

AUCTIONS FEATURE OVERVIEW

FEATURES

EXTENDED BIDDING

All items are extended three minutes each time a bid is placed to assure that no one is sniped in the last seconds of an auction causing the bidding to continue and the selling bid amount to rise. Assures that all bids are on the table before an item closes!

AUTOMATIC LOGO UPLOADS TO CERTIFICATES

When a logo image URL is included on the spreadsheet, it will automatically appear on the certificate created by NeoFill as well.

EASILY VIEW CERTIFICATE

We give you access to view your approved certificates through your admin panel. Making the review process quick and sending samples to inquiring merchants easy.

TEXT TO BID

This feature allows bidders to have the option to be notified when they are outbid and/or when they have won an item by SMS text messages. This feature also allows bidders to place bids by SMS text, after an initial bid has been entered on a desktop or mobile browser version, in response to an outbid text notification. Bidder must reply to text confirmation when prompted, in order for the bid to be accepted by SMS text.

MULTILINGUAL TRANSLATOR

A Spanish translator button assures that the Spanish speaking audience will be able to bid on the auction as well.

BUYERS PREMIUM

The buyers premium allows a station to pass along a portion or totality of NeoFill's fees to the customer allowing for higher revenue dollars.

AUTOMATED AUCTIONS NEWSLETTERS

IN HOUSE REPORT

The new 'In House Report' not only shows you what items still require attention on the site, it also will provide a view of the certificate that still needs approval, or will provide a completed packing slip for printing and sending with merchant provided certificates.

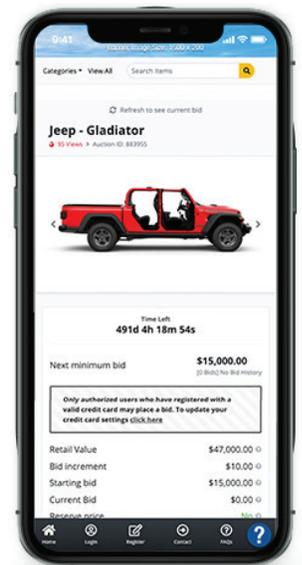
SAME DAY PAY

Automated credit card payment collection allows you to pre-qualify potential buyers and guarantees purchases for winning bidders. This feature allows bidders to enter their credit card information as they register on the site. After winning the item the bidder will have the remainder of the day to make manual payment arrangements. Any items that remain unpaid for, at the end of the day, will be charged to the credit card on file.



WE'RE MOBILE OPTIMIZED!
Now your users can view, bid, search and even pay for auction's their mobile device!

This exciting new update will help meet your users needs as more and more people move to their mobile devices for their online shopping. The mobile optimization will make your auction site function much like an app without having to be one



PLATFORM DESIGN

Now featuring multiple cart styles for easy navigation and bidding.

CONTACT SALES TODAY!
866.311.9806

NeoFillBids
complete auction & fulfillment services
www.NeoFill.com

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AUCTION DELIVERY OPTIONS

MAILED CERTIFICATE OVERVIEW

All orders that have a retail value below \$250.00 are sent using standard USPS mail service.

All order having a retail value of \$250.00 or more are sent using USPS signature mail service.



All orders containing a POD item will also be charged a flat one time POD fee that will cover all POD items in the order.

For exact shipping and handling fees, please see the shipping and handling section of the auction homepage.

PRINT ON DEMAND (POD)

POD is now our most popular fulfillment statue and allows a customer to print their certificate from their home printer. The current fee is \$2.00 per order.

MERCHANT PROVIDED

Merchant sends a predetermined amount of their certificates to NeoFill, and we mail them out. Customers will pay Shipping and Handling Fee. This keeps total control of the certificate process in the hands of the merchant.

NEOFILL PRINTED

NeoFill prints the certificates and mails them to the consumers. Customers have to pay a Shipping and Handling Fee.

WILL CALL

ALL items must be set up for will call pick up, if this option is selected as the preferred method of delivery. Station is responsible for fulfilling the items. The station must include instruction for the customer (including stations address and hours of operation). It must be clearly stated on each item that item will not be mailed, will call pick up only.

CUSTOMER/USER FEATURES

MULTI ITEM CART

Customers who win multiple items on the auction can pay for them all at one time reducing the amount of shipping and handling that is charged and increasing the ease of use for the customer..

MAXIMUM BIDDING (PROXY BIDDING)

This feature allows bidders to place the maximum amount that they are willing to pay for an item, and the system will place bids for the bidder up to their maximum bid amount.

BUY NOW

Stations have the ability to offer a 'Buy Now' price that will allow bidders to pay a premium price to avoid bidding and pay for the auction item right away.

SOCIAL MEDIA

NeoFill can promote your Facebook or Twitter page to help connect you and your subscribers.



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ADMINISTRATIVE FEATURES

MULTIPLICITY

When creating multiples of an item through the admin panel, the station now has the ability to create as many of the item as needed.

ENDLESS CUSTOMIZATION

Our customizable space on the homepage allows the station to sell this space to additional sponsors or to feature merchants as an upgraded auction participation package.

ROBUST ANALYTICS

Analytics are available on each admin panel to dissect each item and visitor as the auction is progressing. This will help a station give great analytics back to each merchant.

EMAIL MARKETING

NeoFill has the ability to email your subscribers including an Auction Announcement, First Day of Auction, Mid Auction and Payment Reminder emails.

CERTIFICATE DENOMINATIONS

NeoFill will print up to 10 certificates for each item allowing for large dollar packages with smaller value certificates being sold.

CLONING AUCTION ITEMS

Cloning auction items allows a station to duplicate items auction after auction. The Cloning Feature allows items that have been listed previously and purchased to be recreated without having to enter all of the information again. Simply click a button to recreate 1 or 100 clones of previously listed item!

PROMOTION GROUPING

By entering identical information into a spreadsheet or creating multiples of the same item, these items will be placed into a 'promo group' which will allow for simplified editing of the items. A change made to a single item in the promo group will be made to all items in the promo group (helps save on time!).

CROSS PROMOTION

NeoFill will cross promote your Deal & Auction sites to create easy navigation for the customers to find all of your amazing deals!

SALES REPORT

The auction admin panel has access to all reports. These reports are useful in determining next steps for the auctions, determining station revenue and even contacting the customers on the merchant's behalf. These reports are live based on the items currently appearing on the site.

WANT TO LEARN MORE? HAVE QUESTIONS?

PLEASE CALL: 866.311.9806



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