



# GAP White Label

The only best-of-both-worlds auction software solution; providing best-in-class bidding functionality through your own site and access to an unrivalled international marketplace of buyers.

At ATG, we're constantly working to maximise the number of bidders registering for your auctions through our portals. But we also recognise that more auctioneers are keen to develop their own website functionality and build their brand in the digital world.

That's why we've developed our suite of GAP White Label products, which combined with the power and reach of our marketplaces, deliver a best-of-both-worlds solution for your business.

Our White Label technology allows online visitors to register, bid and win lots at your auctions, all without ever leaving your site or being directed to an ATG portal. Your marketing efforts therefore go towards building your own brand, plus your auctions are still featured on ATG portals, reaching the largest and most relevant audiences in the UK, US and Europe.

**We build the technology, you reap the rewards.**



## Attract and retain bidders

Enable bidders to complete their entire auction journey within your own website – from browsing catalogues and creating watch lists to placing bids.



## No extra work

GAP White Label is integrated with GAP Toolbox to ensure no additional admin when listing and holding your auctions – only one operator with one laptop is needed.



## Your data

Just like on our portals, you own your data on GAP White Label. You can build GDPR compliant mailing lists directly from your website and even embed analytics codes to track user journeys.



## Maximise your reach

As well as featuring on your own website, your auctions can automatically be listed across our portals too, ensuring maximised global visibility.



## Systematic updates

Our product team work hard to provide all our customers with regular updates to functionality, new design features and additional security, all free of charge.



## Personalise your site

Create a seamless online brand experience with our new customisable features – choose your own filters, colour schemes, fonts and more.



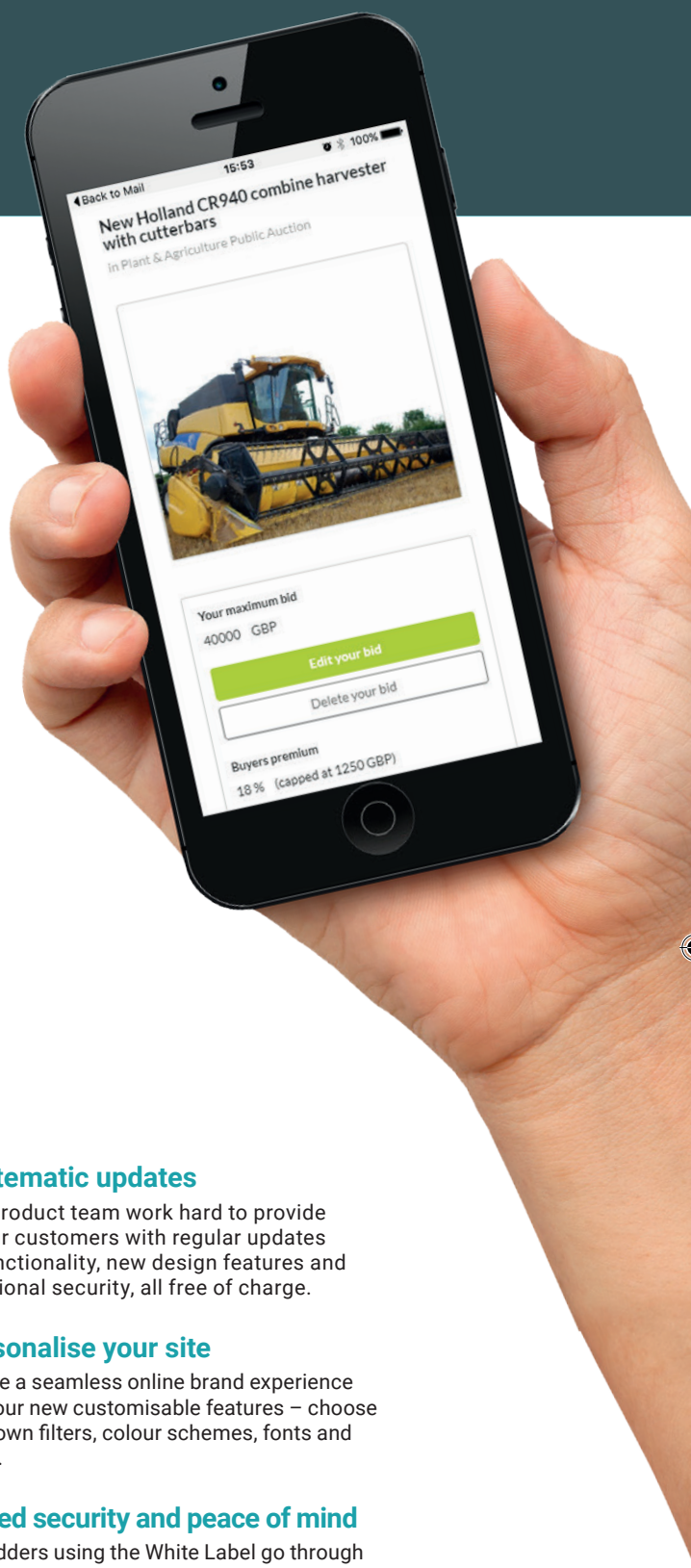
## Added security and peace of mind

All bidders using the White Label go through our rigorous bidder verification and security processes, meaning we can flag registrants who may present a fraud risk.



## Reach bidders on the move

Compatible with all devices, allowing customers to view and bid on your auctions wherever they are.



**GAP White Label - Ask your Account Manager for a demo**



Email: [whitelabel@auctiontechnologygroup.com](mailto:whitelabel@auctiontechnologygroup.com)



Phone: 020 3725 5554



Bespoke URL with your brand

Optional categories filter

Live and timed auction filters

Optional link to past auctions

Auction preview image

Registration Status

Colours to match your brand

Fonts to match your brand



**James Foster**  
Finance Director

“

Eddisons have worked with ATG for a number of years and the resilience of the white label solution provided by ATG, maintained by an exceptional support team, ensures our auctions run professionally and consistently - as our clients expect.

While maintaining control over our data, we have seen an increase in the number of bidders through the ability to dual list our auctions on Bidspotter. This has contributed to the market leading outcomes we have delivered for clients while allowing us to focus on developing the business rather than software.

These are exciting times for Eddisons as we continue to expand organically and by acquisition, and we look forward to continuing our partnership with ATG.

”

**GAP** White Label - Ask your Account Manager for a demo

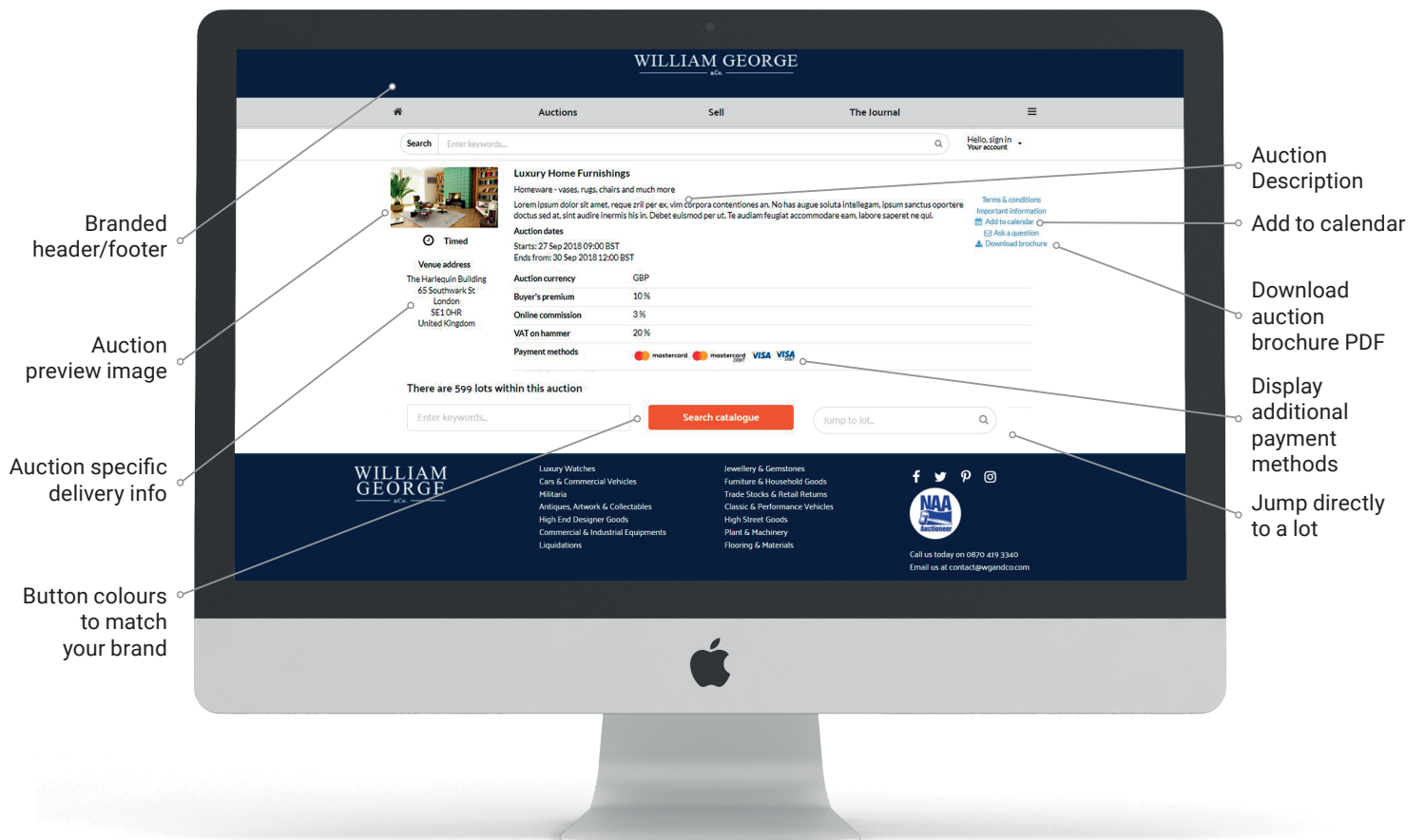


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# White Label



“ At William George we acted quickly to take up the ATG White Label solution. For us it was a simple choice – adopting the latest technology and providing additional features for our customers whilst simultaneously strengthening our brand.

It has proved popular and the layout is cleaner and easier to use. For us, attracting new bidders means providing a user interface that removes obstacles to bidding, reduces confusion and makes the whole process more streamlined.

To be able to promote our already strong brand and create consistent visual appeal whilst bringing added features and a smoother customer journey, the White Label seemed like the only way to go.

”

**Jake Margiotta**  
Business Development  
Manager



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# GAP White Label

## Best of Both Worlds

### Back Office

- ✓ Vendor management
- ✓ Stock control
- ✓ Invoicing



### Auction Management

- ✓ Bidder management
- ✓ Online auction management
- ✓ Online payments



### White Label

- ✓ Bidding through your own site
- ✓ Create opt-in marketing lists
- ✓ Promote your own brand



### Marketplace

- ✓ Marketplace exposure
- ✓ Bidder conversion
- ✓ Digital marketing campaigns

All your auctions are automatically dual listed from our portals directly to your site with  
**No Additional Workload**

“ Moving to GAP White Label was a natural upgrade for us, as we want to provide our bidders with the best bidding experience whilst giving them the reassurance of the Shepherds' name. We've found the software is intuitive for bidders with clear messaging and calls to action.

Being busy we were worried set-up was going to require a lot of our time but it is very simple, we were able to leave most of it to ATG. The white label also integrates seamlessly with GAP Toolbox and Office meaning there is no additional administration for us.

”



Dot Shepherd  
Business Owner

### Auctioneers already benefiting from GAP White Label



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