

# **Auction Boosters Push Listing Success**

## **BACKGROUND - SMALL CHANGES MAKE BIG DIFFERENCES**

Consistently launching successful auction listings can be a daunting task. Brands that are doing so are using "Auction Boosters" to nudge the odds in their favor.

**Commerce Dynamics Auction Boosters are features that create a better buying experience which reliably improves the likelihood of a successful auction.**

Value-Added Tools that Deliver:

## **TRIGGERED MESSAGES – AUTOMATED TEMPTATION**

These messages send relevant offers to users based on their past browsing, transaction and bidding history. They can be sent through a variety of different communication channels (email, social, etc.)

**Triggered Messages have lead to significant increases in bid counts and transactions**

## **LIVE BID – USER RETENTION GOLD**

It's common for users to miss out on winning an auction because they weren't aware of time running out. Live Bid prevents this by displaying a constant live feed of the real time that is left in an auction. Users that are following any given auction listing are able to see the exact time they have left to place another bid.

**Live Bid has been proven to help with user retention and engagement.**



# DYNAMIC *INSIGHT*

## **AUTO BID EXTEND – ONGOING AUCTION ACTION**

If there is bidding activity within the last five minutes of an auction, the countdown extends for an additional five minutes. This cycle repeats until there is no activity in a five minute period.

**Auto Bid Extend and Live Bid can be activated together to create user retention/engagement synergy.** (When users see the time they have left on an auction listing ticking down in real time they are incentivised to bid and start the Auto Bid Extend cycle.)

## **SECOND CHANCE – WINNING ALTERNATIVES**

There are two different scenarios to where Second Chance activates:

- 1) When the first place auction winner declines to pay, the user with the second highest bid amount can be offered the item from the auction.
- 2) A vendor ends up having two or more of the auction item and can then reach out to other users who had the subsequent highest bid amounts to offer them the item.

**Second Chance creates win-win situations where vendors can offload inventory quicker to users who *really* want their products.**

## **LITTLE NUDGES TO SUCCESS**

Thriving online marketplaces are successful because of a combination of value-added features that build a great buying experience. All the features in this article are unique tools that will help your brand capture the attention of current and prospective customers.

**Looking for ways to grow auction success? Contact us to start a conversation.**

Email: [info@commercedynamics.com](mailto:info@commercedynamics.com) Office: (647) 499-5929

