# atg WhiteLabel

# Your Auctions, Your Brand

Here are some helpful details and recommendations to ensure you are set up for success with your ATG White Label.
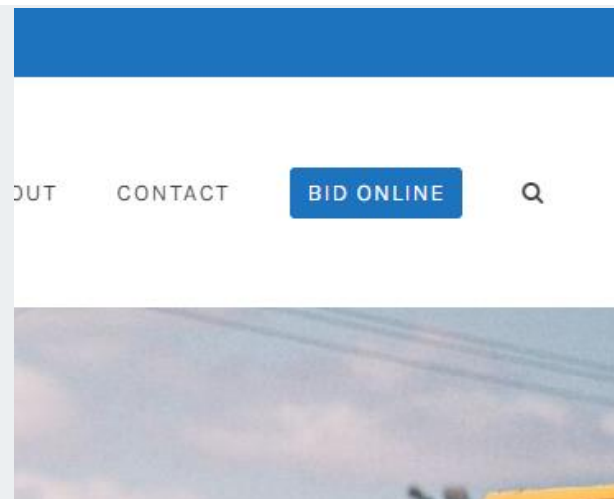
## Setting up your ATG White Label

Create your subdomain, we recommend **bid.yourwebsite.com**. This will help add authenticity to your bidding area and ensure the trust of bidders.



## Incorporating ATG White Label into your website

Create a very clear call to action for your buyers. Include a **Bid Online** button in the header of your website that links to the upcoming auctions list on your ATG White Label.



## Supporting your ATG White Label bidders

Add the ATG White Label bidder support details to your website.

**Phone:** +1 866 597 2437

**Email:** support@bidspotter.com

Ensure you update the "How-to bid" details on your website to explain and promote your new ATG White Label.

## Converting bidders

Contact your existing bidder base. We recommended sending an email announcing your new white label bidding area. **Here is a template.**

Announcements should come with a CTA – such as signing up for an upcoming auction you have listed on your ATG White Label.

It's more effective if at the time of the announcement there is at least one event set up and showing on your ATG White Label. This will allow buyers take an immediate action.

**TEMPLATE**

As bidders register for your ATG White Label auctions, you can add bidders to the **Always approve** list or the **Private block** list.

**More details.**

Buyer's Premium parity across all online platforms ensures bidders don't need to think about where to bid and potentially leave the buying journey.

## Requesting changes to your ATG White Label

If you have a custom change request for your ATG White Label (including a change to an ATG-created WordPress site), please send your enquiry to our Services team to get started:
seller.services@auctiontechnologygroup.com

Some change requests may incur an additional one-time fee; our Services team will work with you and your Client Success Manager to scope and contract that work if needed.