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High / Low Bid Auction Service

Wapfly's High / Low Bid Auction Service offers a fantastic way to promote select items of a significant value to certain customers via an auction and create the 'illusion' of having a very real chance of winning. The highest UNIQUE bid (or lowest unique bid, depending on the auction type) wins.

For example, let's say you run a games console website. Many of your visitors might have the Sony PSP on their wish lists, but no money to buy one with. By offering the chance to win one through a high / low bid auction at only £1.50 per bid, you give them a strong incentive to participate.

How It Works

The customer is instructed to send a text message (SMS) with a Keyword and their highest bid (or lowest bid, depending on the auction type) in pence to a designated ShortCode.

For example:

Keyword -	PSP
Shortcode -	87766
Price Per Bid -	£1.50

The customer could bid £23.62 -

PSP 2362 to 87766

The system will send a reply message informing the customer whether or not their bid is unique. If not, they are welcome to try again, further increasing your potential revenue.

Suggested Terms & Conditions

You may enter as many times as you like. The highest unique bid will win. Each bid will cost £1.50 and will be billed to your mobile phone. This auction closes on DD/MM/YYYY. No cash alternative will be offered. The winner will be notified by text message to their mobile phone. Please get permission from the person who pays the mobile phone bill before entering.