



CASE STUDY: HORSE FOR A DAY

Streamlining the buying and selling process and overcoming the limitations of traditional horse auctions.

SUMMARY

Horse for a Day emerged as a pioneering platform in the digital transformation of the horse auction market. Tailored exclusively for the sale of racehorses, the platform has become the eBay equivalent for equine transactions, providing specialized services to small breeders and owners.

This case study examines the strategic marketing initiatives that propelled Horse for a Day to success by streamlining the buying and selling process and overcoming the limitations of traditional horse auctions.

MARKETING OBJECTIVES FOR HORSE FOR A DAY

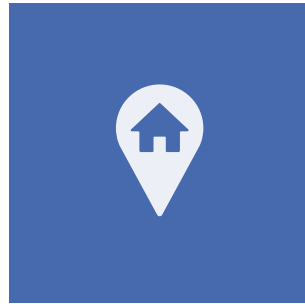
- **Increase platform visibility and engagement**
Grow awareness and participation through marketing tactics like SEO, social media, and digital advertising.
- **Utilize digital marketing for broader reach**
Employ targeted digital campaigns to connect with niche markets nationally.
- **Create a seamless live online auction experience**
Develop an intuitive platform tailored to facilitate efficient racehorse transactions.
- **Build community partnerships**
Collaborate with industry organizations to establish credibility and trust.

CHALLENGES WITH TRADITIONAL HORSE AUCTIONS



Limited access

Small breeders and sellers have limited opportunities to showcase their horses due to the expenses associated with in-person auctions



Geographical constraints

Buyers are geographically limited and may miss auctions if unable to travel, reducing bidding competition



Information gaps

In-person auctions can be chaotic and rushed, leading to critical information gaps for buyers and sellers

Traditional horse auctions have limitations that prevent maximum value and efficiency for buyers and sellers.

HORSE FOR A DAY FEATURES



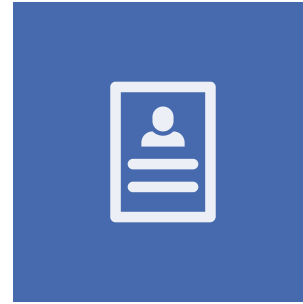
Comprehensive horse profiles

Detailed information about each horse's history and attributes



Real-time bid updates

Bidders can view live updates on current bid status



User watchlists

Users can track and monitor favored horses



Stress-free interface

Intuitive design for a smooth user experience

Key website features optimize the auction process for buyers and sellers.

**"SELLING MY RACEHORSE THROUGH
HORSE FOR A DAY WAS A GAME-
CHANGER. THE DIGITAL REACH HAS
SIGNIFICANTLY INCREASED MY
SALES POTENTIAL."**

PAUL CONNER, HORSE BREEDER

RESULTS



40% increase in sales revenue
3 months after launch



150% increase in registered users
6 months after launch.



85% increase in social media audience
1 year after launch

The marketing initiatives led to significant growth in visibility, user engagement, and credibility in just the first quarter after launch.

CONCLUSION

Horse for a Day successfully transformed the racehorse marketplace by creating an accessible, transparent digital platform tailored to small breeders and owners. The new online auction environment improved efficiency and reach for buying and selling racehorses.