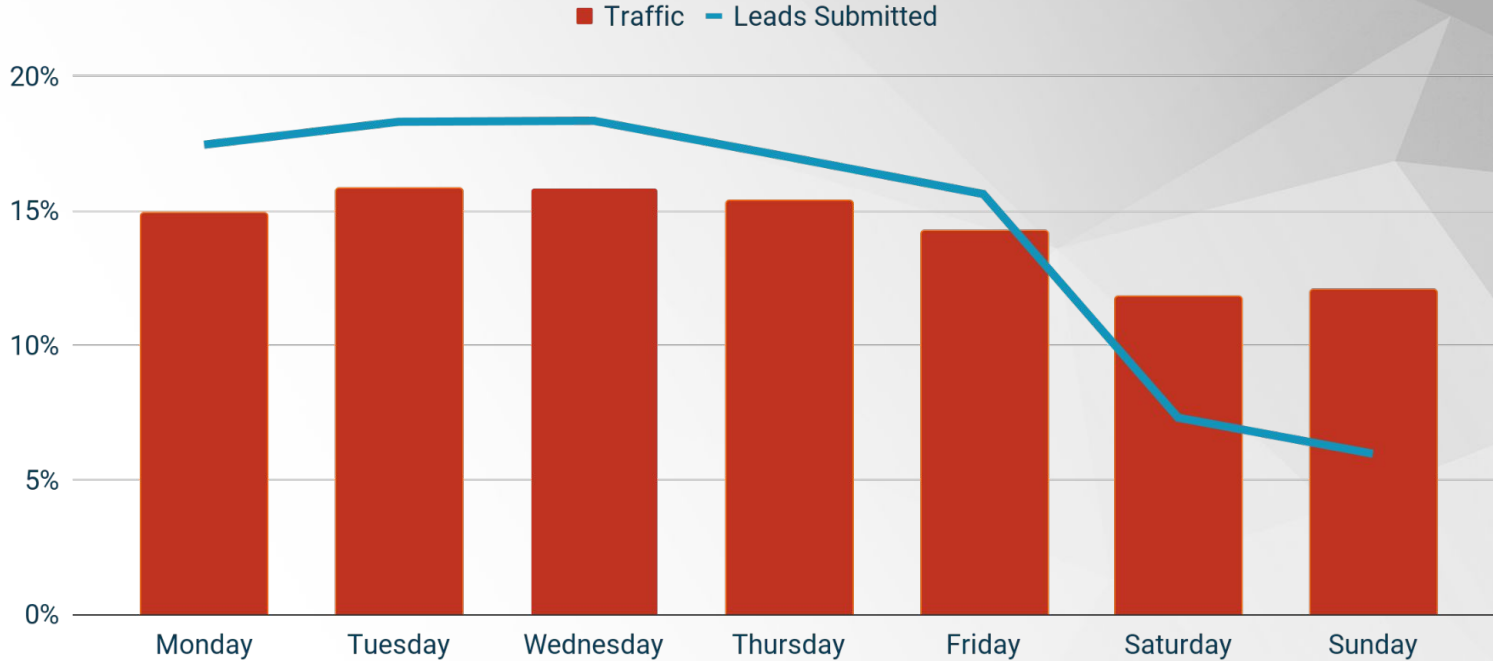
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LEADS AND TRAFFIC BY TIME OF DAY



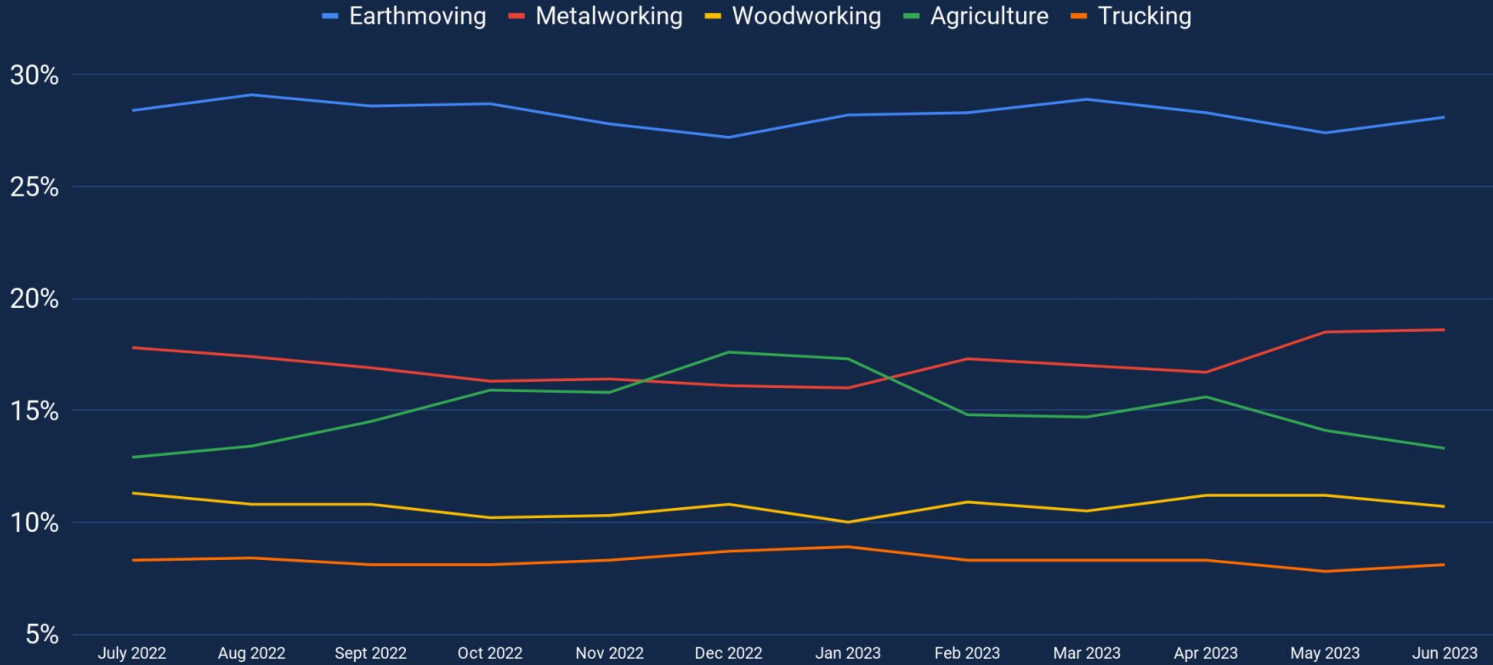
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LEADS AND TRAFFIC BY DAYS OF THE WEEK



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SEARCH TRENDS BY INDUSTRY



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FARM MACHINERY INSIGHTS

620K+
TOTAL UNIQUE BUYERS

10.5K
ASSETS LISTED

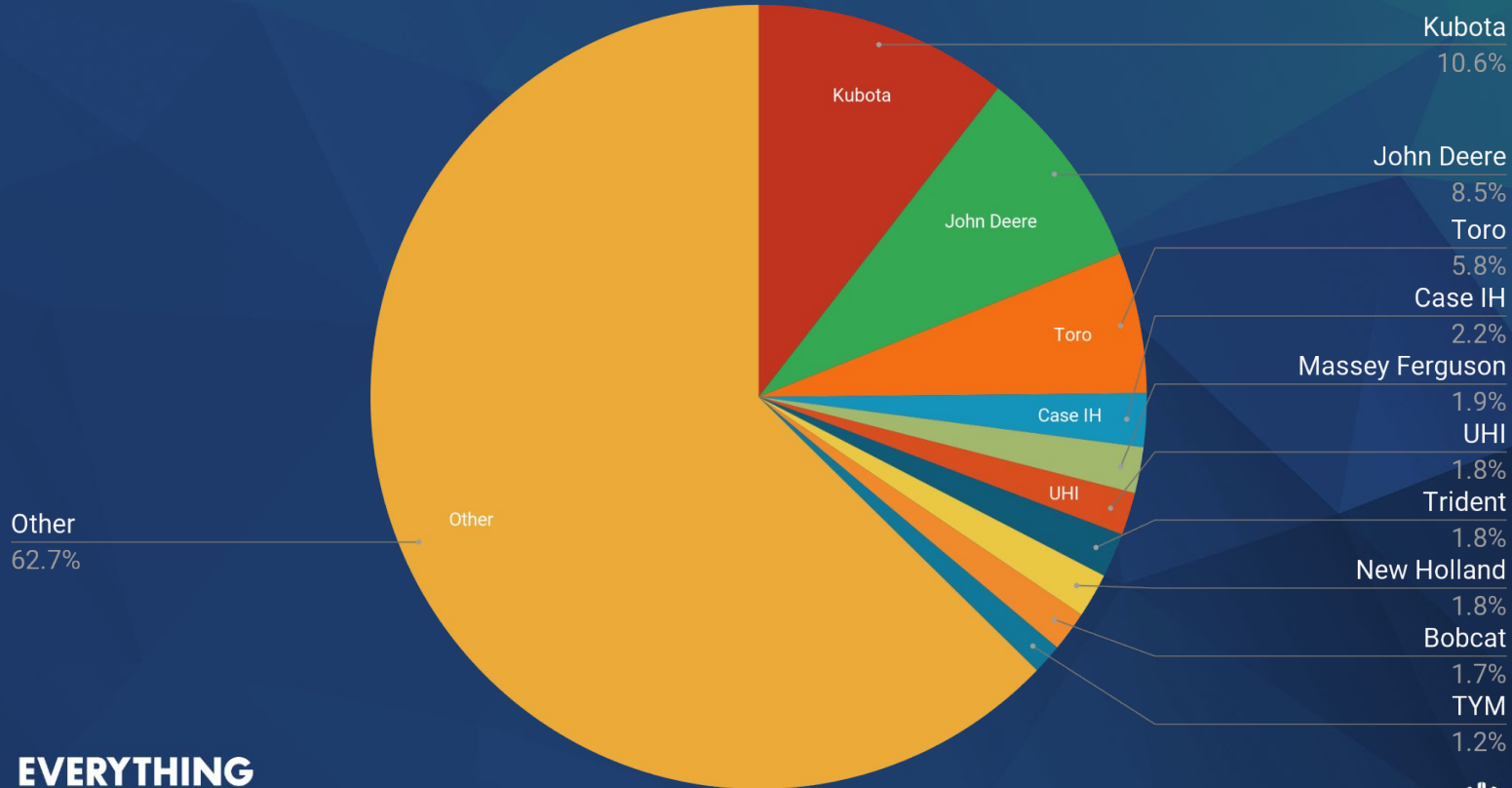
\$50,820
AVG ENQUIRY VALUE

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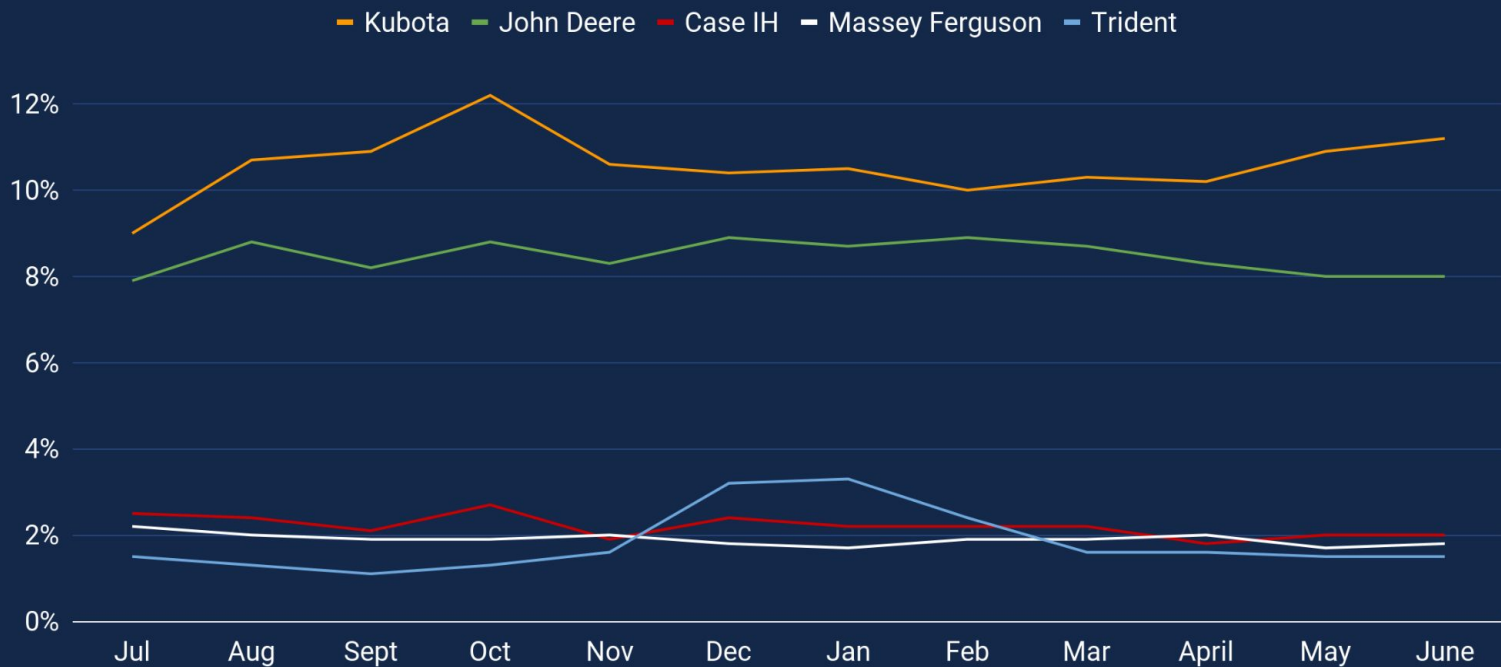
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TOP 10 FARMING BRANDS SEARCHED FOR ON MACHINES4U



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SEARCH TRENDS BY BRAND - AGRICULTURE



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TOP 10

FARMING MACHINERY SEARCHES



1. TRACTOR



2. SLASHER



3. CHIPPER



4. MULCHER



5. RIDE-ON



6. BACKHOE



7. ATV



8. WOOD CHIPPERS



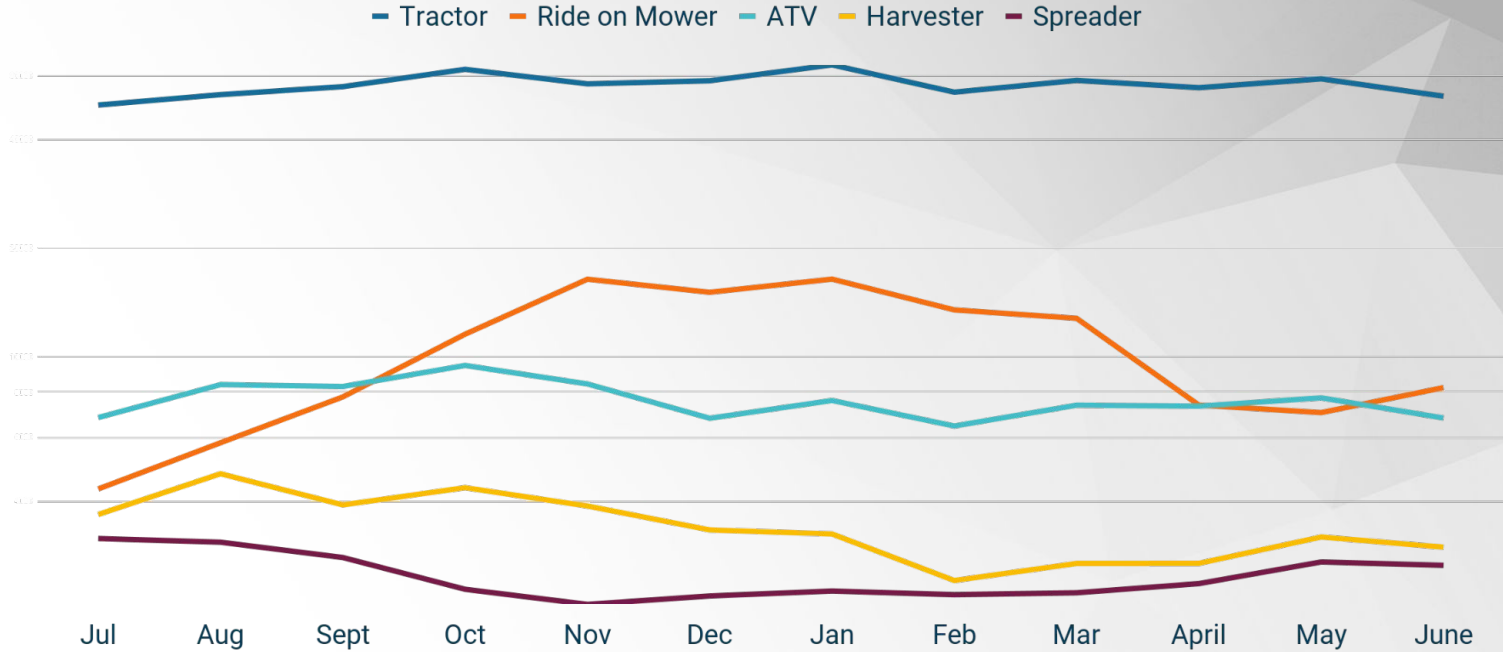
9. GRINDERS



10. HARVESTER

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SEARCH TRENDS BY AGRICULTURE MACHINES



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BUYER DEMAND VS SELLER SUPPLY FOR TRACTORS



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BUYER DEMAND VS SELLER SUPPLY FOR TELEHANDLERS



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BUYER DEMAND VS SELLER SUPPLY FOR HARVESTERS

— Buyer Demand — Seller Supply



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AVAILABLE **OCTOBER 2023**

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