

Viewing Frequent Buyers

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Viewing Frequent Buyers allows administrators to track the people who have regularly purchased items from their Auction site, and gives them a way to target further auctions to these people.

Quick Steps: Go to **Auction > Members > Top Buyers**

Frequent Buyers:

1. Within the Management Console, select **Auction** from the top menu, then **Members** from the left menu.

2. Select **Top Buyers** from the expanded left menu.

Here you are presented with the top 20 buyers by number of transactions. You can also sort this by Amount by click **AMOUNT** in the table heading.

By clicking on the member's name in this menu, you can view their profile and all Bids or Transactions against their account. This will help in further targeting communication to these members.

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