



How mobile bidding
can increase your
auction revenue by
over 60%!



Handbid Case Study

2019

Know the advantages mobile can bring to your auction

Leveraging these advantages of mobile bidding can significantly drive higher revenues

Mobile bidding has the opportunity to drive higher auction revenues, but that may not always be the case. The key is to understand **and implement** the advantages mobile bidding brings over paper bid sheets.

In this case study, we will look at these three key advantages of mobile bidding and see how they have impacted auctions that have run on the Handbid platform.



Mobile Bidding allow you to reach a remote audience

Connect your auction with bidders anywhere, whether remote or simply in another room at your event

It goes without saying that a bidder will have a hard time bidding on a paper bid sheet if they are not standing over it. Mobile bidding allow you to reach a remote audience who are not able to attend your event.

Allowing remote bidders expands your audience and increases your opportunity to drive more bids and higher revenues.

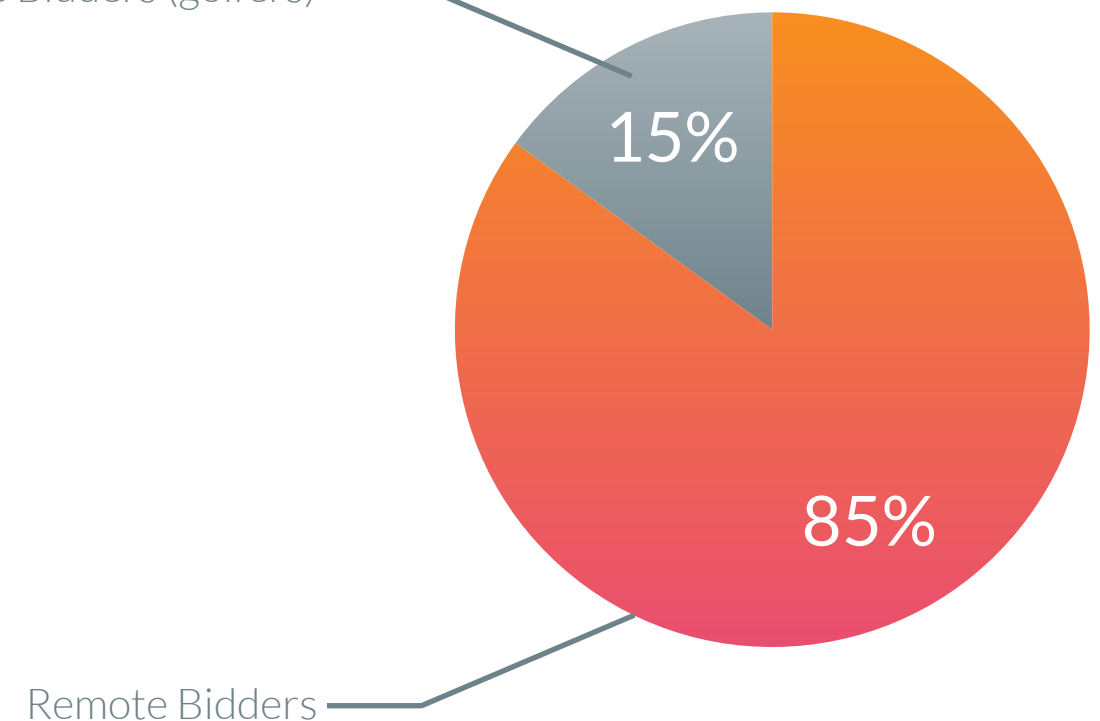
At the Washington Redskins event, you can see how remote bidders drove the majority of the bids and the auction revenue!



Washington Redskins Golf Classic

Allowing remote bidders resulted in a **400%** increase in bids and a **600%** increase in revenue!

OnSite Bidders (golfers)



Mobile Bidding keeps bidders engaged

Your bidders are bound to roam if you have a large event. Mobile bidding keeps them connected!

Paper bid sheets lock your bidders into a specific room at your event. If you are having a seated dinner, your auction is bound to suffer. With Handbid, bidders can watch their bids and bid while dinner is being served.

Think Mobile bidding is anti-social?

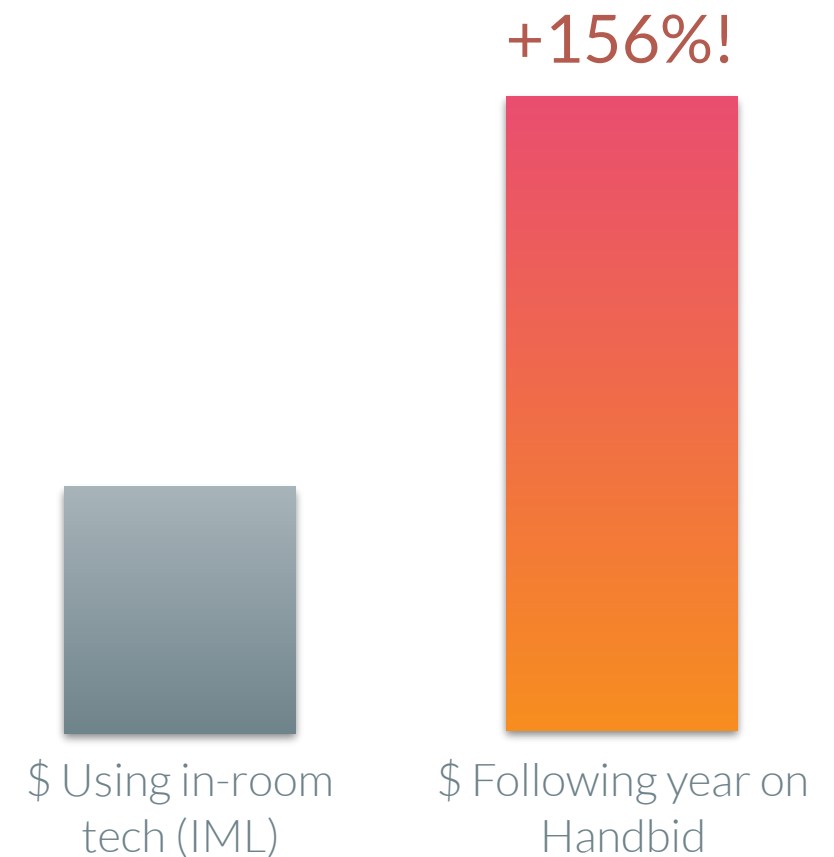
Think again! Nothing is more anti-social than having to leave the table or a conversation to check on bids. With mobile, your guests can stay connected to your auction and bid within seconds; allowing them to stay engaged in your program and their conversations.

At this event, switching to Handbid allowed IRF bidders to bid from anywhere. The result? A 56% increase in revenue over prior years!



Incentive Research Foundation (IRF)

IRF switched from a proprietary (in room only) bidding system (IML) to Handbid



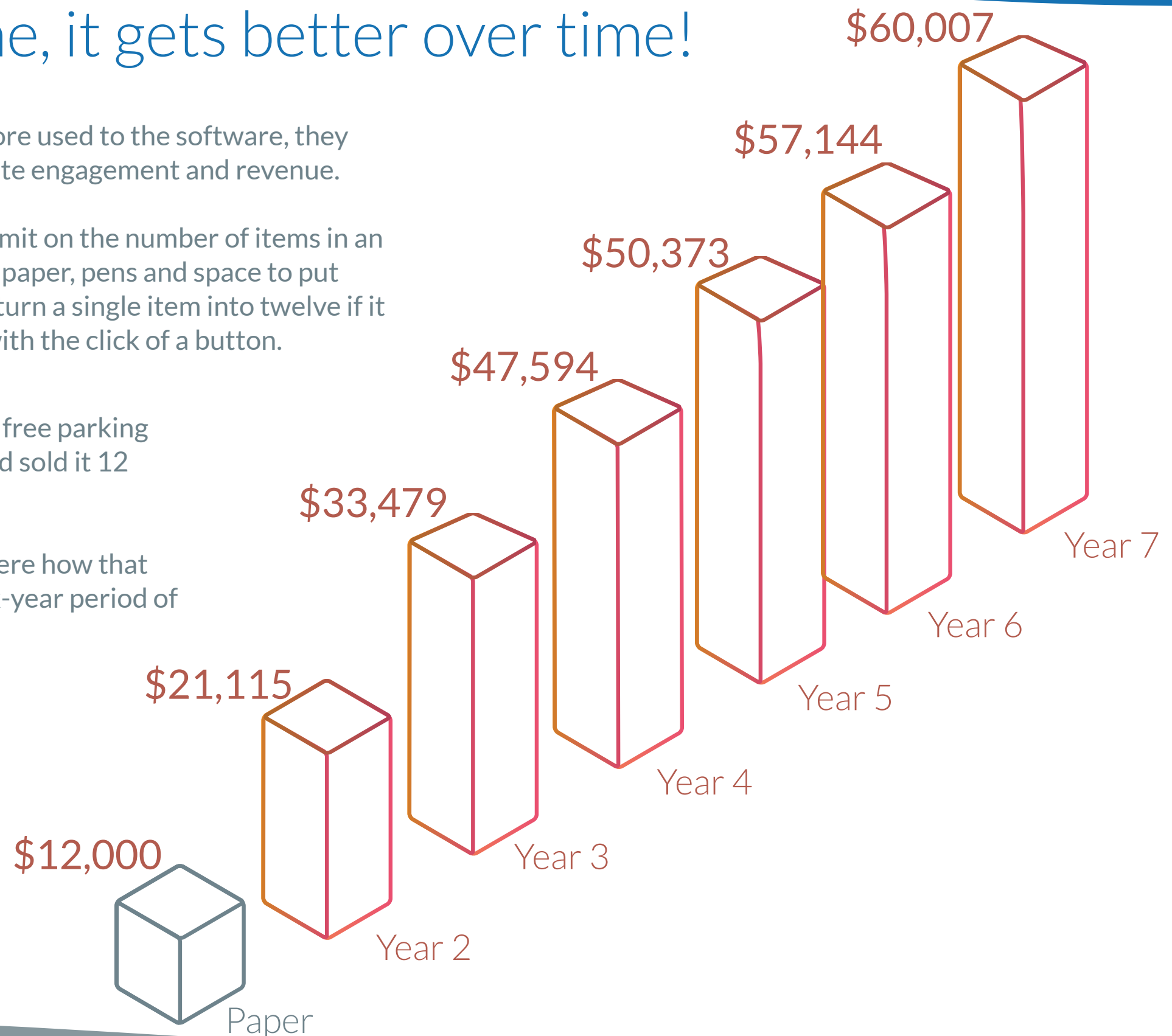
Like a fine wine, it gets better over time!

As our clients get more and more used to the software, they find innovative ways to generate engagement and revenue.

Paper bidding has a practical limit on the number of items in an auction. There is only so much paper, pens and space to put them. With Handbid, you can turn a single item into twelve if it will generate more sales. All with the click of a button.

This school took that 1 year of free parking and turned it into 1-month (and sold it 12 times)!

The result? Well you can see here how that worked out for them over a six-year period of time!



We are proud to have helped some of the finest organizations in the world raise money

These organizations are just a few of the many who have trusted us to help them raise more money in their auction. **We would love to add you to this growing list!**



We have built our software to support the largest organizations and events, but have scaled it to be available and affordable to organizations of all sizes

Our customers love Handbid

We consistently hear that our app is the best that people have seen. However, we get even more compliments on our effort and customer service.



"It works. It really works. Our first year with HandBid we saw an increase of more than 25% in revenue. Our second year an additional 15% over the previous year. My early naysayers are full believers now and can't wait for a third year with HandBid!. After more than 15 years, our registration lines were the shortest ever! No more cobbling together systems to check in guests and collect credit card numbers. Everything was in one system—organized and protected. Our event guests loved it!"

Aimee Geist, Executive Director Arts Partners



Our auction was a complete success, and I was beyond impressed with Handbid and their staff. Check-in seemed to be a breeze because they were so on top of everything. We have been very pleased with our Handbid experience thus far and are happy to sing our praises about them to others

Elizabeth Pace, Executive Director, Monumental Sports Foundation (Washington Capitals)



"Teaming up with HandBid not only significantly exceeded our Mattingly Charities fundraising expectations, it provided a very enjoyable auction experience for our event team and attendees. Thank you Jeff Porter and your HandBid team for all your support and extraordinary customer service."

Don Mattingly / Mattingly Charities, Evansville Indiana

Convinced now to try it?

You have questions, we have answers



HANDBID

Reach out to us to get started

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