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- Mike McKee



## TNT AUCTION: INCREASING ONLINE SALES 200% WITH PROXIBID

For more than 28 years, TNT Auction has provided full-service, professional auction services, specializing in municipal and fleet auctions. Over the years the company has worked with hundreds of government agencies, financial institutions, private fleets, and individuals to sell thousands of vehicles, equipment, commercial and industrial vehicles, aircraft, and miscellaneous property. To ensure TNT Auction maximizes its opportunity to capitalize on both live and online buyers, the company relies exclusively on Proxibid's unique online selling solutions.

"We have seen exponential growth in online sales since bringing our business to Proxibid," says Mike McKee, President of TNT Auction. "Once we moved over our timed auctions and added Proxibid's advertising services, we saw increases across the board – online sales are up more than 200 percent from 2011 to 2014, and average online catalog views per sale have increased almost 82 percent in that same timeframe. Our average number of online participants per auction has also grown more than 100 percent since making the switch."

Proxibid's integrated payment solution was paramount to TNT Auction's decision to move all sales—both live auction webcasts and timed auctions—to the online Marketplace. In the past, TNT offered timed sales through its own site, but brought all sales to Proxibid to take advantage of this unique offering. "Proxibid's payment solution was extremely attractive to us," says McKee. "Now we can take deposits seamlessly. And in our timed sales with smaller items, we can charge credit cards immediately, which saves our team countless hours post-auction, so we can focus on the next sale. Proxibid's integrated payment tool is important value-add we did not find with other providers."

TNT Auction was quick to embrace online best practices to ensure buyers have a positive experience—creating repeat buyers with each and every sale. Proxibid's proprietary online bidding solution includes back-end tools for sellers that provide visibility into sales attendance and results for each individual event, which helps TNT Auction determine what needs improvement from one sale to the next. "We can be smarter with our remarketing efforts, see where bidders are coming from, and target the right buyers from sale to sale," explains McKee. "We continue to see better online sales results as we work with Proxibid to refine our advertising strategy."

And, because Proxibid has a full-service marketing team in-house, TNT can continue to manage and correct its advertising strategy to adjust to market conditions. Whether its adding video, targeting a specific geographic area or type of buyer, or utilizing Proxibid's purchasing power with third-party advertisers, TNT is able to quickly alter course to positively impact results with each auction.

"Proxibid has transformed our business," McKee says. "We've shifted all of our auctions to Proxibid, which is in turn generating more revenue for our company."