

Transforming The Trade: How a Reverse Logistics Retailer Boosted Profits with an Innovative Pallet Auction App

"Having a custom app ended up being a solution for us to grow, but it also ended up being the reason"

- Retail Rebel Leadership Team



Introduction

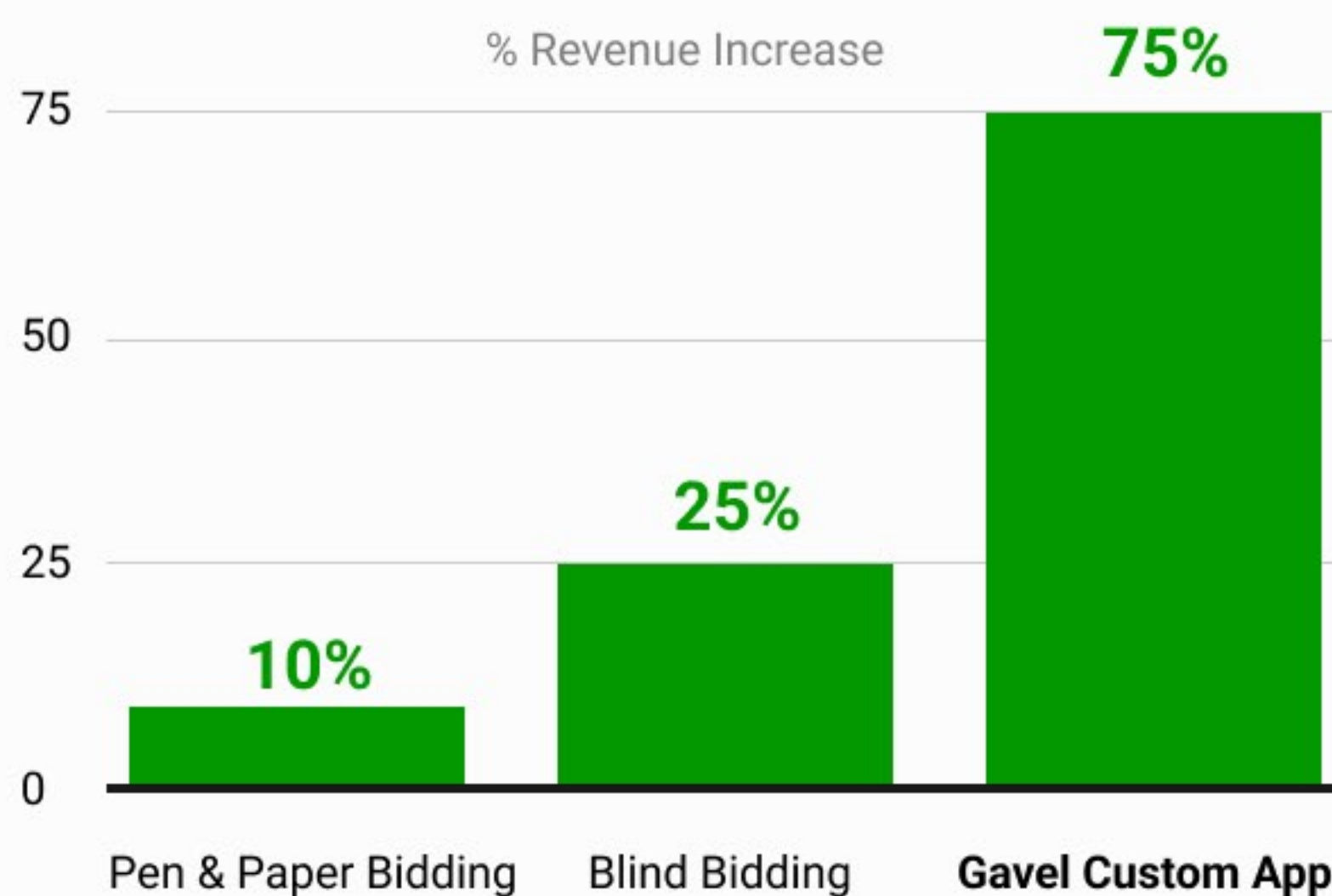
After seeing the need for their customer to be able to "buy bigger", Retail Rebel knew they needed a creative way to offer customers the same inventive shopping experience they know and love at their Bin and Warehouse Win Stores.

They knew that the typical pen and paper blind bid auction wouldn't bring the engagement and excitement their brand is known for, so what were they to do? That's when Retail Rebel's leadership team found Gavel.

"We grew from 100 to 2,500 lots with revenue exceeding \$200k+ per week"

Retail Rebel Results

Since implementing the auction app we've been able to sell more pallets, faster, and easier than before. We grew from 100 single pallet lots being auctioned each week to now being able to now sell **2,500 single pallet lots weekly** with revenues exceeding **\$200k+** and expansion into a 500k sq ft warehouse.



About Retail Rebel

We're a locally owned and operated "retail" company with a goal to take the shopping experience to the next level by continuing to innovate and revolutionize our industry. Retail Rebel has successfully used Gavel to:

- Improve operational efficiencies - able to handle higher volume
- Accelerate revenue growth by selling more pallet lots
- Customers can monitor and adjust their bids from anywhere
- Increase customer satisfaction ratings

