

PLATINUM SPONSORS



TradeMachines.com

All industry auctions in one place

2 years and rocking ! Let's digitalize ...

In October 2013 we started to build TradeMachines with the big vision of seeing a comprehensive marketplace for used machinery. Ross Dove wrote on his blog:

11.02.2014 - Someday, we will all wake up and go to a site called "www.used.com" and search every auction. Every equipment dealer and in one place find ... and we were already headed this way. In November 2014 we visited the IAA for the first time and learned a lot about market differences. Today we have become an essential part of many business processes and we are only growing stronger each day

It is no secret that the used machinery business is growing more and more international and that it is supported by the availability of online transactions – whether it be in timed auctions or web casts. At the same time we know that, regardless of the industry, every market that can be digitalized, will become digital one day. Within the last two years, this trend can especially be seen in the used machinery market where digital growth is happening at an increasing speed (see e.g. published market figures of Ritchie Bros.).

And to support this process is what TradeMachines is here for! Starting with the buyers problem of:

"How do I get an overview of what is in the market today?" TradeMachines delivers the only comprehensive starting point for the used machinery search. For Auctioneers and Traders, TradeMachines provides a solution by delivering highly qualified buyers -- and in a way that is better (and significantly cheaper!) than any Google AdWords campaign.

In the meantime our platform has localized 15 countries, receives visitors from 206 countries and 60 % of the buyers come from outside of Europe. Auctioneers and Traders from more than 20 countries are actively marketing on TradeMachines. With a monthly growth of about 15 %, we have more than tripled our clients' businesses from 2014 to 2015.

Some Traders confirm: "that they only search on TradeMachines to buy their deals" and a lot of successful Auctioneers list everything on our platform. A comparison of our customer data shows, that TradeMachines' advertising is 3x cheaper than Facebook and 2x cheaper than AdWords. Becoming a part of TradeMachines means to successfully follow digital trends and increase your visibility in the used machinery marketplace!

Try us and boost your business!

