

Case Study

PHILLIPS

Fine Art & Collectibles

Phillips Launches a Mobile-First Digital Salesroom & Realizes a Significant Increase in their Business

ABOUT THE CUSTOMER

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia.

Phillips wanted a more intimate relationship with its bidders and felt there was a better way to do it. They recognized that the second largest demographic using mobile technology are people 65 & older, which encompassed a large portion of their customer base. They knew the time was now for a paradigm shift in how people could participate in auctions. Not just to transform how the buyers participated – but also to engage new clientele from around the world, and create a unique buying experience right from their smartphones, tablets or desktops. The idea that clients could browse catalogs, watch live simulcast auctions on their smart devices and participate from across the globe was intriguing to Phillips' leadership.

THE CHALLENGE

“At Phillips we have worked in the past with several vendors, including marketplaces and white label solutions. Some offered a semblance of a white glove experience but none were optimal in implementing the user experience we were looking for. Auction Mobility offered us a robust auction platform combined with a digital platform that performed on the mobile device. The ability to integrate also allows us to develop a more fluid user experience as well as provide innovative technology that is out in front of the competition.” Harrison Cannon, Director of System Architecture & Development at Phillips.

THE RESULTS

After partnering with Auction Mobility, Phillips helped design and implement a dedicated mobile bidding application for both

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Android and iOS devices. In addition, Phillips launched a digital salesroom integrated into their current web properties for a unified client experience.

Since the launch of the dedicated mobile bidding engine 3 seasons ago, Phillips has realized:

- A 300% increase in online sales
- Registrations increased 120% over the same period last year
- A 41% increase in new participants

To further validate their move to the digital salesroom, a current Phillips customer traveling to Vietnam shared his excitement with the ease of use and convenience in which he participated in one of their auctions. Through the use of the mobile application, he was able to live-stream the auction and participate during his travels in real-time. He won the piece for his collection from across the globe.

LESSONS LEARNED

Phillips invests quarterly in its digital innovation efforts to ensure they remain at the forefront of their industry. They make staff available to aid clients who are bidding online for the first time during a sale and leverage the customized training resources provided by Auction Mobility.

“The continued forward thinking of the team at Auction Mobility, the reinvestment in growth and development of this cutting edge technology and the expansion into the marketplace space with the acquisition of Lofty.com keep Auction Mobility as the clear leader and market driver in the Auction software space.” Harrison Cannon, Directory of System Architecture & Development at Phillips.

“We realized a 300% increase in online sales, a 120% increase in registrations and 41% new participation in our sales.”

Megan Newcome, Director of Digital Strategy at Phillips

ABOUT AUCTION MOBILITY

Auction Mobility is the world's leading mobile and tablet auction platform, providing clients with a unique digital experience to promote their brand across mobile, tablet and the web. Auction Mobility eliminates the distinction between 'live' and 'in-person' auction buyers by enabling them to participate equally in auctions via phone and tablet apps. Buyers can participate from anywhere in the world just as easily as if they were sitting just feet from the auctioneer. For more information, visit www.auctionmobility.com.