

Client Description

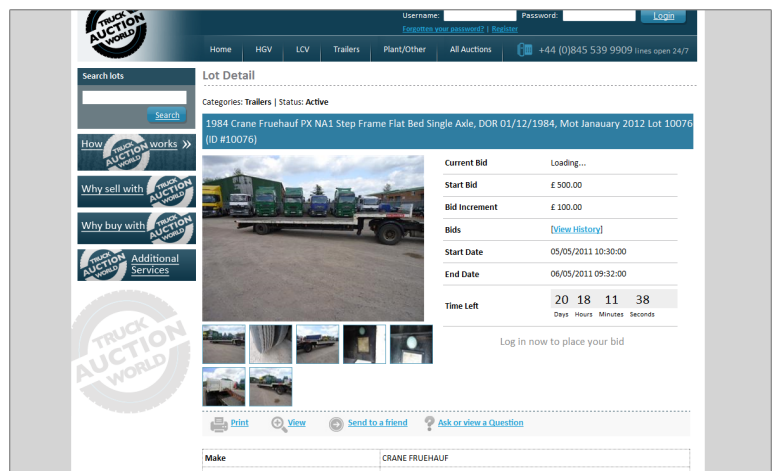
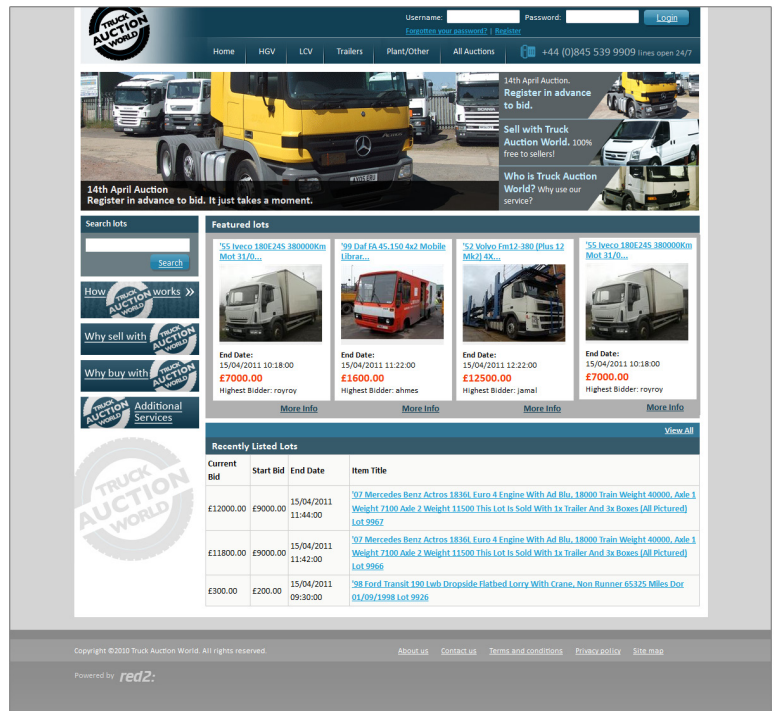
Truck Auction World is a forward auction site specializing in the selling of commercial vehicles. With a worldwide customer base, the site specializes in buyer and seller security and confidence as well as seller optimization through online and direct marketing techniques.

The TAW auction process is highly secure, with all vehicles inspected prior to the auction and a full report published alongside detailed photos of the vehicles.

In addition, all funds are collected from the seller prior to any vehicle leaving the lot. This ensures confidence as well as secure and trusted transaction. The site is free to use for sellers with a commission taken from the winning buyer.

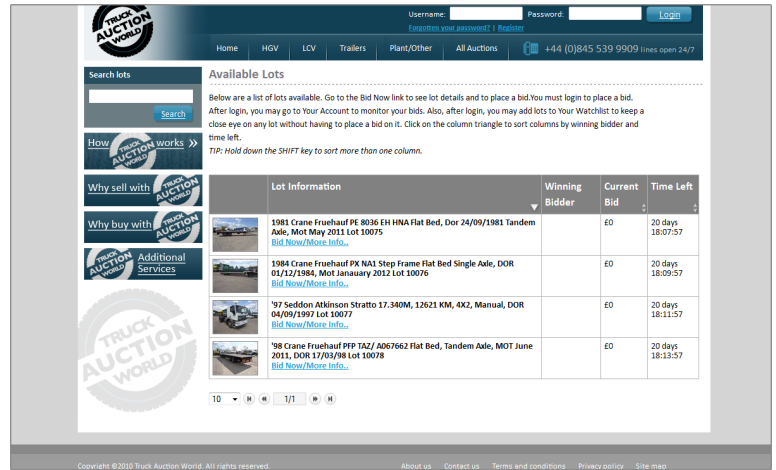
Project Description

Red2 was asked by TAW to develop an auction site which combined both sophisticated and basic search options, easy interface, and specific registration requirements. Other site specifications were utilized, including SEO and PPC. The software also enabled customers to receive information on future auctions that match their details and preferences. A commission-only scheme was implemented with secure pay options.



The auctions have specific rules which enable the live auction to last 24 hours and be advertised on the site for at least 10 days prior to going live. The individual auction is supervised and solicited with the highest bid winning at the end.

The specific auction requirements were combined with the Red2 platform to enable a secure and trusted auction site.



Benefits

- Customized pay option
- User-friendly interface
- Secure transactions
- Real time bidder notification at end of auction
- Customer confidence
- Search engine optimization
- Customizable admin
- Email notifications