AUCTION MARKETER REPORTS STRONG GROWTH FOLLOWING INVESTMENT IN NEW PRODUCT DEVELOPMENT

Submitted by: Auction Marketer
Thursday, 29 June 2017

Auction Marketer (http://www.auctionmarketer.co.uk) is delighted to report continued growth in its client base since the introduction of a new range of web based (SaaS) software services in January 2017.

The new Lite solution provides smaller auctioneers with an existing back office a fully responsive website and online commission bidding solution. This is ideal for small and niche auctioneers looking for a low cost, easy to use, beautiful online presence linked to their existing back office system such as GAP, Bidmaster or Pacts.

The new Classic solution provides auctioneers with a full auction management system including vendor tools, clerking, online only auctions, invoicing and vendor statements with export routines for popular accounting software packages.

The release of their ‘BidUpNow’ online only auction technology has introduced an exciting bidding dynamic that replicates a room bidding experience and adds an extra dimension to this fast growing format.

In keeping with the teams agnostic industry partnering strategy is their fully integrated connector to the-saleroom.com white label live bidding platform (GAP Office). This enables auctioneers to present live bidding within their own site using a single user sign in controlled by the Auction Marketer web site. Three of Europe’s leading auctioneers are using the new integration and are seeing growth in registrations and bidder data. This is a great demonstration of how Auction Marketer works to help the auctioneer to compete in an increasingly complex and competitive environment.

Results in its first year are impressive and growing;

• 300,000 bids
• £100,000,000 of bid value
• 200,000 customer registrations
• Over 100,000,000 unique website page views.

The Auction Marketer platform was conceived in 2016 by its founder Roger Martin, a Fellow of the Institute of Direct Marketing, realising that auctioneers were now ready to embrace digital marketing and online brand development. Eleven years of experience developing software and digital marketing for some of the top provincial auctioneers in Europe has proved that the strategy for Auction Marketer is sound, and the decision was taken to deliver it to a wider audience.

Roger has been joined by Martin Peterlechner to lead the continued expansion of the business. Martin spent recent years as the Group Marketing Director at Stanley Gibbons. Prior to that he specialised in ecommerce start ups and major change programmes at businesses such as Royal London, Shop Direct, Tesco Bank and Santander.

Roger Martin commented, ‘These are exciting times at Auction Marketer and in the auction industry. We are going to keep developing the tools, techniques and easy to manage digital solutions that have made our current client base so successful. By listening and partnering with customers we are developing our technology to generate class leading solutions. Martin joining helps us to grow the business in a structured manner and his experience of using technology to deliver strategic advantage will be invaluable to our customers.’

About Auction Marketer;

Auction Marketer is a technology fork from Star Digital and has been incorporated to focus 100% on the fine art and commercial auction sector with SaaS based auction management and digital marketing solutions for auctioneers.

Their strategic technology roadmap is proven and established with over 20 current clients across Europe.

Contact;

Name;
Martin Peterlechner
Title;
Director
Call;
+44 (0) 77 3801 5612
Email;
martin@auctionmarketer.co.uk
Web; http://www.auctionmarketer.co.uk/

Distributed via Press Release Wire (https://pressreleases.responsesource.com/) on behalf of Auction Marketer

Copyright © 1999-2024 ResponseSource, The Johnson Building, 79 Hatton Garden, London, EC1N 8AW, UK

e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com

responsesource