



SmartAuction™

Adding excitement and more value to loyalty programmes

SmartAuction™ is an online auction product that provides members of your Frequent Flyer Programme a new and engaging way to redeem their mileage points.

SmartAuction™ provides a range of exclusive and appealing products and services for your members to bid on. Auction content can be tailored and may include exotic holidays, premium airline seats and hotel nights through to high-end luxury items and distressed inventory.

SmartAuction™ is ideal for organisations such as airlines that reward members with loyalty currency.

The SmartAuction™ platform enables loyalty programme owners to differentiate their brand, reduce redemption liability and generate additional revenue.

Key Benefits:

- Reduce your redemption liability and manage distressed inventory
- Increase member interaction and engagement
- Develop your own unique offering through a highly flexible content model and auction lots
- Generate additional revenue

Functional Overview:

- Intuitive and easy to use administration system for managing content, products and auction lots
- Comprehensive member bidding functionality
- Multiple language support
- Variety of hosting and ongoing support options

Key Features:

- **With both Highest bidder or Dutch auction options**
- **Flexible Content Model** – take complete control of content. Combine your own inventory with attractive third-party prizes to develop a unique offering
- **Scalable Platform** – residing outside an organisation's existing system infrastructure, SmartAuction™ offers bidders a dual payment option of cash and or points
- **Fully managed Marketing Communications** – creative templates and full marketing support available

Plus:

- SmartAuction™ – can be fully integrated with other online redemption platforms and portals such as our RewardAll™ loyalty platform
- Flexible browsing functionality is available across a range of auction lots