

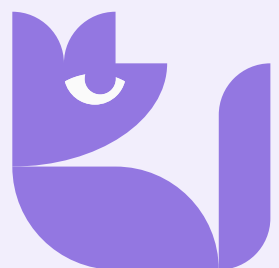
Conversational search on European marketplaces

Who has built what, what they have published, and what it means for marketplaces without an AI team.

Benchmark · October 2026

Every fact links to the company's own publication.

Sources checked on 3 October 2026.



Five things the public record shows

We reviewed what 11 European marketplaces in cars, real estate and general classifieds have announced about AI search since 2024. Only official company sources are cited.

1 "AI search" means three different things.

A chat assistant on the marketplace's own site or app, a search bar that understands natural language, and an app inside ChatGPT. They solve different problems and should not be counted together.

2 The ChatGPT app is the most common move.

8 of the 11 marketplaces announced an app in ChatGPT between January and May 2026.^{6, 8, 9, 12, 14, 15, 17, 18}

3 A chat assistant on the marketplace itself is still rare.

Four have one for buyers: mobile.de, ImmoScout24 (in beta), coches.net (in its app) and La Centrale. AutoScout24 has announced one as "coming soon".^{1, 2, 4, 7, 11, 16}

4 Few results are public, and they measure different things.

Leads from search, time to find a car, number of AI searches, share of traffic from assistants. None of the announcements we reviewed describes how the result was measured against a control group.^{5, 7, 17, 19}

5 Users are moving faster than marketplaces.

One in three people in the EU used generative AI in 2025, and almost two in three among 16 to 24 year olds. Yet at Autotrader, AI chat assistants still bring under 1% of the audience.^{19, 21, 22}

Three ways marketplaces are adding AI to search

We use these three types throughout the document. A marketplace can have one, two or all three.

Type A

Chat on the marketplace

An assistant inside the marketplace's site or app. The buyer describes what they need, the assistant asks follow-up questions and shows listings from the marketplace.

Where it lives: the marketplace's own site or app.

Type B

Natural-language search bar

The buyer types a sentence instead of choosing filters. The system turns it into a search, usually in one step, and shows the usual results page.

Where it lives: the existing search bar.

Type C

App inside ChatGPT

The marketplace publishes an app in ChatGPT. When people ask ChatGPT for a car or a home, the answer can show the marketplace's listings.

Where it lives: outside the marketplace, inside the assistant.

Why the difference matters

Type A and B work on traffic the marketplace already has: they help visitors who are already on the site find the right listing. Type C is about being present where people start their search, before they reach any marketplace. Numbers from one type say little about the others.

11 European marketplaces, by type

MARKETPLACE	A · CHAT ON THE MARKETPLACE	B · NATURAL-LANGUAGE SEARCH	C · APP IN CHATGPT
CARS			
mobile.de Germany	"mobee": pilot from 4 Aug 2025 for ~10% of users, then all users from 11 Aug 2025 ^{1, 2}	"KI-Suche", announced 16 Mar 2026 ³	None found
AutoScout24 Germany, Europe	"KI-Suchassistent" announced as coming soon, 14 Sep 2026 ⁷	"KI-Fahrzeugsuche", 14 Sep 2026 ⁷	Live, January 2026 ⁸
coches.net Spain	"NET", in the app (Android, iOS), March 2026 ¹¹	AI search, March 2025 ¹⁰	Live, May 2026 ¹²
La Centrale France	AI personal assistant for buyers, deployed by January 2025 ¹⁶	None found	Scheduled (OLX "AutoGPT"), April 2026 ¹⁷
OTOMOTO Poland	None found	None found	"AutoGPT", live April 2026 ¹⁷
Autotrader United Kingdom	None found	None found	Live, 15 May 2026 ¹⁸
REAL ESTATE			
ImmoScout24 Germany	"HeyImmo", beta, 21 Oct 2025 ⁴	AI search (counted with HeyImmo in usage figures) ⁵	Live, 30 Jan 2026 ⁶
Immobiliare.it Italy	None found	"Ricerca AI", 10 Jun 2026, described by the company as the first conversational search of an Italian property portal ¹³	None found A custom GPT in the OpenAI GPT Store since 2024
idealista Spain, Italy, Portugal	None found	None found	Live, 13 Mar 2026 ¹⁴
GENERAL CLASSIFIEDS			
leboncoin France	None found	None found	Live, 10 Feb 2026 ¹⁵
Kleinanzeigen Germany	None found	None found	Live, 25 Feb 2026 ⁹

"None found" means we found no official announcement as of 3 October 2026; it does not prove the feature does not exist. Dates are the companies' announcement dates.

WHAT HAS BEEN PUBLISHED

The numbers marketplaces have shared

+7.5%

more leads from search with AutoScout24's new AI vehicle search, in tests in Germany.

AutoScout24, 14 Sep 2026⁷ · Type B

20%

faster: OLX says buyers find their ideal vehicle "at least 20% faster" with AutoGPT.

OLX Group, 2 Apr 2026¹⁷ · Type C

3.3M

AI-supported search actions on ImmoScout24 in June 2026, 47 times more than a year earlier.

Scout24 half-year report, 6 Aug 2026⁵ · Types A and B

<1%

of Autotrader's audience comes from generative AI chat assistants.

Autotrader Group FY26 results, 21 May 2026¹⁹ · Type C

THE CONTEXT

People are already searching by asking

32.7%

of people aged 16–74 in the EU used generative AI tools in 2025. Among 16–24 year olds: 63.8%.

Eurostat, 16 Dec 2025 and 10 Feb 2026^{21, 22}

900M+

people use ChatGPT every week.

OpenAI, February 2026²⁰

+101%

growth in referral traffic from ChatGPT to the websites BrightEdge monitors, January to August 2026.

BrightEdge, 24 Sep 2026²³

+693%

traffic from generative AI tools to US retail sites in the 2025 holiday season, year on year.

Adobe, 7 Jan 2026 · US data²⁴

What this means for a marketplace without an AI team

This page is our interpretation, not data. The data is on the previous pages, with sources.

1. **Decide which problem you are solving first.** Visitors who don't find the right listing on your site (types A and B), or people who never reach your site because they start in ChatGPT (type C).
2. **The large portals built these with dedicated AI teams.** ImmoScout24 still describes its assistant as a beta. For a marketplace without that team, the cost is not only building it, but keeping it running as models and listings change.
3. **Measure in leads, against a control group.** Usage figures and speed claims are easy to publish. Leads per session, compared with visitors who use the normal search, is the number that tells you whether it pays.
4. **Italy is early.** Immobiliare.it launched its AI search in June 2026. In the other categories we reviewed, we found no Italian marketplace with a buyer chat on its own site.

Want to see how your search handles real user questions?

We try 10 real questions on your site and show you what your search returns today.

hello@mirasearch.ai

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SOURCES

Every fact, with its source

All links are to the companies' own publications or official statistics, except where marked. Checked on 3 October 2026.

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