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Competition Services

Competition Services are a great way to make revenue whilst providing your customers with an exciting service. With Wapfly you have the ability to run your own competitions while we manage them on your behalf and provide real-time online statistics.

SMS Based Competitions

A participant (customer) could be asked a question and provided with three possible answers. He/she would then be directed to make their selection and send it to a ShortCode.

For example:

What is the capital city of England?

A. Newcastle
B. Manchester
C. London

Text the word YOURKEYWORD plus A, B or C to 123456

The participant would then receive a reverse bill SMS to confirm their entry.

ShortCodes for competitions vary, so you will be given an appropriate ShortCode upon request, depending on how much you wish to charge. SMS Based Competitions can be charged in multiples of:

1. £0.25
2. £0.50
3. £1.00
4. £1.50

IVR Based Competitions

Similar to SMS Based Competitions, but using Interactive Voice Response (IVR) technology, IVR Based Competitions allow a participant to enter a competition by calling a Premium Rate telephone number and answering a question or simply leaving their name and address.

IVR Based Competitions can be charged on a per minute basis of:

1. £0.50 per minute
2. £1.00 per minute
3. £1.50 per minute

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Competition Services (2)

Data Collection

When a participant enters a competition, aside from using their details to determine a winner, it is possible to collect and store their details for future 'opt-in' marketing use.

Wapfly's generic services can capture the following details:

Mobile Number / Calling Line Identification (CLI)
Mobile Network
Competition Answer
Competition Date of Entry
Premium Rate Number Called
ShortCode / Keyword
Country of Origin

This data can be provided to you via

DATA STORAGE - Wapfly can store the data for you on one of its secure servers, offering access at your preferred convenience (daily, weekly, monthly etc.). The data can be provided in your preferred format, with the most common being a Comma Separated Value (CSV).

EMAIL ALERTS - Wapfly can configure an automatic email alert to be sent to you every time a new participant enters your competition. If they enter via IVR, you will receive a copy of their recorded message.

HTTP - When a new participant enters your competition, their details can be sent to a script on your own server or a third-party server via HTTP.

FTP - When a new participant enters your competition, their details can be added to a simple text file. This file can then be uploaded to your server via File Transfer Protocol (FTP).