

Sensible Development

Auction Preview Checklist Managing the end of your preview



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1. Introduction

Now that your auction preview is coming to an end we thought it would be good to provide you with a list of things that you will need to think about prior to the your auction moving in to its live event phase.

So, before we look at the detail, here is a summary of some of things you should be thinking about prior to your live event.

- Know who your current winning bidders are.
- Who has made maximum bids and what is their value?
- Get hold of any pledges that may have been made during the preview
- Who has registered on your preview site and how to get hold of the data?
- A good idea of how busy your site was during the preview

These are important pieces of information that your auctioneer or live auctioneer technology partner will want to be aware of on the night.

2. What happens at the end of the preview

By now you will have been marketing the lots for sale on the night at your event through your auction preview site. You will also have been capturing online bids from people and collecting information about those users in the system.

As the preview ends all those lots that have been added to the site as "Preview Lots" (which is the default on preview sites) will close automatically on the allotted date and time. At this point users will not be permitted to make any further bids and emails

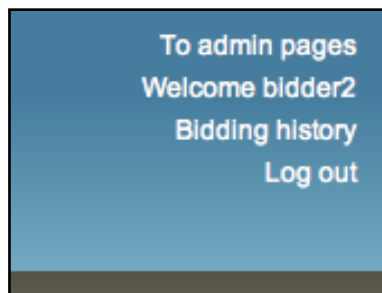
informing users that they have won will not be sent out. You are now ready to start downloading the bid and user data from the website admin system.

3. Who are the winning bidders?

The most important part of the preview auction is to work out at the end of the preview what the current bids are and who has placed them. Your auctioneer will want to know where to start the bidding in the room once the live auction is underway. Additionally any silent auction items will need to continue on the night from where the preview has left off.

You can download the winning bids and bidders following these steps:

- Login as an Admin user
- Once you have successfully logged in click on the link that says “To Admin Pages” or “Admin”



- Go to **Bids** – see the red ringed element in illustration 3.1 below

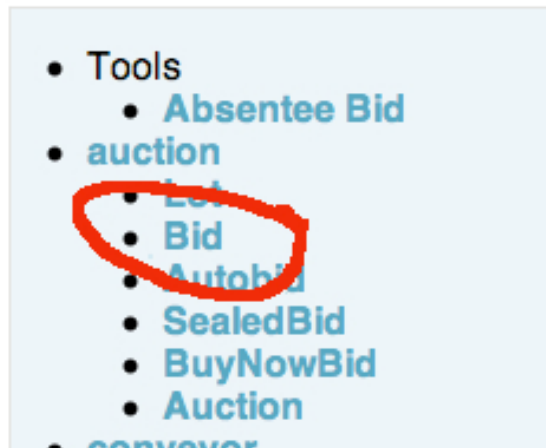


Illustration 3.1 – going to the bids page

- Run the winning bidders report - *see red ringed element on illustration 3.2 below*
- Press the **CSV/Export** link which will prompt you to download to the bids – *see blue ringed element on illustration 3.2 below*
- Download the bids
- Save them to desktop
- Open them in Microsoft Excel and then follow the data import wizard in Excel.

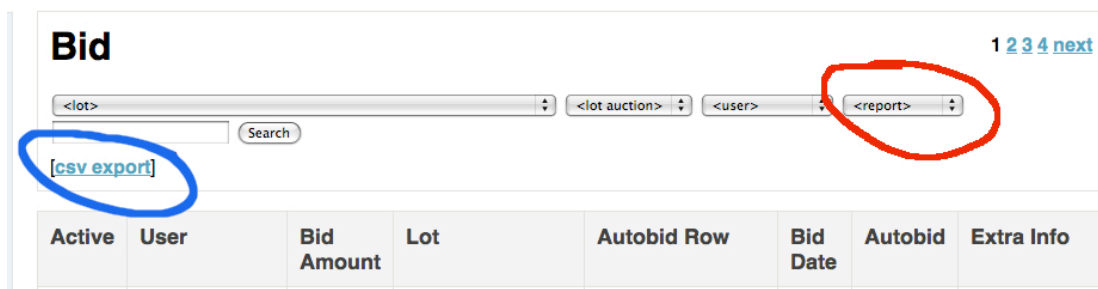


Illustration 3.2 – running the winning bidders report

4. Bidding history

You may also be interested in finding out who else has been placing bids in the system as you may want to encourage them to

continue bidding on the night at the event or perhaps provide them with a chance to place a proxy bid.

You download the entire bidding history following these steps:

- Login as an Admin user
- Go to the admin
- Go to **Bids** – see red ringed element in illustration 3.1 above
- Press the **CSV/Export** link – see blue ringed element in illustration 4.1 below
- Download the bids
- Save them to desktop
- Open them in Microsoft Excel and then follow the data import wizard in Excel.

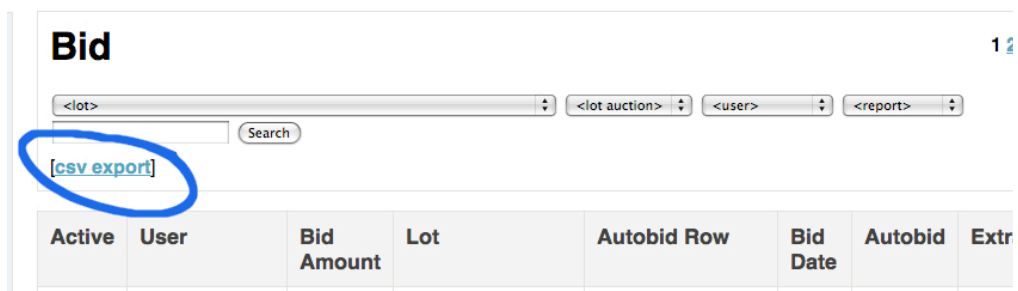


Illustration 4.1 – running the winning bidders report

5. Maximum bids

These are an important part of the system and it is important that if you have a live auctioneer who will be continuing the bidding in the room that he is aware of the maximum bids people are willing to place as the auction progresses. You may need to talk to your live auction technology partner to see if they can accommodate maximum bidding in the handsets on the night.

You can get hold of them by following these steps:

- Login as an Admin user
- Go to the admin
- Go to Autobids – *see red ringed element in the illustration 5.1 below.*

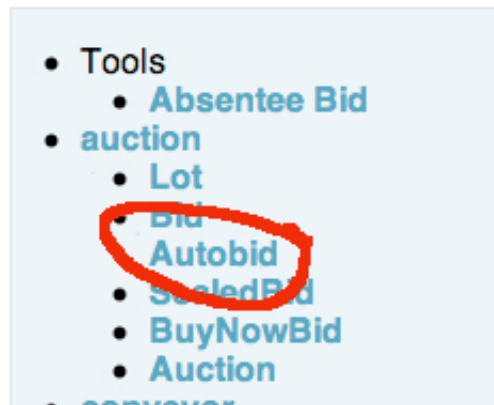


Illustration 5.1 – going to the maximum bids page

- Press the **CSV/Export** link – *you can see similar with the blue ringed element in illustration 4.1 above*
- Download the bids
- Save them to desktop
- Open them in Microsoft Excel and then follow the data import wizard in Excel.

6. Pledges

If you have been taking pledges from donators across the site then you will need to locate them and download them from the site by carrying out the following steps.

- Login as an Admin user
- Go to the admin
- Go to **Sealed Bids** – *see how to do this below in illustration 6.1*

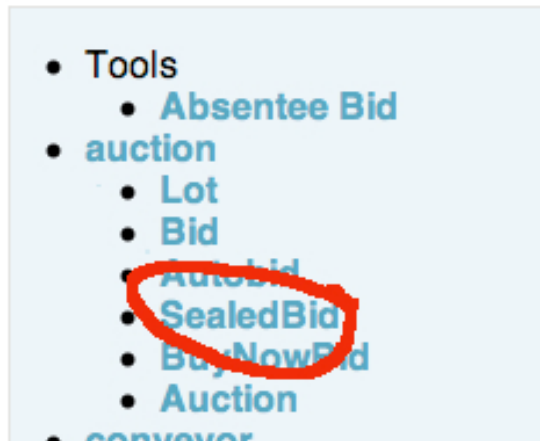


Illustration 6.1 – going to the Sealed bids page

- Press the **CSV/Export** link – you can similar in illustration 4.1 above
- Download the bids
- Save them to desktop
- Open them in Microsoft Excel and then follow the data import wizard in Excel.

7. Users

During the course of the auction preview you will have had user that have registered to use the site. You may want to keep in touch with these users before and after the live event, so it would be sensible to also download these users to an Excel spreadsheet.

- Login as an Admin user
- Go to the admin
- Go to **Users** – see the link in illustration 7.1 below

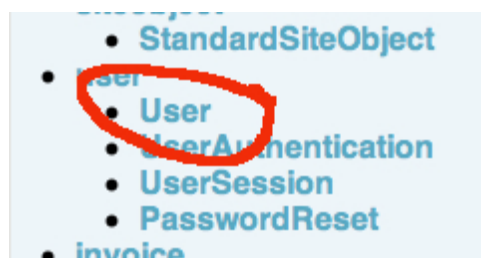


Illustration 7.1: Locating the users

- Press the **CSV/Export** link – *see the blue ringed element in illustration 7.1 below*
- Download the users.
- Save them to desktop
- Open them in Microsoft Excel and then follow the data import wizard in Excel.

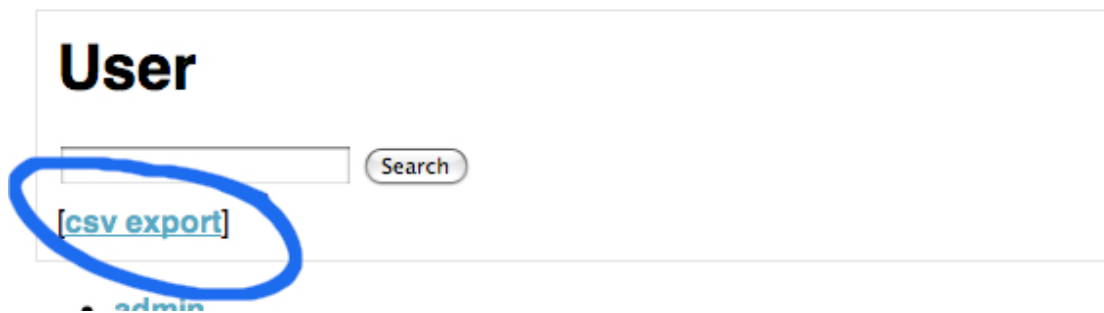


Illustration 7.1: Download the users from the auction site.

8. Google Analytics

If you have set up a Google analytics to track the traffic and usage of your auction site, then make sure you have a look at how busy your site has been since launch.

You can see the stats this by taking the following steps:

- Log in to Google
- Locate your **Manage Accounts** link often near your login name in the top right hand corner of the page once you are logged in to Google.
- Locate the **Analytics** link - *see red ringed element in illustration 8.1 below*
- Look at your Google accounts and find the appropriate account for you preview website

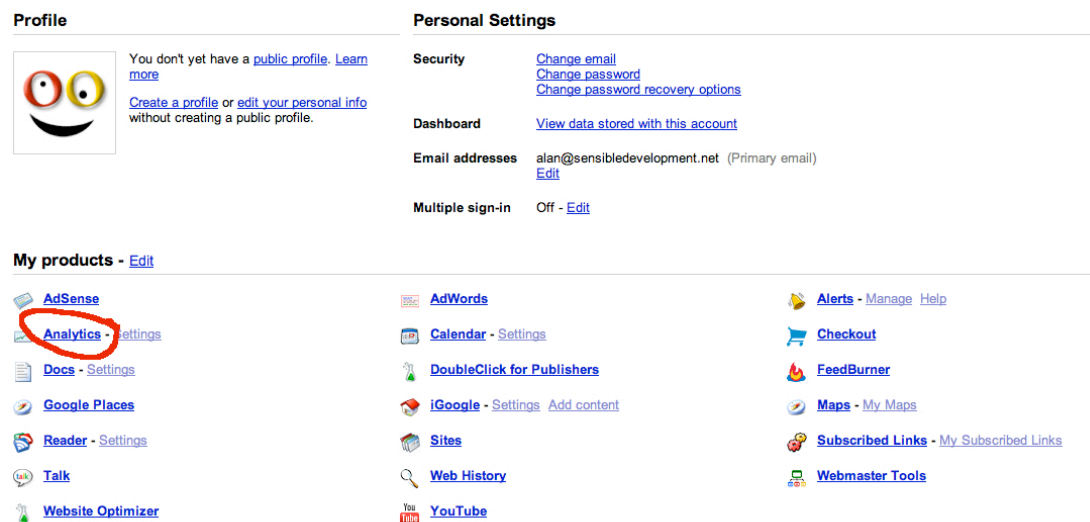


Illustration 7.1: Locating your Google Analytics area with in Google.

9. Summary

This should cover all the information you need prior to moving into your live event. You should now have you the following information at your fingertips:

- All the bids made by user during the preview
- All the maximum bids made by users during the preview
- Any pledges that may have been made during the preview
- All the users that have registered on your preview site
- A good idea of how busy your site was during the preview

If you have any more information you require then please get in touch and we will endeavour to give you a hand.