

# J. J. KANE BOLSTERS RESULTS & STAYS COMPETITIVE WITH TIMED AUCTION OFFERING

## A PREMIER SELLER ON PROXIBID



J.J. Kane Auctioneers (J.J. Kane), based in Maple Shade, NJ, is one of the nation's largest auction companies for light duty trucks and construction equipment, especially power line equipment like bucket trucks. An early adopter of Proxibid's live auction technology, J.J. Kane became a Proxibid customer in 2006. The company quickly became a premier seller on the Proxibid platform, hosting no-reserve auctions every week at various locations around the nation.

Over the years, J.J. Kane has achieved success by following Proxibid's best practices, including providing complete and detailed item descriptions, posting sales with plenty of lead time, offering outstanding customer service, and utilizing Proxibid's logistics services for photography and event support for live auctions. In fact, Proxibid's logistics agents have become an integral part of the J.J. Kane's own team—many of whom have been assisting the company for several years.

## DIVERSIFYING THE BUSINESS THROUGH TIMED AUCTIONS

In 2017, J.J. Kane was ready to explore new channels for growth. With a well-established and trusted relationship with Proxibid, the company decided to pilot timed auctions. Beginning with a small test of 35 items, the auction catalog was viewed more than 17,000 times. Since this first test, J.J. Kane has conducted a timed auction every month with increasingly positive results. The most recent auction catalog (November 2017), which featured more than 500 items, was viewed more than 75,000 times.

J.J. Kane has seen incredible sales results—gaining more than 300% in online sales month-over-month from January to February, and more than 220% growth in the subsequent event. Overall, the company has recorded an average growth of more than 125% in sales with each timed auction.



Timed auctions allow J.J. Kane to capitalize on every opportunity to secure consignments, no matter the geographic location of the item. The flexible sales method eliminates the need for every item to be transported to a single location to be sold. Rather, J.J. Kane can catalog items in disparate locations around the nation in a single timed auction. This reduces transportation costs of heavy machinery to the auction site, just to be sold again and transported in a few days. When there is no live auction hosted by J.J. Kane in the immediate area, and a consignor needs to liquidate items quickly, J.J. Kane can offer an alternative sales method via timed auction to realize the opportunity.

"With more than 20 years of experience in the field, live auctions are our bread-and-butter. Adding a timed, online-only format was a leap-of-faith for our team," Joe Kane, Auctioneer and President of J.J. Kane Auctioneers. "Timed auctions have provided us with more opportunities to take consignments of items located around the nation. The success we have experienced with timed auctions on Proxibid has made our company more competitive in the industry."

## MARKETING INVESTMENT

To draw attention to its new timed auction schedule, J.J. Kane increased its marketing investment with Proxibid. With a customized ad package from Proxibid, J.J. Kane's marketing initiatives spanned website advertising, email marketing, third-party opportunities, search engine marketing, social media, public relations, and more. But the best part? The marketing program is fully managed by Proxibid's in-house team of designers, analysts, and specialists, eliminating additional work for J.J. Kane. Each piece of creative is produced with J.J. Kane's brand in mind, ensuring a cohesive experience for buyers. Proxibid also provides post-auction reporting for ad performance, which allows for constant adjustments to make certain every opportunity is optimized.

Proxibid's ad placements consistently outperform industry averages. For example, J.J. Kane alone returned \$1,275 in online sales tied to search engine marketing for every \$1 spent— a clear return on investment.

**J.J. KANE TIMED AUCTIONS**

**Absolute Timed Event**  
ENDS MARCH 2nd

**J.J. KANE LIVE AUCTION**

**Vehicles & Construction Equipment**  
THURSDAY, FEBRUARY 22nd

**ABSOLUTE TIMED AUCTION**  
Ends Friday, March 2 | 9:00 am CT | Online Only

**THREE-RING LIVE AUCTION EVENT**  
Thursday, February 22 | 8:30, 8:45 & 9:00 am ET | Charlotte, NC

**VIEW**

## THE WINNING COMBINATION

J.J. Kane and Proxibid worked to ensure marketing efforts for timed auctions did not draw buyers away from the live auction crowd, causing a competition between the live and timed events for the same bidders. In a comparison of J.J. Kane's live auction and timed auction bidder lists, just 15% of winning bidders in J.J. Kane's live auctions also won items in a timed auction in 2017. In addition, J.J. Kane sees an average increase of 21% in registered bidders with each timed auction, showing a rapid growth in this new sales format. With the number of registered bidders and sales metrics growing steadily for both types of auctions, J.J. Kane's overall buyer base has grown substantially in 2017 with no negative impact to J.J. Kane's live auction attendance.

As the industry becomes increasingly competitive, adding timed auctions to the mix can be a key differentiator and a major growth channel for auction companies of all sizes. Timed auctions provide more options for securing consignments and building brand identity with a new audience. While the live auction is still an exciting and quintessential experience for a buyer, the timed auction product is a crucial conduit for growing a company's bottom line.

## Need Help Getting Started?

Existing Proxibid Sellers:

» [AccountManagers@proxibid.com](mailto:AccountManagers@proxibid.com)

New Seller:

» [Sales@proxibid.com](mailto:Sales@proxibid.com)