

# CASE STUDY



## EQUIPMENT AUCTION Taylor New England

### Forklifts, Material Handling Equipment, and Related Inventory

- 394 Lots organized, lotted, cataloged, and photographed
- 386 Lots SOLD and picked up in 2 days
- 210 Bidders from 21 different states
- 52,698 Page views
- 5,177 Bids placed
- 3,334 Emails sent with 2,176 opens and 927 unique opens



- Facebook Stats: 616,686 Impressions  
7,505 Likes  
36,300 Photos viewed  
835 Link clicks
- Instagram Stats: 19,509 Impressions  
380 Likes

Est. 1976

## PAULMcINNIS LLC

AUCTIONS ■ REAL ESTATE ■ RESULTS

20PM-02

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