

# The World's Largest Fishing Tackle Auction House - 100% Sell Rate

*Lang's Success with Auction Mobility's Platform*

BOSTON, MA, UNITED STATES,  
November 23, 2018 /

EINPresswire.com/ -- The tradition of going to an auction in a physical brick and mortar space is no longer the only way to bid on items. Today, auction

houses are expanding their reach by encouraging their clients to download their mobile app or to go directly to their website to participate in their sale. Expanding ways to engage participants in a sale is what auction houses are finding crucial in today's digital world. Lang's, a specialty

antique and collectible fishing tackle auction went completely online in October 2015. They selected [Auction Mobility](#) as their digital platform to run their auctions, help attract new bidders and grow their business. Despite having a traditionally older client base, their digital strategy is paying off in a big way.

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If not for Auction Mobility's user-friendly mobile platform, cell phone notification and real time bidding, we have no doubt the participation would be far less.”

*Debbie Ganung - Owner*

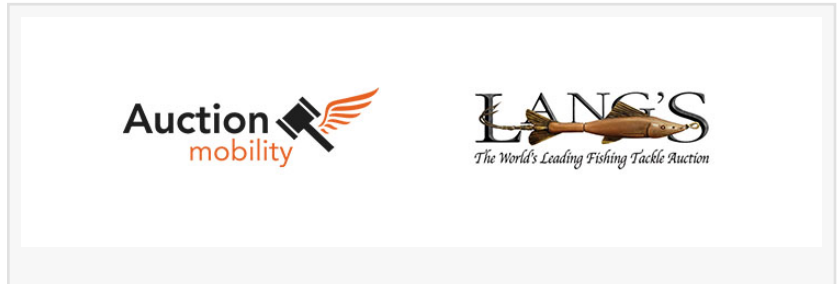
Lang's has participation from collectors in 45 countries and achievements such as world record auction prices in every category of antique and collectible tackle, as well as record prices for the sale of Derrydale Press books and Zane Grey related items. Lang's recently had a record sale where

100% of their lots sold and 1,726 of 1,995 lots sold above the high estimate.

"Auction Mobility has been our exclusive online bidding platform for just over three years. We switched to their customizable platform for multiple reasons, the most important of which was the ability to brand the platform and the app to our business, with close seconds being able to add features not available elsewhere and comprehensive support. We've watched our bidder participation and satisfaction steadily increase, which has translated into higher prices realized in every category. The positive response from our customers to the new design, ease of use, and added security was overwhelming, and still is.

In the last three years we have had several upgrades and new features seamlessly implemented. Each new feature has given us another opportunity to advertise our continued commitment to our customer's needs and wants. And as bidders have become more self-sufficient, our man-hours have decreased - before, during and post-auction. Complaints related to online bidding are now non-existent.

A truly shocking statistic has been the bid migration to mobile devices, especially considering the age of our most serious collectors. An average of 43% bid from their phone or tablet - that is a huge number for our audience. The vast majority of our bidders are older businessmen, who have little time to travel to an auction. If not for Auction Mobility's user-friendly mobile platform, cell phone notification and real time bidding, we have no doubt the participation would be far less.



We cannot overstate how satisfied we are with this company, their product and their ongoing support - our only regret is not finding them sooner." Debbie Ganung - Owner

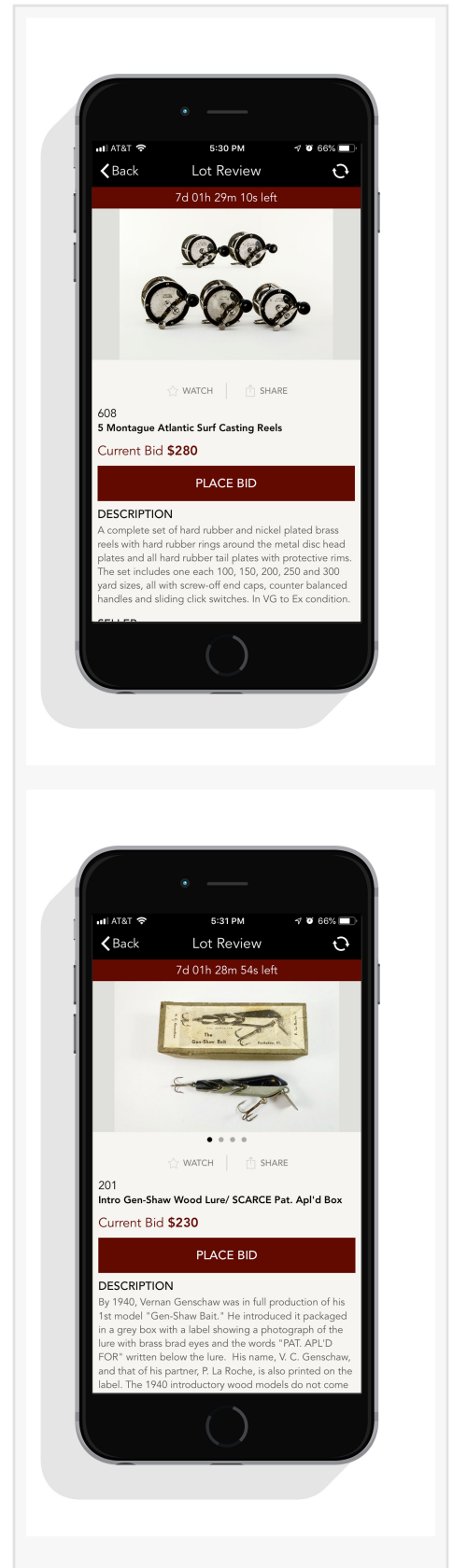
Lang's current auction "Inaugural Seller Timed Auction" ends November 26th.

<https://live.langsauction.com/>

Auction Mobility currently serves auction houses in dozens of countries, with multiple language and global currency support enabling increased bidder adoption around the world.

For more information about Auction Mobility and to schedule a [live demo](#) go to [www.auctionmobility.com](http://www.auctionmobility.com)

Ben Reese  
Auction Mobility  
+1 857-277-1313  
[email us here](#)



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