

## Case Study: Direct Assets to Partners



### The Client

One of the world's leading manufacturers of nutrient and crop protection application equipment.

### The Challenge

The client was in possession of 32 sprayers from manufacturers such as Hagie, John Deere, Case, and Tyler, which the Company needed to liquidate in short order. With the year-end looming, allowing the used equipment to sit on the dealer lot was not an option.

### The Solution

Proxibid approached the client with a customized plan for an online only auction in the Proxibid Marketplace in partnership with a leading auction company.

The plan included assistance from Proxibid's Logistics, marketing, account management, and client services teams to successfully liquidate the sprayers within a tight timeframe.

Proxibid's turnkey solution ensured that every step of the sale from event posting to invoicing ran smoothly for both buyers and sellers. An Account Manager worked directly with the auction company to create an account, set up the auction catalog and act as a liaison between key departments during the planning phase, through the auction and until the last invoice was reconciled.

Our Logistics team provided photo and video inspections on 32 units located in 12 different cities and eight states. We verified make, model, year, serial number, hours and physical location of the equipment. Inspections included up to 50 photos as well as operational videos for 50 percent of the rolling stock. We deployed four Agents simultaneously to four different regions to collect photo inspections and worked with our partner at WeGoLook for two units not located in a region with other equipment.

An integrated marketing effort including online, search and email was deployed for this sale. Third-party email outreach proved very successful—landing in the top spot for traffic referrals. All Proxibid marketing efforts (email and display advertising) performed well above industry averages. In addition to efforts specific to this sale, Proxibid also ran an industry-wide marketing campaign to support all Iron events in the Marketplace for the month of December to drive activity site-wide.

### The Result

With Proxibid's turnkey solution and an experienced auction partner, this sale provided substantially higher returns on the assets than was anticipated. Thirty-two sprayers that would have otherwise been sold via other means were sold in the Proxibid Marketplace. Nearly 40 percent of the 100 buyers who participated in this online auction were new to the Proxibid Marketplace. With more than 15,000 catalog views and more than 2,700 bids placed, all 32 of the sprayers sold—a home run for both the auction company and the seller.

**If you want to take advantage of the Proxibid Marketplace, contact Proxibid Sales @ 877.505.7770.**

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