

Motor SEO · Commercial Impact

June 2026 · Organic Search · verified from the Unified Traffic Acquisition dashboard

TEXT FOR SLIDE

 Copy

June 2026 Commercial Impact (linked to business objectives & OKRs)
Otomoto: 13.05M sessions (+11.6% YoY) // 313K DAU (+7.3% YoY)
Autovit: 1.76M sessions (+17.2% YoY) // 46K DAU (+12.5% YoY)
Standvirtual: 1.64M sessions (+36.3% YoY) // 43K DAU (+32.2% YoY)

Google Discover stats in June 2026 (Clicks MoM, Google Search Console)
Otomoto: 4.68M (-20.9% MoM)
Autovit: 610K (-7.0% MoM)
Standvirtual: 720K (+7.1% MoM)

Organic growth by page type (YoY sessions, Organic Search)
Otomoto: Ad-detail +347.9%, Category/SRP -26.8%
Autovit: Ad-detail +426.3%, Category/SRP -13.1%
Standvirtual: Ad-detail +514.3%, Category/SRP -10.8%
(MoM, Ad-detail May '26→Jun '26: Otomoto -20.1%, Autovit -7.1%, Standvirtual -4.4%)

AI Share of Voice (Otterly.AI, Jun 2026 vs May 2026)
Otomoto: 41% (+1.0pp) – #1 in Poland (OLX.pl 24%, autocentrum.pl 14%)
Autovit: 40% (+1.0pp) – #1 in Romania (OLX 33%, AutoScout24 8%)
Standvirtual: 30% (+1.0pp) – #1 in Portugal (OLX 23%, Carmine 13%)

Brands – Success/Risk driven by:

- Success: AI visibility leadership held and extended: Otomoto 41%, Autovit 40%, Standvirtual 30% AI Share of Voice, each #1 in market and each +1pp MoM (Otterly).
- Success: Leads well ahead YoY in all three markets, so monetization is holding as the traffic mix shifts toward Discover.
- Risk: Web search clicks are declining YoY in every market; the blended sessions metric masks this because Discover offsets it.
- Risk: Discover sits at Google's algorithmic discretion and scaled through H2 2025, so YoY comparisons tighten sharply from July as that ramp laps. A flat Discover month would read as a YoY decline in H2.

Next 30 days that will drive Commercial Impact/OKR:

- Unlock delivery: get the already-scoped SEO tickets onto product-team

roadmaps (Discovery Experience taxonomy, epic CARS-90209; Leasing pack, 22 tickets). SEO delivery depends on product prioritization and no dedicated capacity is committed yet, so this is the gating step.

- Land the scoped quick wins (Discovery + Leasing) and scope Top-of-Funnel and editorial into the Q3 plan (Top-of-Funnel OKRs are pending pipeline).
- Autovit lead-conversion watch: RO sessions are +17% YoY but leads only +2%, so lead capture is lagging traffic and needs a look.
- Protect the base ahead of H2: keep web and Discover reported separately as Discover laps its 2025 ramp, and sustain #1 AI Share of Voice while closing the comparison-query gap (v2 prompt set) where visibility is weakest.

JUNE 2026 COMMERCIAL IMPACT (LINKED TO BUSINESS OBJECTIVES & OKRS)

● Otomoto PL

13.05M sessions
+11.6% YoY

313K avg DAU
+7.3% YoY

123K leads +19.9% YoY

● Autovit RO

1.76M sessions
+17.2% YoY

46K avg DAU
+12.5% YoY

12K leads +6.2% YoY

● Standvirtual PT

1.64M sessions
+36.3% YoY

43K avg DAU
+32.2% YoY

16K leads +48.4% YoY

YOY · ORGANIC-SEARCH SESSIONS (2025-06 VS 2026-06)

Otomoto

2025-06 11.70M

2026-06 13.05M

+11.6%

Autovit

2025-06 1.50M

2026-06 1.76M

+17.2%

Standvirtual

2025-06 1.20M

2026-06 1.64M

+36.3%

SESSIONS, DAU & LEADS · JUN '25, MAY '26 & JUN '26

↓ PNG

Sessions, DAU & Leads · Jun '25, May '26 & Jun '26

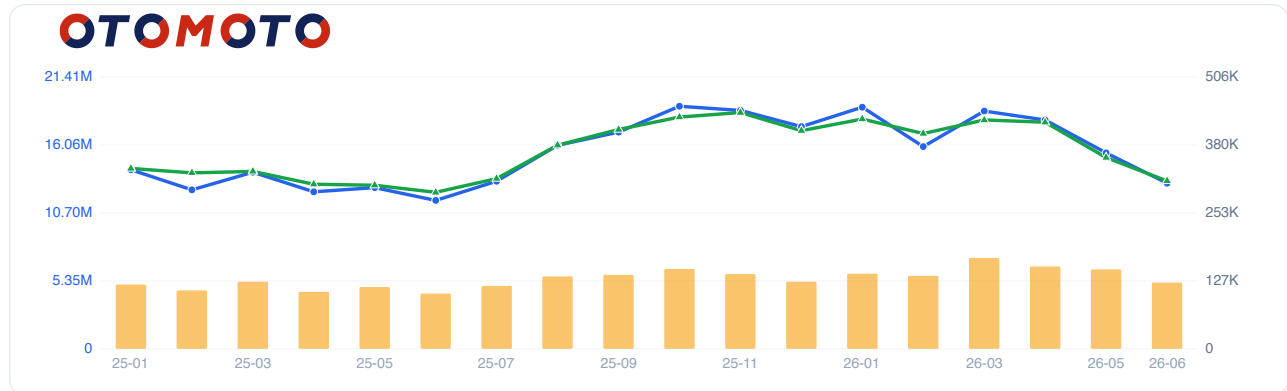
Jun '25 grey (year ago) · May '26 tint (last month) · Jun '26 solid (current) · pills compare each to Jun '26: YoY vs Jun '25, MoM vs May '26



Three single months per metric: **Jun '25** (year-ago baseline, grey), **May '26** (previous month, tint) and **Jun '26** (current, solid). The two pills both read change vs **Jun '26**: YoY = Jun '26 vs Jun '25, MoM = Jun '26 vs May '26. Bars are scaled within each cell. Avg DAU = average daily organic-search users in the month. Source: glue.odyn_eu_bi.session_finance_landing_category_agg. Download PNG available.

SESSIONS, DAU & LEADS BY MARKET · MONTHLY

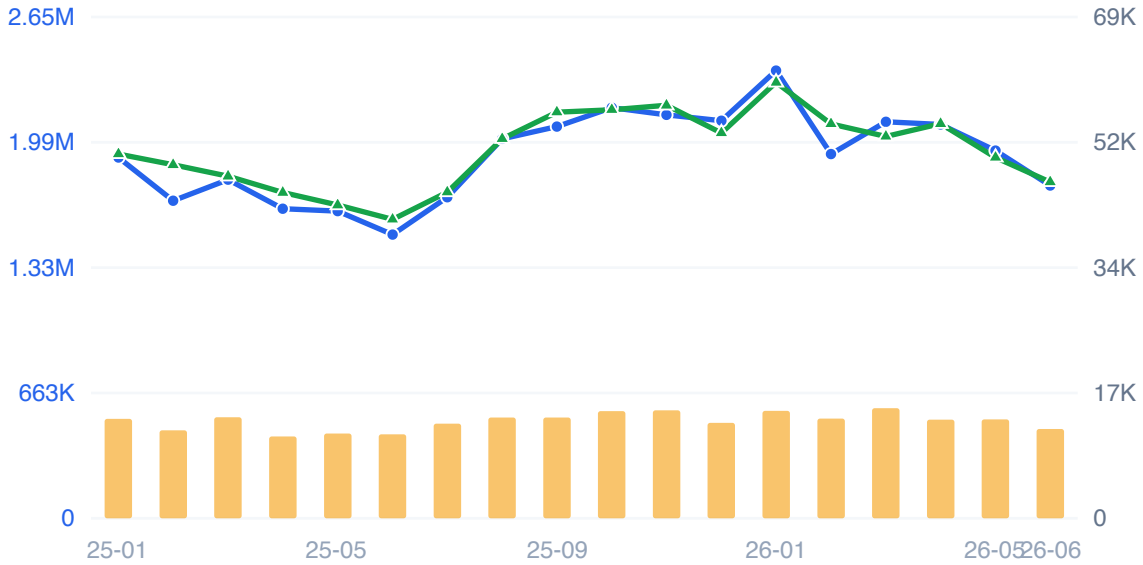
● Sessions (left axis, ● line) ▲ DAU (right axis, ▲ line) ■ Leads (right axis, columns)



↓ PNG

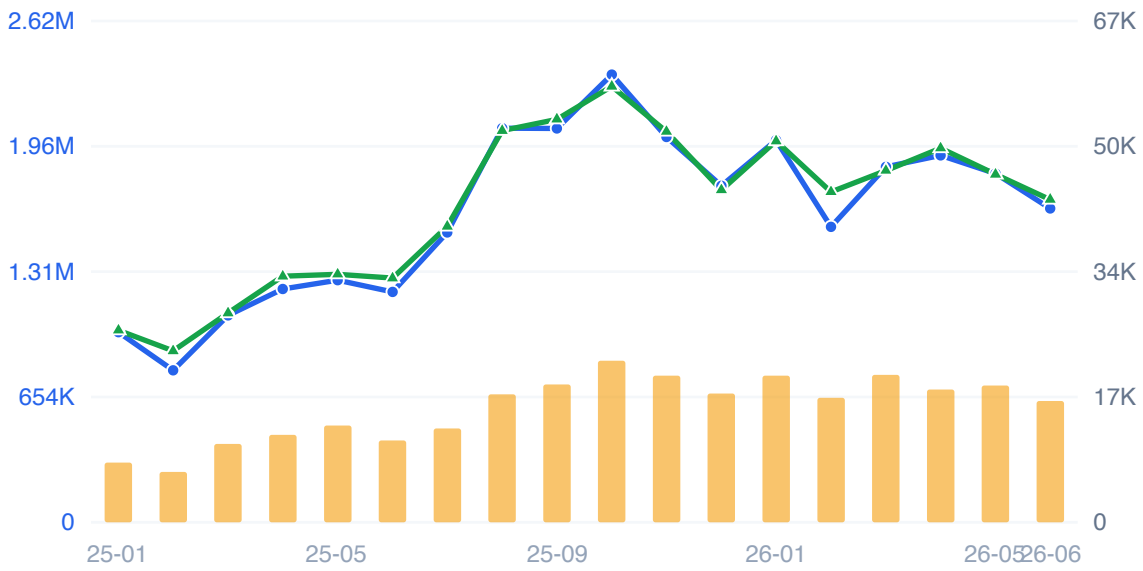
↓ PNG

AUTOVIT.RO



Download PNG

STANDVIRTUAL



Left axis: organic-search sessions (line). Right axis: DAU (line) and Leads (columns). 2025-01 to 2026-06. Each chart has a Download PNG.

ORGANIC PAGE TYPES · WHAT IS DRIVING MOM & YOY

- **Otomoto**: biggest YoY mover is **Ad detail** (+2.96M sessions, +347.9%); biggest MoM mover is **Ad detail** (-958K, -20.1%).

- **Autovit:** biggest YoY mover is **Ad detail** (+388K sessions, +426.3%); biggest MoM mover is **Category (SRP)** (-104K, -13.0%).
- **Standvirtual:** biggest YoY mover is **Ad detail** (+450K sessions, +514.3%); biggest MoM mover is **Category (SRP)** (-85K, -15.8%).

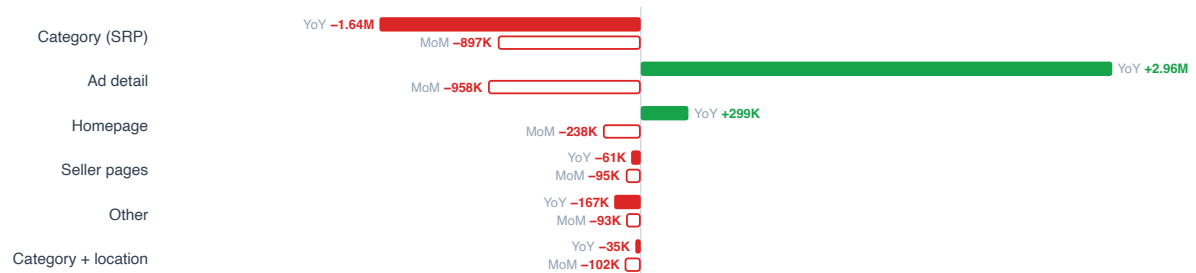
Where organic **sessions**, **avg DAU** and **leads** moved (absolute change by page type). Bars right of the centre line are gains, left are losses. Each bar is labelled: **YoY** is the solid bar, **MoM** the outlined bar.

Sessions

↓ PNG

Otomoto

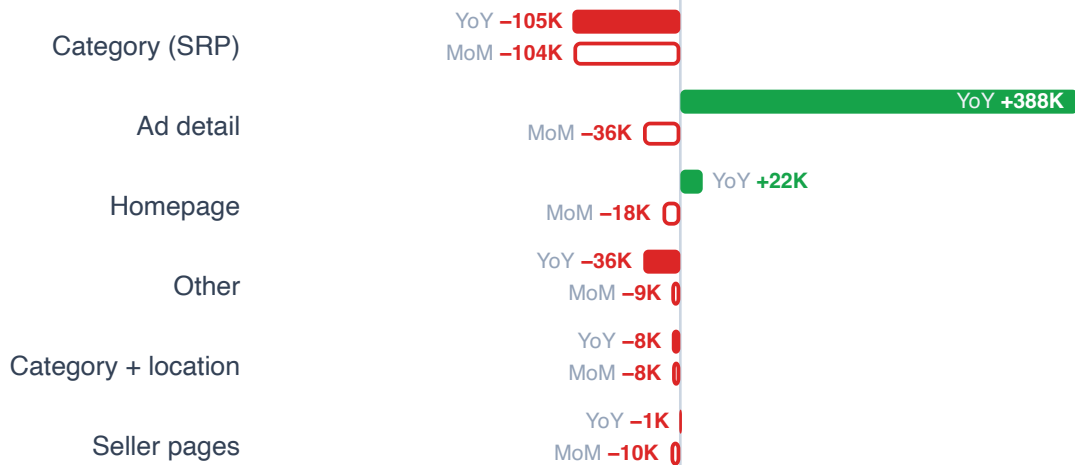
Organic session change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



↓ PNG

Autovit

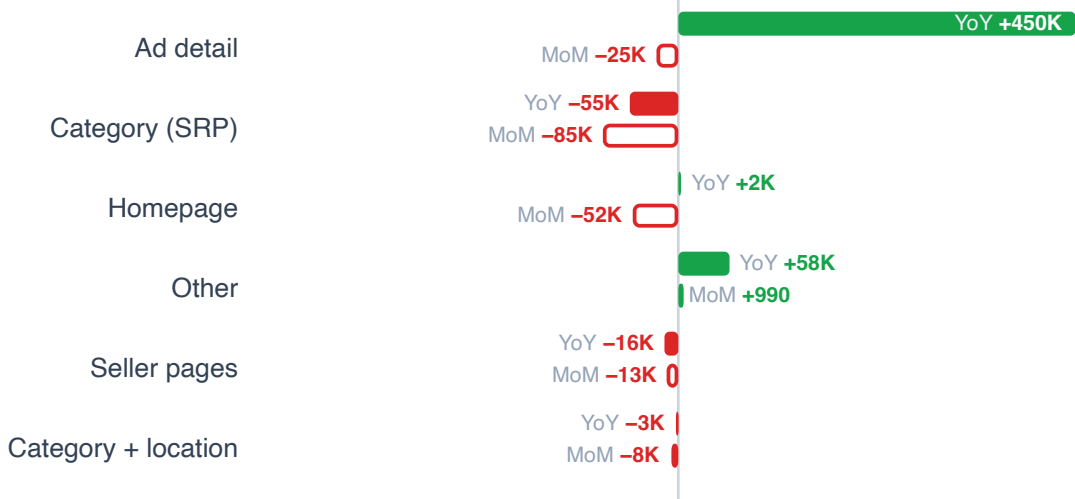
Organic session change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



↓ PNG

Standvirtual

Organic session change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**

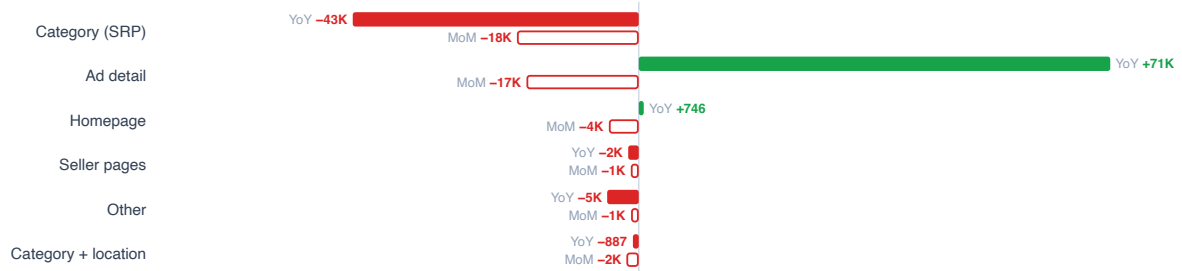


Avg DAU

↓ PNG

Otomoto

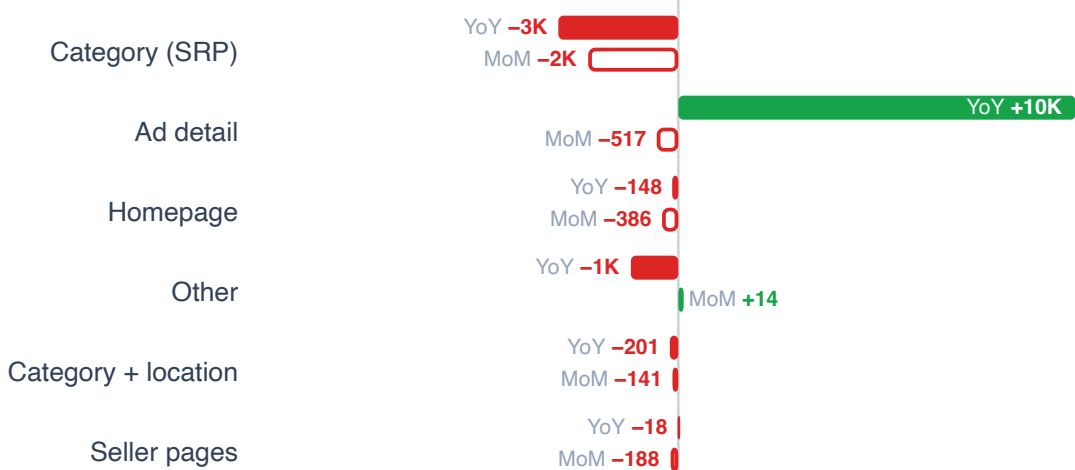
Organic avg-DAU change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



↓ PNG

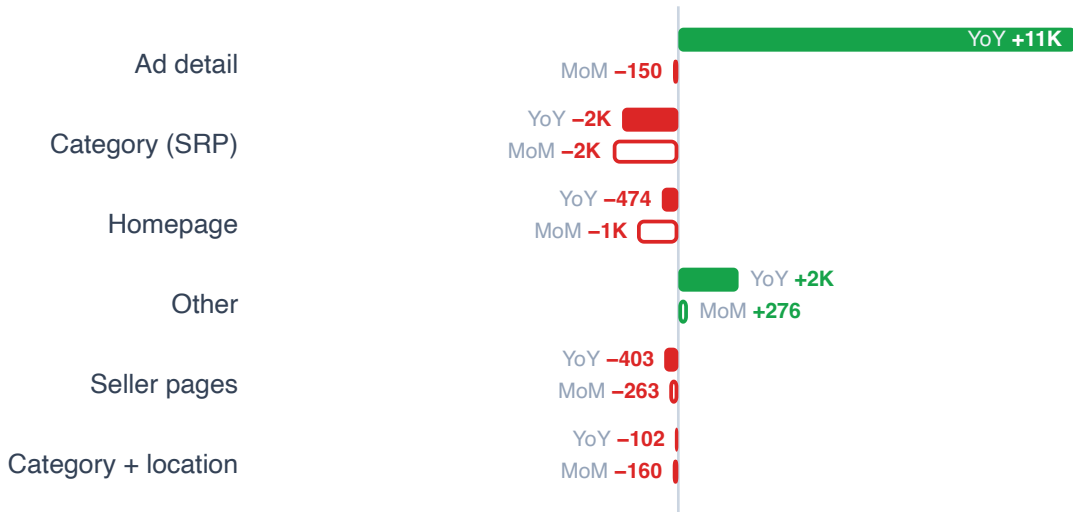
Autovit

Organic avg-DAU change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



Standvirtual

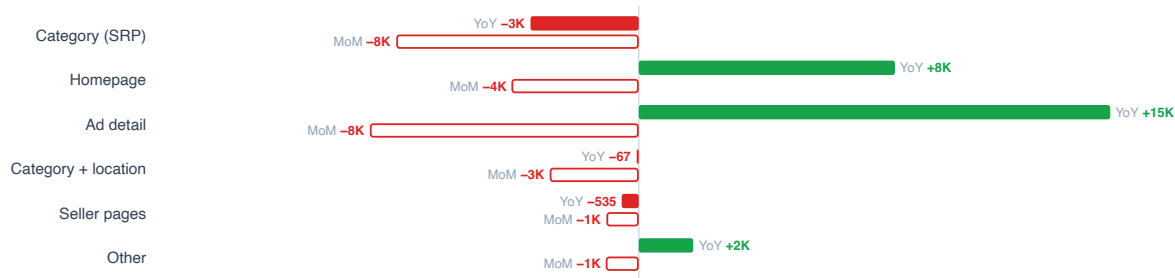
Organic avg-DAU change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



Leads

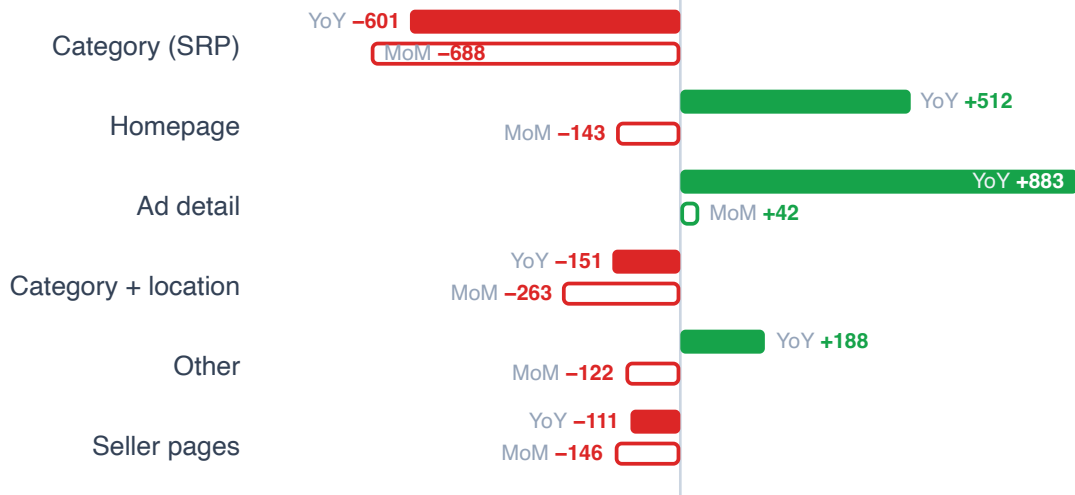
Otomoto

Organic lead change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



Autovit

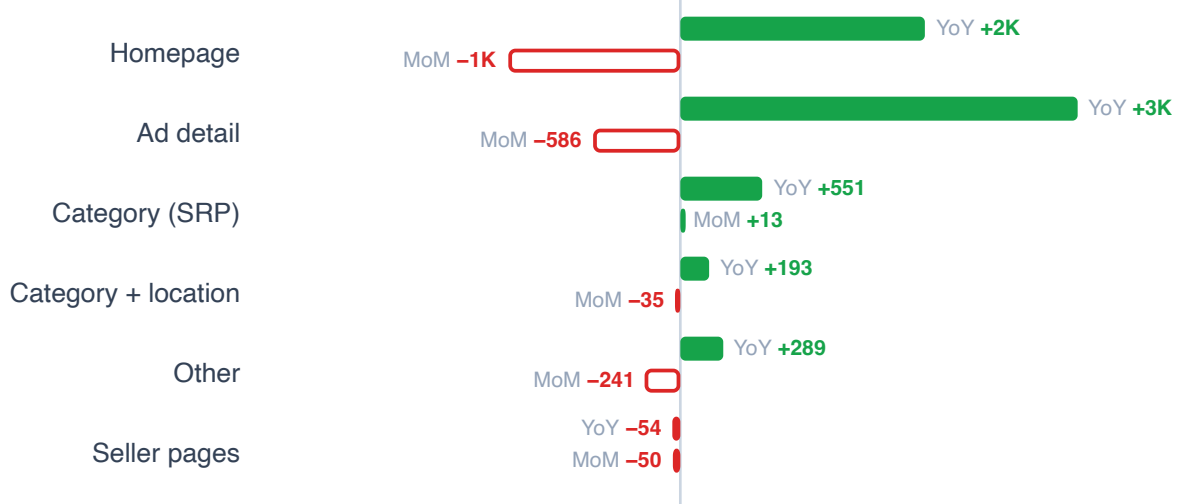
Organic lead change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



↓ PNG

Standvirtual

Organic lead change by page type · **solid = YoY**, outline = MoM · **green gain / red loss**



Otomoto organic by page type · sessions, avg DAU & leads

Page type	Sessions			Avg DAU			Leads		
	Jun '26	MoM	YoY	Jun '26	MoM	YoY	Jun '26	MoM	YoY
Category (SRP)	4.48M	-16.7%	-26.8%	112K	-14.0%	-27.7%	39K	-16.2%	-7.9%
Ad detail	3.81M	-20.1%	+347.9%	92K	-15.5%	+329.0%	25K	-25.0%	+140.5%
Homepage	2.66M	-8.2%	+12.7%	61K	-6.8%	+1.2%	36K	-10.0%	+28.8%
Seller pages	1.03M	-8.4%	-5.6%	23K	-5.0%	-6.5%	7K	-12.0%	-6.7%
Other	535K	-14.8%	-23.8%	13K	-8.2%	-26.7%	4K	-20.0%	+69.9%

Page type	Sessions			Avg DAU			Leads		
	Jun '26	MoM	YoY	Jun '26	MoM	YoY	Jun '26	MoM	YoY
Category + location	533K	-16.0%	-6.1%	12K	-13.2%	-6.8%	12K	-19.4%	-0.6%

Autovit organic by page type · sessions, avg DAU & leads

Page type	Sessions			Avg DAU			Leads		
	Jun '26	MoM	YoY	Jun '26	MoM	YoY	Jun '26	MoM	YoY
Category (SRP)	702K	-13.0%	-13.1%	19K	-10.1%	-13.0%	4K	-14.3%	-12.8%
Ad detail	479K	-7.1%	+426.3%	12K	-4.1%	+374.2%	2K	+2.0%	+68.3%
Homepage	302K	-5.5%	+7.8%	7K	-4.9%	-1.9%	4K	-3.5%	+15.0%
Other	148K	-5.6%	-19.6%	4K	+0.3%	-21.1%	462	-20.9%	+68.6%
Category + location	74K	-9.9%	-10.1%	2K	-6.8%	-9.4%	1K	-17.8%	-11.1%
Seller pages	56K	-14.5%	-1.8%	1K	-12.1%	-1.3%	389	-27.3%	-22.2%

Standvirtual organic by page type · sessions, avg DAU & leads

Page type	Sessions			Avg DAU			Leads		
	Jun '26	MoM	YoY	Jun '26	MoM	YoY	Jun '26	MoM	YoY
Ad detail	537K	-4.4%	+514.3%	14K	-1.1%	+479.7%	4K	-13.3%	+234.7%
Category (SRP)	455K	-15.8%	-10.8%	12K	-13.3%	-11.6%	4K	+0.4%	+17.6%
Homepage	405K	-11.3%	+0.6%	11K	-9.9%	-4.2%	7K	-14.6%	+32.2%
Other	116K	+0.9%	+100.2%	3K	+9.9%	+127.5%	680	-26.2%	+73.9%
Seller pages	71K	-15.8%	-18.1%	2K	-13.0%	-18.6%	509	-8.9%	-9.6%
Category + location	54K	-12.4%	-5.0%	1K	-9.9%	-6.6%	805	-4.2%	+31.5%

Organic Search only (source_type IN ('organic', 'not paid') AND source_category='search'), so sessions, avg DAU and leads each reconcile exactly to the headline Organic Search totals. Page types below the top five are rolled into "Other". Source: glue.odyn_eu_bi.session_finance_landing_category_agg, landing_page_type dimension (PT1 extraction). Charts have Download PNG.

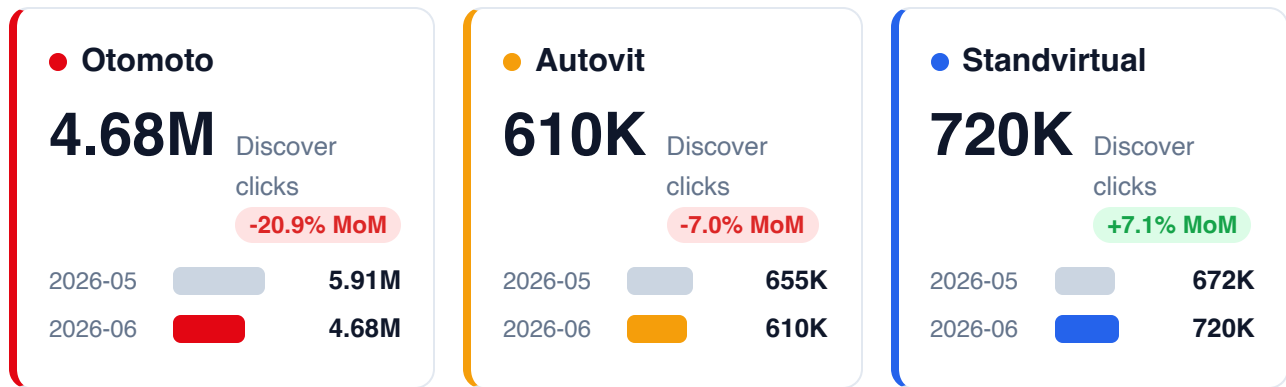
GOOGLE SEARCH CONSOLE (SECONDARY SOURCE) · CROSS-CHECK VS HYDRA

Market	HYDRA organic-search sessions (YoY)	GSC web clicks (YoY)	sess / web	GSC Discover clicks (YoY)
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Otomoto	13.05M +11.6%	13.23M -15.5%	0.99x	4.68M new
Autovit	1.76M +17.2%	1.79M -8.9%	0.98x	610K new
Standvirtual	1.64M +36.3%	1.43M -6.1%	1.15x	720K new

Two independent sources agree on the organic-search signal: GSC web clicks track HYDRA organic-search sessions (ratio ~1.0-1.1x), so the headline metric is sound. GSC Discover clicks are additional Google reach **not** counted in organic-search sessions (they surface elsewhere in HYDRA), which is why Discover YoY looks outsized: it ramped from a near-zero base in early 2025.

GOOGLE DISCOVER · CLICKS (MOM)



Source: Google Search Console, glue.odyn_eu_domain_data.seo_search_analytics_by_date (verified pull, search_type = discover / web). Site: carsleul{pl,pt,ro}.

GEO · AI SHARE OF VOICE · OTTERLY.AI (JUN 2026 VS MAY 2026)

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#	Poland	Romania	Portugal
1	Otomoto 41% +1.0pp 9,802	Autovit 40% +1.0pp 9,743	Standvirtual 30% +1.0pp 8,616
2	OLX.pl 24% +1.0pp 5,699	OLX 33% +1.0pp 7,953	OLX 23% +1.0pp 6,615
3	autocentrum.pl 14% -3.0pp 3,359	AutoScout24 8% -2.0pp 2,037	Carmine 13% 0.0pp 3,766

Otterly.AI · Jun 2026 vs May 2026

Share of Voice = a brand's mentions / all tracked brands' mentions across the AI prompt set (ChatGPT, Gemini, Perplexity). The Motor brand leads AI visibility in all three markets. pp = change vs prior month. Source: Otterly.AI API.

TRENDS & REASONING (DATA-GROUNDED)

- MoM vs 2026-05 (organic sessions): Otomoto -15.4%, Autovit -9.5%, Standvirtual -10.0%.
- **Otomoto**: sessions +11.6% YoY vs avg DAU +7.3% YoY (sessions grew faster than active users).
- **Standvirtual**: sessions +36.3% YoY vs avg DAU +32.2% YoY (sessions grew faster than active users).
- **Autovit**: sessions +17.2% YoY vs avg DAU +12.5% YoY (sessions grew faster than active users).
- Search Console web-search clicks YoY (Otomoto -15.5%, Autovit -8.9%, Standvirtual -6.1%): with Discover up from ~zero, the organic-session growth is largely Discover-led rather than web-search demand.

Observations above are computed from the data. Interpretation of *why* (Discover dependency, AI-bot opening effects, competitive moves) is editorial:

June is the seasonal summer trough: organic sessions step down from May every year, and 2026's dip is steeper than 2025's (Otomoto -15.4% MoM vs -7.9% a year ago; Standvirtual -10.0% vs -4.9%; Autovit -9.5% vs -7.6%). Year on year all three markets are still ahead on sessions (Otomoto +11.6%, Autovit +17.2%, Standvirtual +36.3%) and further ahead on leads (Standvirtual +48.4%, Otomoto +19.9%, Autovit +6.2%).

The YoY growth is carried by Google Discover. Web search clicks are down year on year in every market (Otomoto -15.5%, Autovit -8.9%, Standvirtual -6.1%); Discover, which scaled from a near-zero base in mid-2025, now adds 4.7M (Otomoto), 0.7M (Standvirtual) and 0.6M (Autovit) clicks a month and more than offsets that in the blended sessions view. Sessions alone therefore read stronger than web search health on its own.

BRANDS · SUCCESS / RISK DRIVEN BY

Success

- AI visibility leadership held and extended: Otomoto 41%, Autovit 40%, Standvirtual 30% AI Share of Voice, each #1 in market and each +1pp MoM (Otterly).
- Leads well ahead YoY in all three markets, so monetization is holding as the traffic mix shifts toward Discover.

Risk

- Web search clicks are declining YoY in every market; the blended sessions metric masks this because Discover offsets it.

- Discover sits at Google's algorithmic discretion and scaled through H2 2025, so YoY comparisons tighten sharply from July as that ramp laps. A flat Discover month would read as a YoY decline in H2.

NEXT 30 DAYS THAT WILL DRIVE COMMERCIAL IMPACT / OKR

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- Protect the base ahead of H2: keep web and Discover reported separately as Discover laps its 2025 ramp, and sustain #1 AI Share of Voice while closing the comparison-query gap (v2 prompt set) where visibility is weakest.

Definitions: sessions = organic-search total_sessions; DAU = average daily organic-search users (SUM(dau)/days in month); leads = unique organic-search leads (consented + non_consented). Source table: glue.odyn_eu_bi.session_finance_landing_category_agg (read-only). Built 2026-07-02 from 2026-07-02_M2_market_x_channel_monthly.csv. Reproduce any figure with: python3 mbr.py verify <extraction.sql>.