



KEN PORTER AUCTIONS UTILIZES MARKETING SERVICES TO GROW SALES

When sellers implement online bidding, they reach more buyers. Ken Porter Auctions, one of the oldest vehicle auction companies in California, has more than 50 years of experience with public agency disposal sales. With several public and private agencies supplying inventory for its sales, Ken Porter Auctions saw the value of online bidding, enabling their events to reach new buyers across the world.

When Ken Porter Auctions became a Proxibid partner in 2014, the company was running one or two events a month with little-to-no marketing support. Seeing the success of initial online sales, Ken Porter Auctions invested in the strategic marketing services available through Proxibid to reach more buyers, increase participation in events, and drive more online sales.

"Not only do we take advantage of the weekly email services, but we have worked with our Account Manager to secure promotion on social media," said Gene Govoreau, General Manager of Ken Porter Auctions. "Proxibid is truly a one-stop-shop for all of our marketing needs, and the results have spoken for themselves."

Ken Porter began to heavily invest in Proxibid's targeted weekly email blasts and sliders on Proxibid's category pages. Between November 2014 and August 2015, Ken Porter Auctions increased Marketing reservations by 114 percent, and sales have responded. In just the first nine months of 2015, the company has sold 130 percent more online than in all of 2014. The number of online participants has grown by 48 percent per event, and the company is recording large price drives with a 176 percent increase. Because of increased marketing efforts, Ken Porter's events are visible to buyers with catalog views increasing by 120 percent year-over-year.

All sellers in the Proxibid Marketplace have access a full-service, in-house marketing and advertising agency to support their sales. Proxibid's marketing team can do it all—from direct mail, weekly email promotion, custom campaigns, and third-party advertising to public relations and social media campaigns. Even a small investment can reach a large audience with affordable spots in weekly promotional emails to existing Proxibid buyers. In addition, Proxibid advertising consistently outperforms industry benchmarks including open rates and click through performance.

"We can always count on Proxibid for marketing solutions that have a big impact on our results. Whether we're marketing to a niche or general audience, the Proxibid team has proven strategies to attract our target buyers. Leveraging the in-house marketing efforts has increased our online sales and has been an incredible asset to our business."