

AUCTION SUCCESS

Auction Success Starts Here

K-BID.com is a premier online auction venue with 275,000 registered bidders, 21,000+ daily visits and millions of page views each month. Buyers and sellers keep coming back to **K-BID** due to the quality, volume and variety of auctions conducted by our independent affiliate network. The formula for a successful auction may be simple:

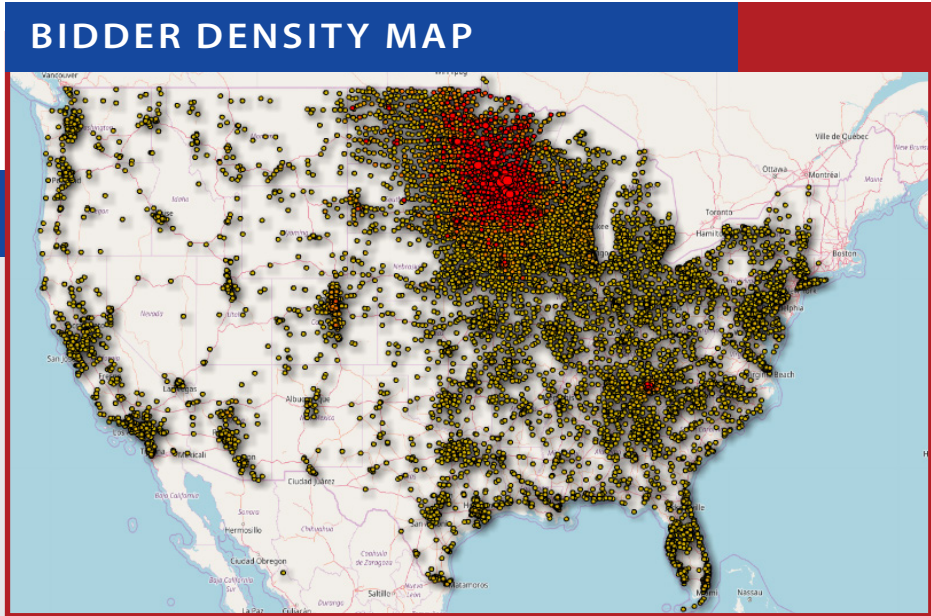
MORE BIDDERS = MORE BIDS AND HIGHER PRICES

However, successful auction results are difficult to obtain without the proven skills and audience to back it up. That's where we come in. Auctions listed on **K-BID.com** receive an instant advantage over the competition due to our established bidder base and enhanced bidding platform.

Need some proof? Take a look at some recent statistics for **K-BID.com**.

K-BID BY THE NUMBERS

Auctions per Year:	5,000+
New Bidders per Year:	28,500
Assets Sold:	\$100+ million
Annual Page Views:	88 million
Unique Visitors per Year:	2 million
Average Visits per Day:	21,000

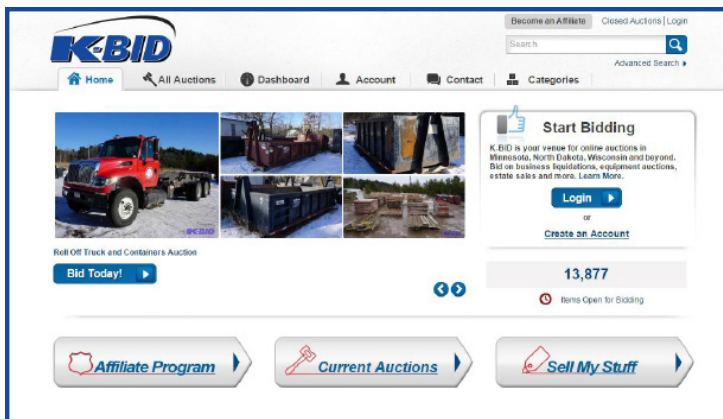


K-BID.com puts your auction in front of a huge amount of proven auction buyers. However, sometimes an auction requires special attention in order to find the correct audience to maximize return for the seller. Whether it's a little extra exposure or a highly targeted marketing campaign, talk to your independent affiliate today about how your auction could benefit from the options below.

ADVANCED MARKETING OPTIONS

Front Page Banner Ad on K-BID.com

A banner on the front page of **K-BID.com** puts your auction front and center on the most visited page on the website. With more than 21,000 visitors each day, you can be sure that your auction will get the exposure it deserves!



<-- EXAMPLE

Cost: \$100/week

Anticipated Results: 500 -1500 visits to your auction

Schedule: As available, 1 week lead time

Bidder Email Blast

K-BID keeps our massive bidder base engaged by staying in touch via weekly email blasts. This coveted marketing option reaches bidders who have already shown an interest or bought from **K-BID.com**. Keeping your auction top-of-mind and in front of those bidders is a tremendous way to reach people who have proven to be motivated buyers. The mailing lists boasts over 65,000 active bidders who use this email to find featured auctions on **K-BID.com** and can drive hundreds of interested buyers to your auction!

EXAMPLE -->

Cost: \$100/Send

Anticipated Results: 500-1500+ extra buyers to visit your auction

Schedule: Sent weekly, 1 week lead time

Upcoming Highlighted Auctions

February Consignment Auction

JSM Valuation Services
Location: Menahgha, MN
Closes: 2/24/2015



Very nice John Deere 3320 tractor, 2 flat bed trucks, trailer, Stump Grinder and lift.



NCS Heavy Equipment Liquidation 2015

North Central Services
Location: Willmar, MN
Closes: 2/17/2015

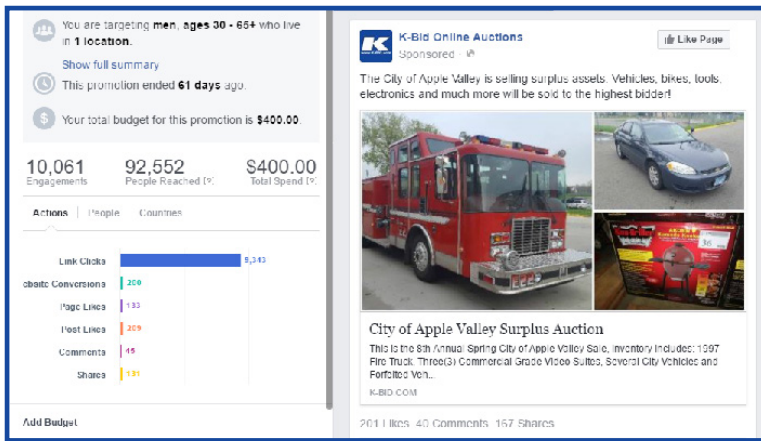


This sale has heavy construction equipment- Trail King Belly dump trailer, JD 772CH Grader, Caterpillar D4C Crawler, New Holland LB 110 Backhoe and more.



Facebook Campaigns

Facebook has proven to be an incredibly effective way to drive potential buyers to an online auction. Social media has replaced newspapers as the go to place for information as many people check multiple times a day to receive news and stay in touch with family friends. **K-BID** has the experience and knowledge to target the correct audiences by interest, demographics and location to help increase bids on your auction by finding the *right* buyers.



<-- EXAMPLE

Cost: \$150 minimum

Anticipated Results: Vary with campaign amount

Schedule: As requested, 3 business days lead time

This paid ad was able to drive **9,343 prospective buyers** to an auction on a limited budget. Target audiences are determined by the auction assets/industry in order to find the most relevant buyers.

GlobalAuctionGuide.com

Every auction posted on **K-BID.com** receives the benefit of also being promoted on GlobalAuctionGuide.com and their aggregate auction listing sites. These websites target interested auction buyers from around the world to search through a huge list of live and online auctions.

Cost: Included with each auction

Schedule: Automatic

