



**Vision Equipment
and Auction Company**

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- Travis Breedlove, Founder, Vision Equipment & Auction



VISION EQUIPMENT AND AUCTION INCREASES ITS BUYER BASE WITH PROXIBID

Vision Equipment and Auction Company specializes in complete auction and liquidation services for supermarkets, restaurants, and the foodservice industry. The company has conducted auctions in 41 states, making online bidding a natural step in its efforts to capitalize on its existing nationwide buyer base. Enabling buyers from previous events to participate in auctions online with Proxibid has helped Vision Equipment to expand its business internationally, and has had a dramatic, positive impact on the company's bottom line.

Vision Equipment first partnered with Proxibid in 2014, bringing one or two live events per month to the Marketplace, but did not employ Proxibid's marketing services to raise awareness. In 2015, the company powered three-to-five events per month online with Proxibid and began leveraging Proxibid's in-house, full service marketing department to drive participation for upcoming sales. Vision Equipment invested in digital ads on Proxibid's homepage and industrial machinery category page. In addition, the company took advantage of Proxibid's weekly email blasts, which are sent to 70,000 targeted buyers who regularly purchase industrial machinery in the Marketplace.

In 2015, Vision Equipment's average total sales per month increased dramatically from the average total sales per month in 2014. Additionally, the company's average online sales per month had a significant increase from the average online sales per month in 2014. Vision Equipment also recorded an increased price drive from 2014 to 2015, meaning online bidding is boosting the final hammer price higher.

"Proxibid's marketing services are incredibly convenient and effective," said Travis Breedlove, Founder of Vision Equipment and Auctions. "We can book ads through our account manager, who understands our needs and goals for each sale. We put in the request, and the marketing team handles the details, including all design work for digital advertising that runs on the Proxibid homepage and in weekly email blasts. Proxibid's existing buyer base is our target market, and the added exposure through the company's marketing channels is the boost we need to be successful online."

As Proxibid's Marketplace continues to grow, inventory is exposed to more potential buyers. Proxibid connects buyers and sellers of all kinds across 15 categories, where visitors to the site have diverse interests, making the Marketplace more valuable as more buyers adopt. The exposure of listing items for sale in the Proxibid Marketplace is an asset to all sellers—giving access to the more than 3.2 million visitors to Proxibid's site each month. The base of active buyers is constantly growing; 10k+ new users open an account monthly. And those buyers reach beyond borders—Proxibid account holders hail from more than 190 countries.

"We initially partnered with Proxibid so our buyers who couldn't attend live events could participate from anywhere. Using Proxibid to market our inventory has been transformative for our business. Just look at the numbers," said Breedlove.