

The Benefits of a White-Label Solution

Running an auction online is no small feat but if implemented correctly, will make a big impact on profits and customer retention. There are two main software options that are complementary to each other, online marketplaces—also known as aggregators—and white-label solutions. Below, we break down Auction Mobility's white-label solution.

WHY AUCTION MOBILITY?

- **Customizable, live-auction set up through your own site.**
 - *Ensuring users always remain engaged with your catalogs.*
- **You don't have to worry about competitor ads.**
 - *You manage the site with our software and support, which allows you time to handle advertising efforts in-house*
- **You own all auction data.**
 - *Preventing competitors from scraping your customer information and you can advertise to your entire audience.*
- **Pricing is transparent.**
 - *Can adapt to fit your budget.*

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THE RESULTS?

22% Average revenue increase
in first 90 days

- Increased bidder participation
- Stronger client relationships
- Ownership of all consumer data
- Increased registrant numbers
 - Includes new participants

***Auction Mobility** has developed the industry's leading customizable, cloud-based content management auction platform. We help industry-leading auction houses reach the next generation of buyers and sellers around the globe on mobile and web platforms. Our technology creates unique, "on-the-go" digital customer experiences by connecting your clients directly to your event from anywhere in the world. Drive additional revenues, engagement, and increased customer satisfaction using our white-labeled platform.*