

# CleanBayArea Recovered \$46,000 in the First Month for a Global Marketing Automation Company in Northern California by Providing Responsible Recycling and Remarketing Solutions

## Challenge

With over 500 employees in more than 17 locations around the world, the company is a global leader in agile marketing technology solutions. This global marketing automation company provides brands, agencies, and developers with proprietary tools to automate and optimize their marketing investments. As the company invests in state of the art computer technology to support its platforms, it needed a comprehensive recurring solution for its excess computer and telephone equipment.

## Solution

CleanBayArea provided the client with a comprehensive remarketing and recycling solution for their used equipment in compliance with R2 and E-Stewards certification standards. CleanBayArea removed and recycled hardware such as laptops, servers, monitors, and telephone equipment. Through its online global sales distribution network and multiple online venues, CleanBayArea was able to successfully remarket the client's excess assets through its global sales distribution network of system integrators, manufacturers, and value-added resellers. The result was a maximization of returns through proven marketing and sales strategies which allowed the client to triple its recovery rates in comparison to traditional auctions and ITAD companies. CleanBayArea also R2-Certified recycled assets that could not be resold or reused, and supplied the client with all regulatory required documentation and certificates of destruction for the equipment. CleanBayArea ensured transparency by providing the client with its custom asset and market reports.

## Results

In the first month, CleanBayArea was able to recover \$46,000 of residual value for the client's used equipment. CleanBayArea recovered 80% of the residual value of their client's equipment, and its value recovery program consistently recovers 3x more value than using traditional auctions and liquidators. The cost of pickups, recycling, and disposal fees are offset by the recovery so clients do not have any upfront costs in the process. By partnering with CleanBayArea, the client maximized the residual value it received for its equipment and has saved time and resources that would normally be spent by their personnel to manage the process.

## White Glove Service

Fees for pick-up, recycling, and disposal are offset with recovery

## Increased

Return as compared to traditional auctions and ITAD companies

## Global

Online sales distribution network

*"It became apparent early on in the process why CleanBayArea is the leader in the ITAD industry. Their service and professionalism makes the entire process effortless. We were excited and extremely pleased that they were able to recover \$46,000 for our equipment in the first month. CleanBayArea is our strategic partner for our quarterly ITAD and recycling needs."*