

The Evolution of Online Remarketing

**National Remarketing Conference
2014**

**Keith Whann, Founder
Whann Technology Group**

KEITH WHANN – “The Car Counselor”

- ▶ Industry Recognized Attorney
- ▶ Legislative Presence
- ▶ Regulatory Agencies
- ▶ Media
- ▶ Industry Events
- ▶ Trade Associations



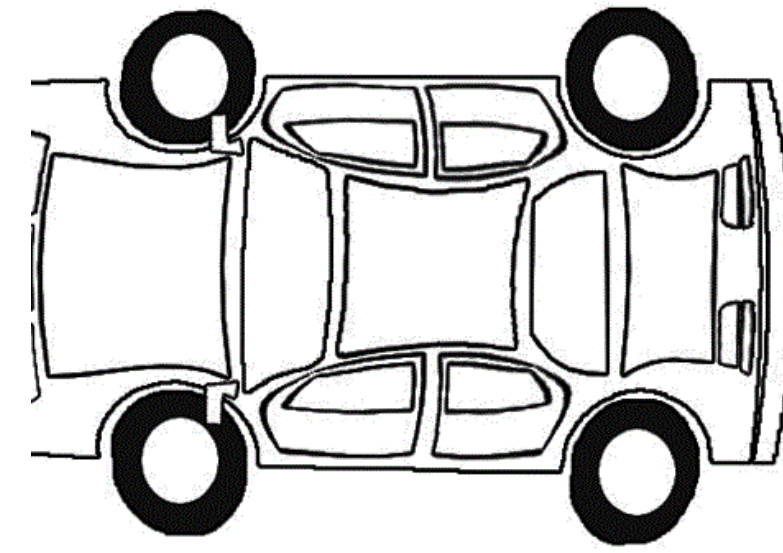






A Roundtable





COLUMBUS
FAIR EST 1959

AUTO AUCTION

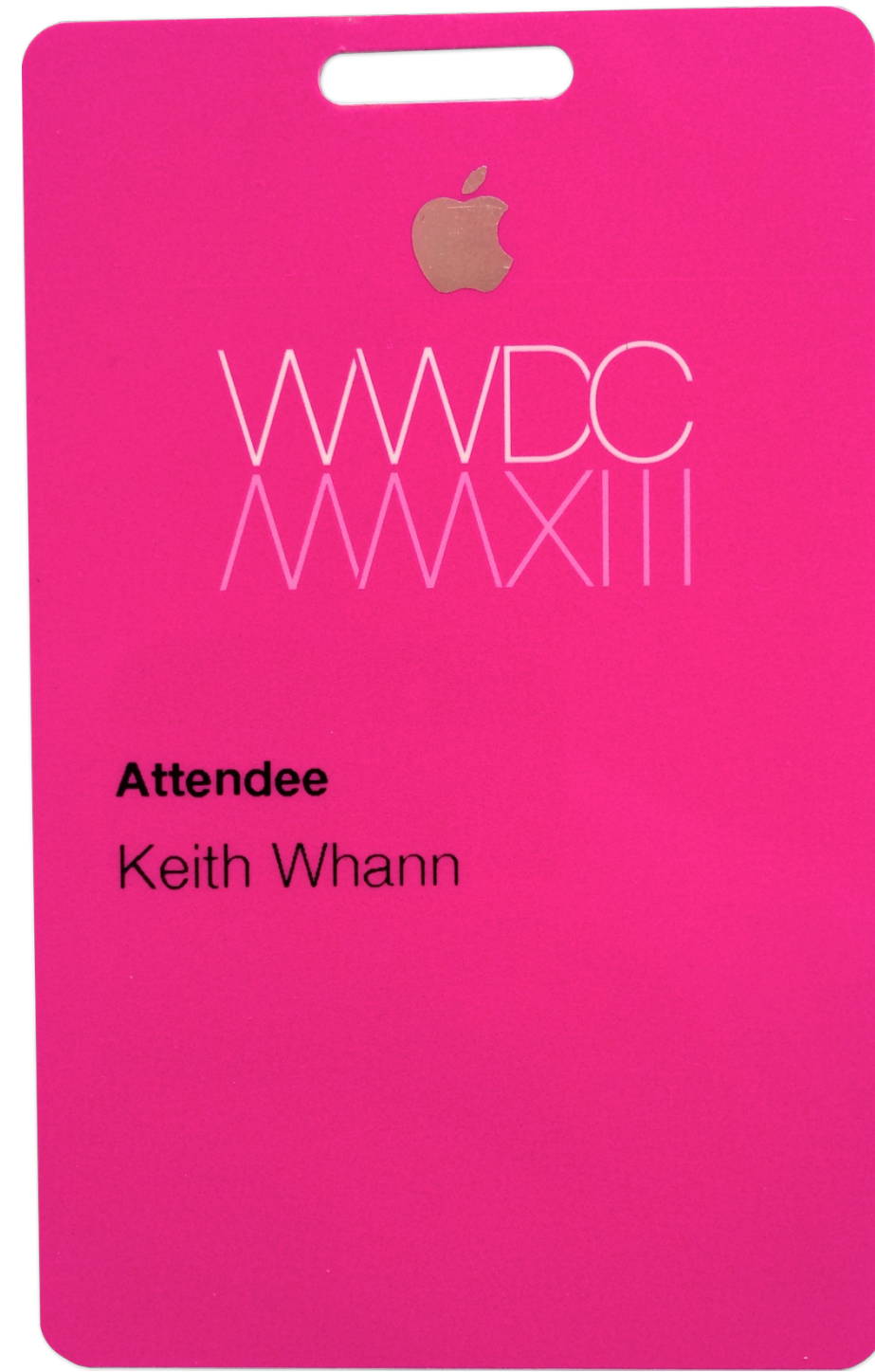


WHANNTECH



GLOBAL





History of Online Remarketing

1984

Aucnet – Japan is formed.

1994

Aucnet created a U.S. subsidiary and at the same time upgraded the U.S. satellite network to a digital communications network.



1997

AutoIMS is formed.

1998

AuctionACCES 1.0 is launched.

Copart became the first vehicle auction company with physical locations that allowed buyers to submit proxy bids over the Internet.

1999

Autodaq is formed.

AWG Remarketing is formed.

Online Ringman hosts simulcast sale.

2000

GMAC launches **SmartAuction**.

2002

Manheim holds simulcast sale.

2003

Copart introduces **VB2**.

2004

Manheim launches **Bank Vehicle Exchange** and later changes the name to **Online Vehicle Exchange**.

2008

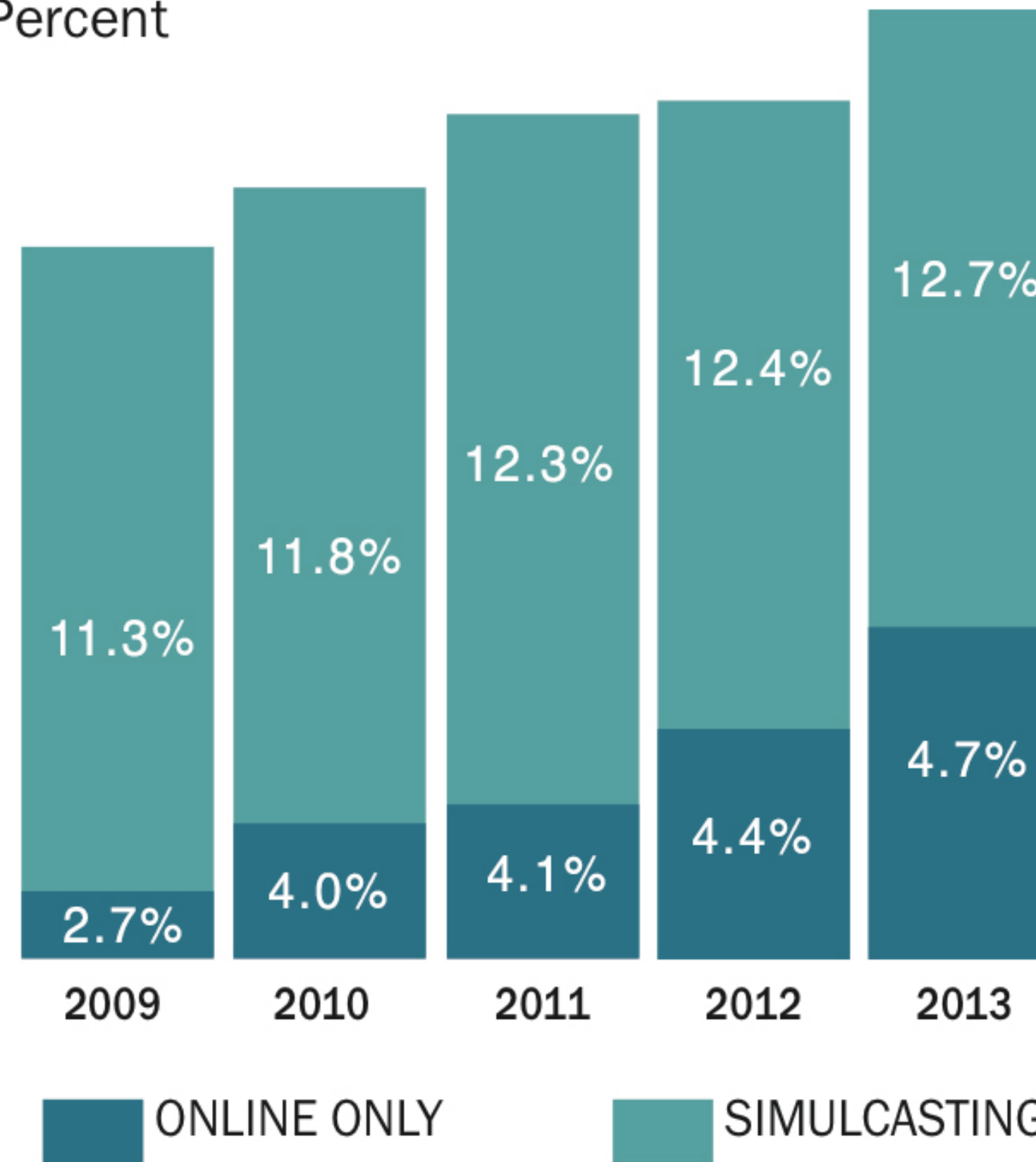
Online transactions approach 2 million vehicles.

2012

Online transactions approach 3 million vehicles.

SIMULCASTING & ONLINE ONLY

Percent



The fast growth of Internet-based auction sales (online only and simulcasting) has increased the Internet share from **14.0%** in **2009** to **17.4%** just four years later. The fastest growth has been in online only, which has seen its share increase from **2.7%** in 2009 to 4.7% in **2013**.

Source: 2013 NAAA Annual Review

Convergence

Markets

Marketplaces

Technologies

The Web

1.0 - Static

2.0 - Social and Interactive Web

3.0 - Semantic Web

Current State of Online Remarketing

Static

ove.com

ADESA DEALERBLOCK

SmartAuction

WHANNTech



GLOBAL

Buy Now

ove.com

ADESA DEALERBLOCK



WHANNTech



GLOBAL

Simulcast



ADESA LIVEBLOCK
Simulcasting Worldwide



EDGE Simulcast

WHANNTech



GLOBAL

Online Remarketing

Sell the car

Where it sits

Right now

What is the car worth?

To whom?

Marketing

Push v. Pull

Zero moment of truth

WHANNTECH



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Consumer Financial
Protection Bureau

Home

Choose a Microsite ▼


-  CARS
-  EVENTS
-  MICROSITES

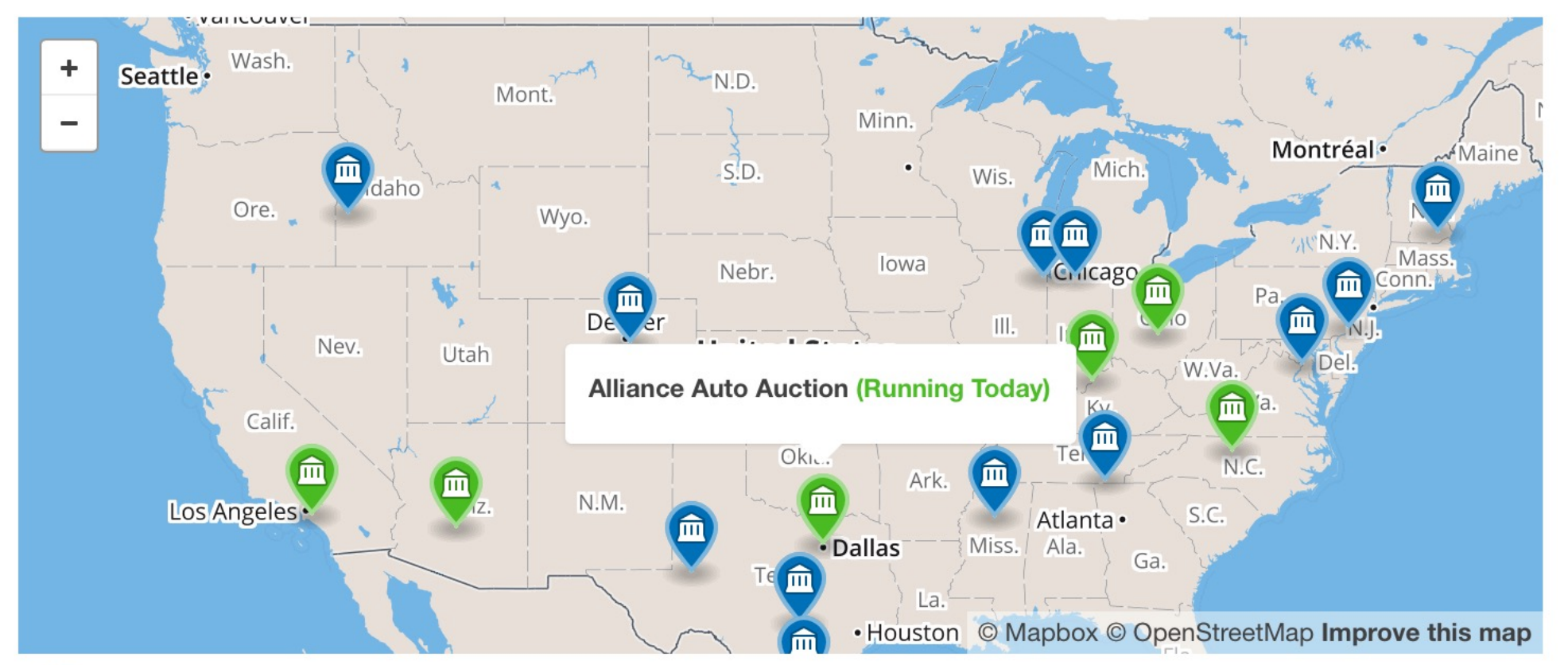
-  Vehicle Type ▼
-  Make and Model ▼
-  Vehicle Year ▼
-  Color ▼
- Vehicle Options ▼
-  Engine ▼
-  Drive Train ▼
-  Sale Type ▼
-  Consignors ▼
-  Price ▼

[RESET](#) [SEARCH HISTORY](#) [RECENTLY VIEWED](#)

Search vehicles, events, and Microsites












Accounts  Keith (Seller) 

 Hello, Keith (Seller) Whann. Welcome to WhannTech Global.




- ### Today on WhannTech Global
- Alliance Auto Auction (1 events) ▼
 - WTG Simulcast Demo (1 events) ▼
 - General Auction Company (3 events) ▼
 - Greensboro Auto Auction (19 events) ▼
 - Columbus Fair Auto Auction (15 events) ▼
 - Dealers Auto Auction of the SouthWest (5 events) ▼
 - Clark County Auto Auction (2 events) ▼

ON THE BLOCK


- Filter On the Block
- R001**  2007 BMW 3 series
112,460 mi | 4dr | Blue
On the Block
[WATCH & BID](#) [SIMULCAST](#)
 -  Live Lane 11-12-2014 Lane 2
 - B201**  1996 Buick Regal
154,357 mi | 4 dr Grand sport | Green
On the Block
[WATCH & BID](#) [SIMULCAST](#)
 -  WTG Simulcast Lane C @ 12:00 PM
 - LL0302**  2008 PONTIAC TORRENT AWD
90,115 mi | SILVER
On the Block
[WATCH & BID](#) [SIMULCAST](#)
 -  WTG Simulcast Lane B @ 12:00 PM
 - LL0401**  2011 FORD TAURUS SE FWD
44,957 mi | MAROON
On the Block
[WATCH & BID](#) [SIMULCAST](#)
 -  WTG Simulcast Lane A @ 12:00 PM
 - 0025**  2014 CHEVRO CRUZE 1LT AUTO
34,993 mi | GREY
On the Block
[WATCH & BID](#) [SIMULCAST](#)
 -  WTG Simulcast Lane D @ 12:30 PM
 - LL0408**  2009 CHEVROLET EXPRESS 3500
152,119 mi | WHITE
On the Block
[WATCH & BID](#) [SIMULCAST](#)

Microsites


WHANNTECH GLOBAL

Columbus Fair Auto Auction

4700 Groveport Road
Obetz, OH 43207
(614) 497-2000



Choose a Microsite ▼

Any ▼

▼

▼

▼

▼

Vehicle Options

▼

▼

▼


▼

▼

RESET
SEARCH HISTORY
RECENTLY VIEWED

Search vehicles, events, and Microsites

Accounts Keith (Buyer)



Hello, Keith (Buyer) Whann . Welcome to Columbus Fair Auto Auction on WhannTech Global.

Registration Status

Columbus Fair Auto Auction

Events listed: 18 VIEW ALL EVENTS

Vehicles listed: 1751 VIEW ALL VEHICLES

Upcoming Events

Auction Everywhere Columbus Tuesday November 11th at 1:00 PM EST

- 71 VEHICLES Bidding Open!


CFAA Lane 1 (Wednesday November 12 @ 9:30am EST) - Rentals & Lease

- 115 VEHICLES Bidding Open!

About this Auction

Welcome to the NEW Columbus Fair Auto Auction Online Bidding/Simulcast System powered by AWG Remarketing. Login using your original UserID/Permanent Bidder# and Password to BUY online, VIEW catalogs, create wishlists, watchlists and other member options. You can also login using your CFAA DEALER# as your USERID and your dealerships ZIP CODE as your PASSWORD but you CANNOT BID/BUY online using those credentials. If you need assistance please call either of the following people for immediate help. Chris Bueter @ 614-497-5464 or Chris Feick @ 614-497-5415.

- [Columbus Fair Auto Auction](#)



AWAY

DEALER

1,000.00!

or consign November 26 to win!

NOVEMBER

11

CLOSED

Lanes

10:00 a.m. -

GM

IN-LANE

Receive a \$50 Gift Card For Dealers that Show up In-Lane

Presented by Gene

\$1,500 TRANSP ASSISTANCE

WHEN YOU BUY ANY 2013 - 2014

WIN ONE OF TWO \$1,500

WASHINGTON CHEVROLET

AE0046

2014 Dodge Grand Caravan

17,947 mi | SXT | RED

No Sale


[WATCH & BID](#) [SIMULCAST](#)

ON THE BLOCK

Filter On the Block

CFAA Lane 9 (Tuesday November 11 @...

GM0751



2013 CHEVROLET MALIBU LT


17,090 mi | BLACK

Sold

[WATCH & BID](#) [SIMULCAST](#)

CFAA Lane 10 (Tuesday November 11 ...

GM0375



2014 CHEVROLET IMPALA LIMITED


11,203 mi | BLACK

Sold

[WATCH & BID](#) [SIMULCAST](#)

Auction Everywhere Columbus Tuesda...

AE0046



2014 Dodge Grand Caravan

17,947 mi | SXT | RED

No Sale


[WATCH & BID](#) [SIMULCAST](#)

VINdriven Pro

Columbus Fair Auto Auction
 4700 Groveport Road
 Obetz, OH 43207
 (614) 497-2000


Choose a Microsite

CARS EVENTS MICROSITES



Miles: 17,359 mi
Color: RED /Black
Engine: 5.3L
Transmission: Automatic Transmissi

Run#: GM0598



VIN: 1GN5CBE00ER236923

VINdriven Pro
 GM ally Remarketing
 GM REDISTRIBUTION DEPT

Columbus Fair Auto Auction
 Obetz, OH

High Bid: \$27,500
 0 Bids
 Increment: \$100

GO TO EVENT
 Bidding Open!

PLACE BID NO BUY NOW

VINdriven Pro

AutoCheck

Last Record
June 04, 2014

Number of Records
9

Accidents
1

Recalls
 No Recalls

Current Bid **\$ 27,500**

Manheim Market Report
 4D SUV LT

Fair	\$ 30,400
Good	\$ 31,800
Excellent	\$ 33,300

NADA

Retail	\$ 37,000
Trade	\$ 32,975

ON THE BLOCK

Filter On the Block

CFAA Lane 9 (Tuesday November 11 @...)

GM0751 2013 CHEVROLET MALIBU LT
 17,090 mi | BLACK
 Sold
 WATCH & BID SIMULCAST

CFAA Lane 10 (Tuesday November 11 ...)

GM0375 2014 CHEVROLET IMPALA LIMITED
 11,203 mi | BLACK
 Sold
 WATCH & BID SIMULCAST

Auction Everywhere Columbus Tuesa...

AE0046 2014 Dodge Grand Caravan
 17,947 mi | SXT | RED
 No Sale
 WATCH & BID SIMULCAST

On The Block

WHANNTECH GLOBAL

Choose a Microsite

CARS **EVENTS** **MICROSITES**

92612 Any

Vehicle Type

Make and Model

Vehicle Year

Color

Vehicle Options

Engine

Drive Train

Sale Type

Consignors

Price

RESET **SEARCH HISTORY** **RECENTLY VIEWED**

Search vehicles, events, and Microsites

Accounts Keith (Buyer)

Hello, Keith (Buyer) Whann . Welcome to WhannTech Global.



Today on WhannTech Global

- Alliance Auto Auction (1 events)
- WTG Simulcast Demo (1 events)
- General Auction Company (1 events)
- Speedway Auto Auction Of Charlotte (1 events)
- Columbus Fair Auto Auction (3 events) **Simulcast @ 9:59 AM ET**
- Houston Auto Auction (3 events) **Simulcast @ 2:00 PM ET**

Upcoming

ON THE BLOCK

Filter On the Block

AVDAA - Simulcast - Lane C (11/11/2014)

C0038 2004 Suzuki Aerio
66,067 mi | Silver
On the Block

Bidder: WTG Demo Bidder

Wait for auctioneer... **BID BELOW**

New Item: C0038 - 2004 Suzuki Aerio
Wait for auctioneer... **Wait**

AVDAA - Simulcast - Lane B (11/11/2014)

B0052 2001 Toyota Prius
157,930 mi | Silver
On the Block

WATCH & BID **SIMULCAST**

GTAA LANE 2 Simulcast Sale 11/11 @ ...

L204 2005 CHEVROLET TRAILBLAZER
155,210 mi | 4 DOOR WAGON | WHITE
On the Block

Bid Buckets

Choose a Microsite

CARS EVENTS MICROSITES

92612 Any

Vehicle Type

Make and Model

Vehicle Year

Color

Vehicle Options

Engine

Drive Train

Sale Type

Consignors

Price

RESET SEARCH HISTORY RECENTLY VIEWED





Search vehicles, events, and Microsites

Sort View Accounts Keith (Seller)




WTG Global / Search Results

2419 vehicle matches

Include vehicles with: No Pictures No Reserve No CR


	2008 Chevrolet Corvette - Coupe 24,229 mi. Silver /Titanium Gray VIN:1G1YY26W885101359 Alliance Auto Auction - Longview, TX distance: 1,211 mi.	Reserve Not Met	PLACE BID \$3,200
Bidding Open!		ORR HONDA TEXA...	No Buy Now
			GO TO EVENT Event in Progress
	2011 Honda Odyssey LX - Minivan/Van 41,121 mi. /Gray VIN:5FNRL5H2XBB039832 Alliance Auto Auction - Longview, TX distance: 1,211 mi.	Reserve Not Met	PLACE BID \$3,400
Bidding Open!		ORR HONDA TEXA...	No Buy Now
			GO TO EVENT Event in Progress
	2012 Volkswagen Jetta Sedan TDI Premium - Sedan 12,364 mi. Platinum Gray Metall /Titan Black VIN:3VW3L7AJ1CM092173 Alliance Auto Auction - Longview, TX distance: 1,211 mi.	Reserve Not Met	PLACE BID \$3,100
Bidding Open!		ORR NISSAN OF G...	No Buy Now
			GO TO EVENT Event in Progress
	2011 Chevrolet Impala LT - Sedan 20,995 mi. White /Other VIN:2G1WG5EK5B1220778 Alliance Auto Auction - Longview, TX distance: 1,211 mi.	Reserve Not Met	PLACE BID \$3,200
Bidding Open!		Administration	No Buy Now
			GO TO EVENT Event in Progress


BID BUCKETS


Acura	Inactive	2	
Bucketlist 12	Inactive	2	
BucketListSeller	Inactive	6	
Scota	Inactive	2	
	Columbus Fair Auto Auction Nissan Altima 2.5 S 37412 mi MAROON PROXY REMOVE		
	Alliance Auto Auction Volkswagen Jetta Sedan TDI Premium... 12364 mi Platinum Gray Metall PROXY REMOVE		
	Alliance Auto Auction Kia Rio 5 SX - Sedan 16494 mi Other PROXY REMOVE		





CREATE A BUCKET

Seller Dashboard


**WHANNTECH**
GLOBAL





Keith (Seller) Whann 




BROWSE **SELL**






 My Dashboard >

 My Inventory >



 My Reports >

 Welcome Keith (Seller) Whann to WhannTech Global







This Week ▾

 Events	18-11 ALL-LIVE	 Bidders	154-47 LOGIN-BID
 Runlist	2776-1523 ALL-RAN	 Sold	1015-74 ALL-IF
 Retention	96.2198 BOOK-RESV		

WTG GLOBAL SYSTEM STATS

 Events Happening Today:	90
 Vehicles Posted:	2045

MY EVENTS

-  Simulcast Lane C
3/7/2013 4:00:00 PM
My Vehicles at this Event: 10
-  Simulcast Lane B
3/7/2013 4:00:00 PM
My Vehicles at this Event: 10
-  Simulcast Lane Z
3/7/2013 4:00:00 PM
My Vehicles at this Event: 11
-  Simulcast Lane Y
3/8/2013 4:00:00 AM
My Vehicles at this Event: 15
-  AWG 24/7 Sale
4/16/2013 10:30:00 AM
My Vehicles at this Event: 30
-  Simulcast Lane D
9/9/2014 3:30:00 PM
My Vehicles at this Event: 5

What comes next on the web?

Web 4.0

Intelligent Internet of Things

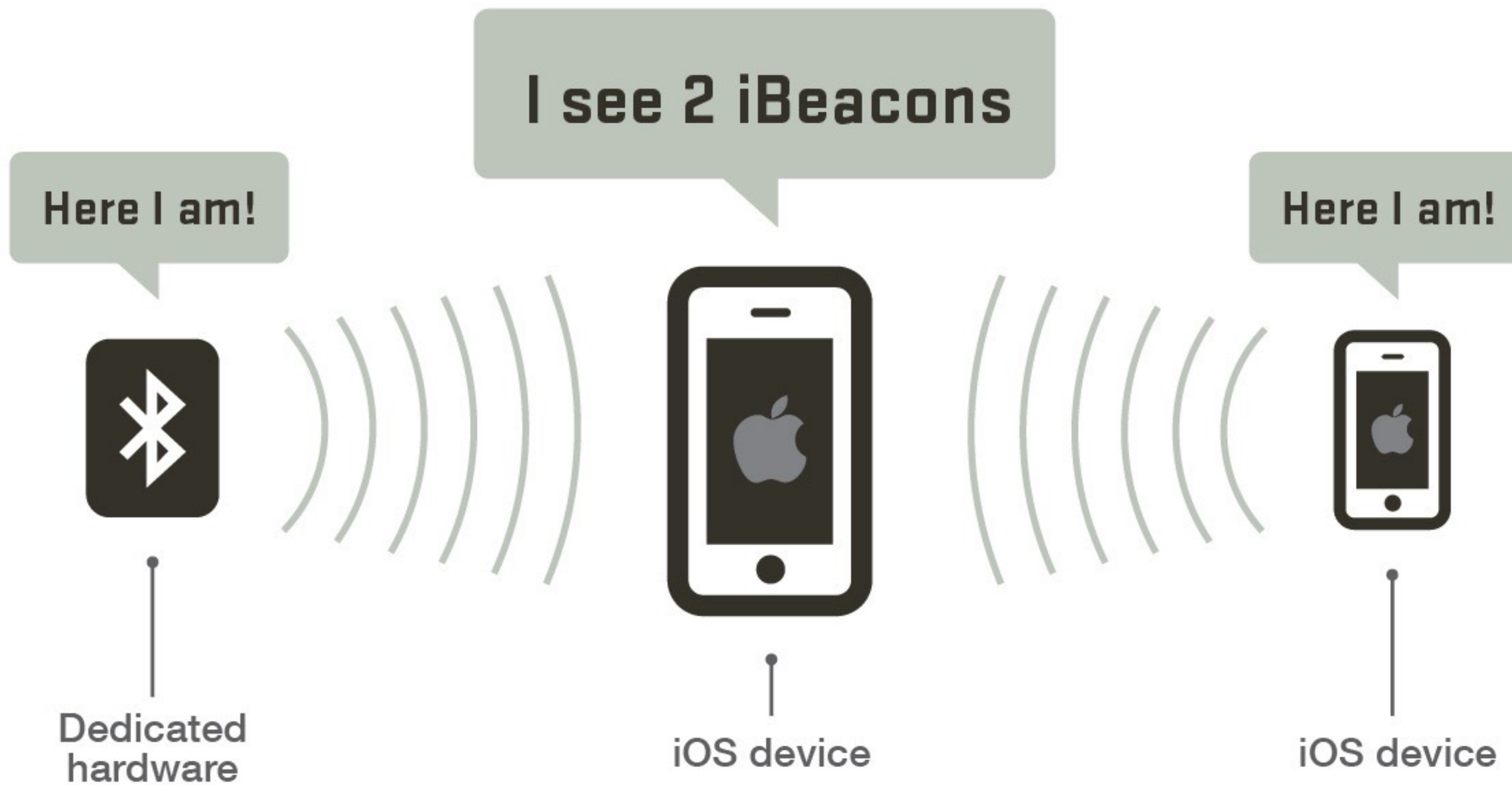
Wearables



Drone Technology



iBeacon



The future is here.

The problem is,

many of us don't know that.

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Whann Technology Group**