



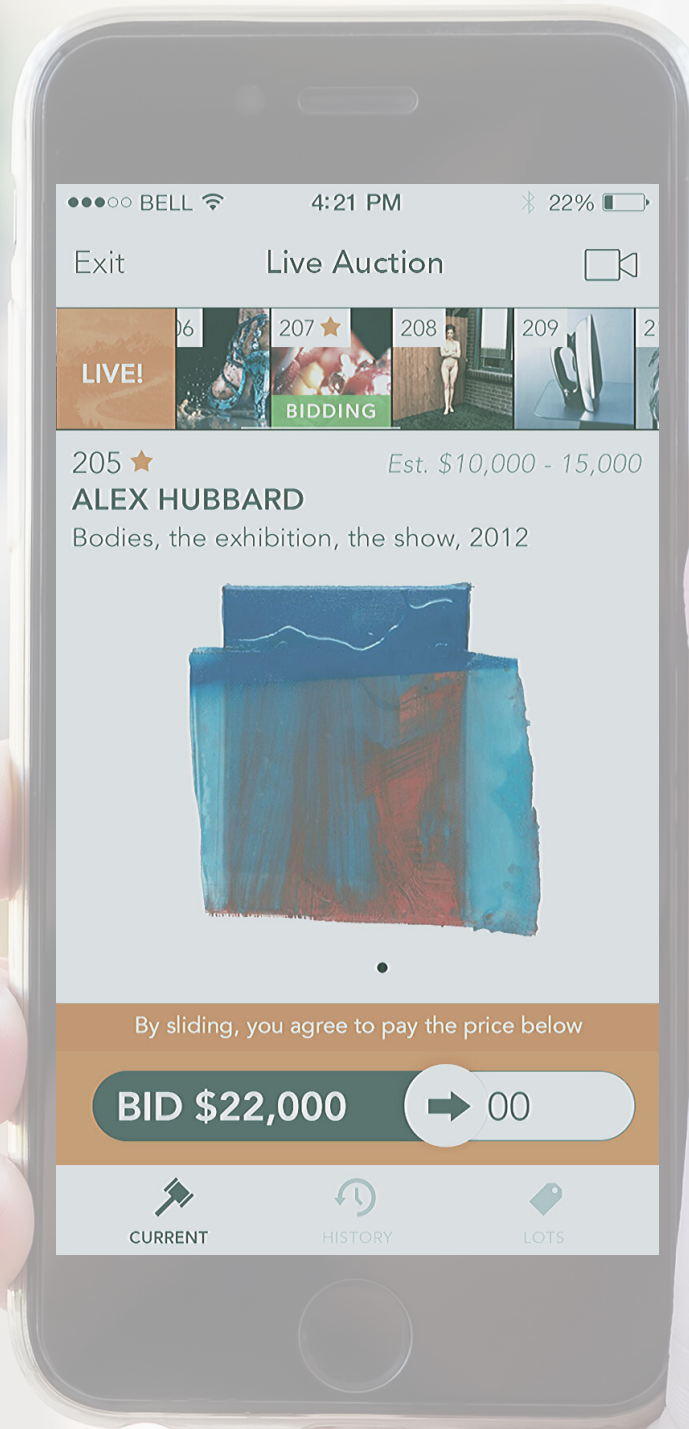
## THE AUCTIONEERS GUIDE TO CUSTOM MOBILE APPS

### Mobile bidding is the new normal.

For auctioneers, mobile bidding technology is no longer just a 'nice-to-have,' but essential to maintaining relevance in an increasingly digital world. Today, consumers fluidly move from discovery to bidding in a matter of seconds. In consumers over the age of 55, 64% of their total digital minutes were spent in apps, not the web. Younger generations use their smartphones on average, 8 hours 11 minutes a day and expect a seamless user experience. Hundreds of auction houses have moved over to a digital bidding platform with Auction Mobility. Why? Through better access, usability, and brand recognition they can better know their customers and grow their businesses.

Auction Mobility's apps provide incredible convenience and efficiency, giving consumers the ability to bid on pieces of interest in just a few taps of a finger. \*In fact, 70% of consumers today have at least one shopping app on their phone, and these apps have grown in popularity exponentially over the past two years.

\*2019 ComScore Report

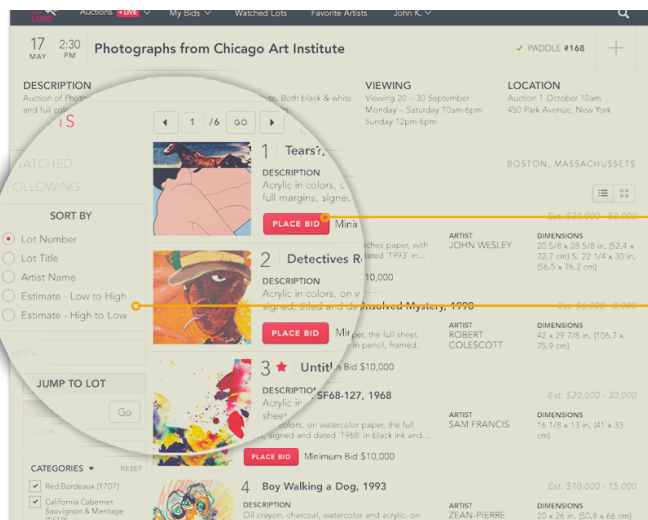




Some auction houses have been so eager to capitalize on the digital-bidding phenomenon that they have signed up with third-party marketplace providers without realizing how detrimental they are to their business. These marketplaces not only take a hefty commission, they also withhold the most valuable pieces of bidder information from the business owner: user analytics, data and insights.

**"We are humanizing the digital bidding experience."**

JEREMY PARADISE,  
FOUNDER & CEO



Absentee Bidding

Smart Filters

Others have turned to single mobile solutions with limited features and disjointed bidding experiences, resulting in poor customer engagement.

In contrast, a branded digital bidding platform which includes mobile and tablet, as native apps, and a web solution are important for increased engagement from the device where your customer is most comfortable.



Customers as large as Phillips and as local as the Harritt Group, a real estate and estate sale auction house in New Albany, Indiana, recognize that custom mobile apps are essential for increasing customer engagement and loyalty while growing their bottom line. By occupying precious real estate on eager collectors' phones, apps function as advertisements with revenue streams, placing the auction house brand literally in the palm of your customers' hands. With the average consumer spending over three hours a day on their smartphones, branded apps reinforce an auction house, with their logo front and center, wherever customers are.

## Is a branded app the right choice for your business?

Custom apps aren't only reserved for larger auction houses and galleries, they also account for a large portion of the sales in smaller businesses. These clients see an average increase in revenue over 21% after launching their app with Auction Mobility. If your auction house is currently on a third-party marketplace, that's fine. These marketplaces do offer exposure and some level of convenience.

However, losing all those meaningful connection to your customers - including their data - is both expensive now, and the long-term for your business.

By adding Auction Mobility's platform to your business, you will begin to take back ownership of your customers, their data, and your business.

### TAKE A LOOK AT WHERE YOUR BUSINESS STANDS

- ✓ Are you currently on a third-party app that's sharing your client list with other auction companies?
- ✓ Do you have website bidding and has it been successful?
- ✓ With the shift to mobile and a change in buyer demographics, how are you preparing your business?

## If you have answered yes to any of these questions, it's time to step things up.

Establish another channel that lets you drive your revenue. With percentage and commission - free structures, Auction Mobility helps you to gather insights about your customers and communicate directly with them. Your customers crave this, too. 88% of consumers prefer to buy directly from your instead of third-party marketplaces.

# Maximize your bottom-line revenue.

Your application becomes exponentially more profitable by promoting it to your customers and providing them a platform of direct with your. It only takes a little bit of effort to see incredible results and if you work with the Auction Mobility Customer Success Team.

## 1 RUN A PLATFORM - ONLY PROMOTION

Offer your customers a one-time discount for using your app. While the Auction Mobility Customer Success team will recommend strategies to your specific auction house, they find in general that giving a percentage discount by bidding directly with you is a great incentive, and one where you can still see an increase in your bottom line!

## 2 SEND MARKETING EMAILS ADVERTISING YOUR APP

If you have had a brick and mortar location for some time, it's likely you have a customer list of email addresses that you are not doing much with. Let us help build you a marketing video to promote your new platform, announcing your new digital solution with direct links to your apps, right in the Apple App Store and the Google Play Store, so customers can download your app right away. Even when your promotion is over, ensure you continue to mention your app in your emails and communications to keep it top of mind.

### Why Apps Matter

63%

Total percentage of time spent on a smartphone app as a % of total digital minutes

77%

Share of total minutes spent online when comparing mobile to desktop

25%

Year over year growth in terms of mobile commerce, or an increase of 8 billion dollars.

Comscore



### 3 LEVERAGE WORD OF MOUTH

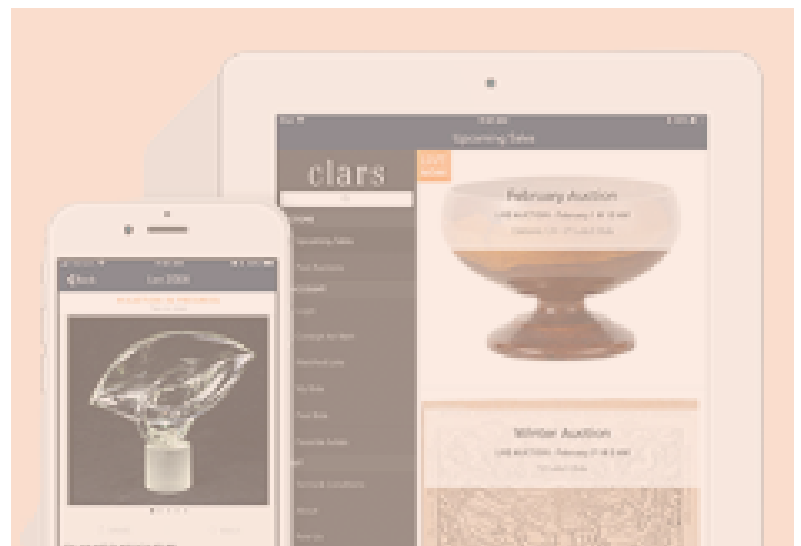
Use your social networks, both online and offline, to spread the word about your new custom auction apps. Your employees and loyal customers are your best representatives, so ensure they are informed and excited about this new way to engage in a sale. You should also leverage the power of social media advertising, using 'App-Install' campaigns, alongside the unique pieces in your sale and make sure you link to your listing in the respective Google and Apple stores to drive immediate engagement with the auction house.

As Auction Mobility client, your Project Manager and the Customer Success Team are always ready to lend a hand, teach you how to market your platform and ensure you are leveraging best-practices from our most successful clients around the world.

### 4 USE PROMOTIONAL CARDS, POP-UPS & SIGNS.

It's important to promote your app when your customers are interacting with your business in person and online. Put cards announcing your app in the packages that you ship. Add a tagline to your invoices and add display signage on-site across your property, so people are aware of another option to bid and engage.

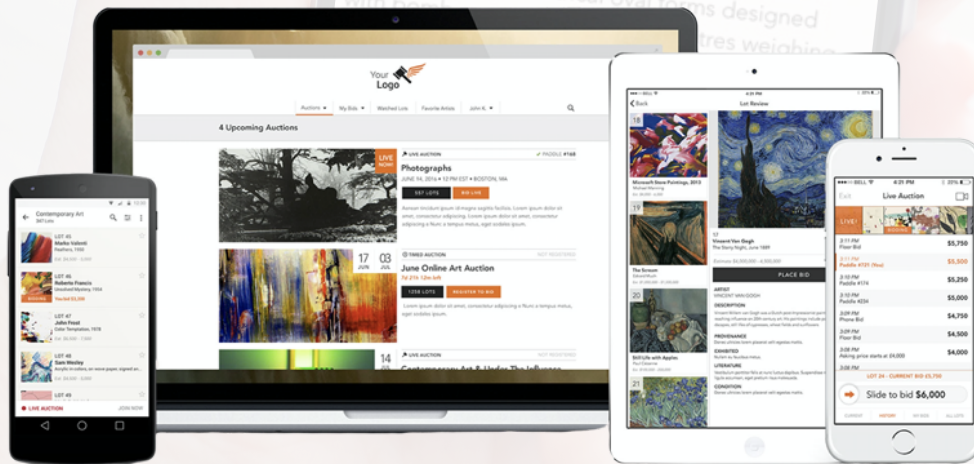
Auction Mobility clients receive a complimentary marketing launch package full of sample promotional materials, best-practice video tutorials and monthly marketing webinars, teaching you how to build a business online - using the Auction Mobility software platform.



## 5 TAKE ADVANTAGE OF PUSH NOTIFICATIONS.

Due to their high opt-in and click rates, push notifications are extremely powerful tools for getting your customers' attention. They serve a very practical purpose in that they can automatically alert customers when an item of interest is about to hit the auction block, notify them about being outbid and also alert them to new catalogs and upcoming sales.

While you should be judicious when utilizing push notifications for marketing purposes, it's worthwhile to selectively send out strategically timed push notifications to drive new engagement and participation in a sale. They are a great vehicle for announcing new rare pieces in a sale or excitement about a catalog just posted. You can easily speak with our Client Success Team and set up training around how to leverage this function in your platform.



## GO FURTHER WITH AUCTION MOBILITY

Eager to grow engagement and participation with a new digital bidding solution?

Take the next step by talking to Auction Mobility now!

[Request a Demo](#)