

Case Study

Fine Art & Collectables

A partnership between Thomaston and Auction Mobility keeps revenue growing year-over-year and customer satisfaction at record high levels.

ABOUT THE CUSTOMER

Thomaston Place Auction Galleries is a premier auction and appraisal company that has garnered the respect of dealers, collectors, and museums around the world. Their thoughtful, discreet approach to guiding consignors through the auction process has resulted in an expanding base of families who entrust their treasures to Thomaston. Thomaston currently holds 4 seasonal auctions annually using the Auction Mobility technology.

THE CHALLENGE

Thomaston, a long-time customer of industry aggregate sites, saw the appeal of having their own white-labeled bidding platform. As one of the first customers to partner with Auction Mobility, they saw the pending shift in the marketplace to mobile technology, however, their clientele is largely part of an aging generation. In addition, Thomaston wanted to have control over their business model, ownership of the registrant and bidder information, and flexibility to integrate into RFC, their back-end auction management software, a solution that Auction Mobility was able to provide.

“Auction Mobility has given us the ability to provide customers with a streamlined user experience and has provided our internal team a system that easily integrates into RFC, all components of managing a successful auction,” shared Park Morrison, Marketing Manager at Thomaston Place.

THE RESULTS

Since the launch of the platform, Thomaston continues to see positive results with their white-labeled solution. The goal of Thomaston was to drive people to a dedicated application, in a more streamlined format, that showcased only their catalogues, not the catalogues of other auction houses around the world. “We grow with each auction we hold through the Auction Mobility platform, and it’s exciting to see such impact,” shared Park.



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Park Morrison, Marketing Manager at Thomaston

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Since the implementation of the technology, Thomaston has realized:

- An increased and broadened reach of bidders participating in the sale
- A streamlined registration process for new bidders available on the mobile application & web interface
- Access to reporting and analysis on auction performance, participation and bidder engagement
- Influx of new registrants and bidders from the Lofty.com Marketplace, a recent acquisition of Auction Mobility

"This business relies heavily on relationships, not only with customers and consignors, but also the people behind the technology making it all possible. Auction Mobility has made it easy to do business with, is responsive and engaged in every auction we hold at the gallery. The company is forward thinking in a space where technology is constantly evolving and we look forward to continuing to grow the relationship", stated Park.

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LESSONS LEARNED

A few lessons since the initial launch with Auction Mobility have showed us that some people do still prefer the web-bidding experience, as they slowly migrate to the mobile technology, it was an important component we realized was necessary and Auction Mobility delivered it. Working with RFC on the back-end and Auction Mobility on the customer-facing side of our business has been working very well, which has allowed us to spend money in more strategic areas of the business. Finally, as a company, we do continue to remain with the aggregate sites to drive traffic to our where they see we have our own dedicated mobile application and prefer to participate in sales directly with us. The use of our own system build by Auction Mobility allows us to offer more cost-effective prices and a reduction in fees the client will see.

ABOUT AUCTION MOBILITY

Auction Mobility is the world's leading mobile and tablet auction platform, providing clients with a unique digital experience to promote their brand across mobile, tablet and the web. Auction Mobility eliminates the distinction between 'live' and 'in-person' auction buyers by enabling them to participate equally in auctions via phone and tablet apps. Buyers can participate from anywhere in the world just as easily as if they were sitting just feet from the auctioneer. For more information, visit www.auctionmobility.com.