

J. STOUT AUCTIONS LEVERAGES ADVERTISING & TIMED AUCTIONS FOR SUCCESS IN GOVERNMENT SURPLUS



POWERFUL BUSINESS TOOL

J. Stout Auctions (J. Stout) is based in Portland, OR, and specializes in heavy construction equipment, commercial trucks, and industrial support items. The company is a relatively new venture, but is led by industry veterans with a breadth of knowledge. The team has more than 70 combined years of experience in the auction industry, and using Proxibid's robust technology solution was a key piece of the company's strategy upon launch.

As a complement to live auctions, J. Stout added timed, online-only auctions, which quickly became an extra revenue stream for the company. With timed auctions, J. Stout can pursue a greater variety of consignments like government surplus equipment, and capitalize on new opportunities. J. Stout has found Proxibid's technology and marketing services to be an added value, which makes the company more competitive when pursuing consignments.

"The combination of Proxibid's timed auctions and marketing services has been a powerful business tool," said Jake Stout, Owner and Founder of J. Stout Auctions. "With government surplus equipment, there isn't a need to have a live auction. With Proxibid, we can rely on the established buyer base to drive bids in an online-only format. This allows our company to compete for consignments, knowing that the marketing services offered by Proxibid will help us deliver a higher realized price at auction."

FULLY MANAGED MARKETING CAMPAIGNS

J. Stout frequently leverages Proxibid's marketing services to raise awareness of its upcoming auctions. Approximately half of J. Stout's timed auctions had more than three ad placements, managed by Proxibid, per event. On average, events with more than three ad reservations yielded 36% more registered bidders than those with minimal marketing efforts. With increased competition, well-advertised auctions also recorded 119% more online sales.

Proxibid's advertising on behalf of J. Stout ranges from third party media opportunities and search engine marketing to social media, email, and website advertising. An often-used tactic executed for J. Stout is custom email campaigns, which is wholly-designed and managed by Proxibid's team of designers and marketing specialists. The emails are sent to a custom list of Proxibid buyers who have purchased or bid on similar items in the past. This precision in creating a targeted audience has yielded an average open rate twice the ecommerce industry average.

With a track record of high performing advertising, J. Stout now works within a monthly budget for advertising, which is managed by a dedicated account manager. The account management and marketing teams direct the ad spend to the areas of highest performance. With constant optimization, J. Stout's auctions receive ample attention and can capitalize on each opportunity.

THE VALUE OF TIMED AUCTIONS

By implementing the right mix of live and timed auctions, and with strategic services provided by Proxibid, sellers like J. Stout have found both live and timed events grow substantially on the Proxibid platform.

Proxibid's Timed Auction solution is an efficient and effective way to liquidate assets and maximize return on investment. Through online-only auctions, sellers save time and money, while receiving the same level of service, support, and marketing they have come to expect from Proxibid. Without a costly live auction to host, the extra profit margin helps sellers re-invest in their business and capitalize on every opportunity for growth.



The combination of Proxibid's timed auctions and marketing services has been a powerful business tool.

Jake Stout

Owner & Founder, J. Stout Auctions

Need Help Getting Started?

Existing Proxibid Sellers:

» AccountManagers@proxibid.com

New Seller:

» Sales@proxibid.com